

RADIO
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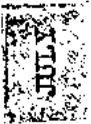
CUCKY STRIKE
MARTIN BLOCKS
WAKE BELIEVE
BALLROOM

JULY - DEC.
1943

0795169-005

ATX01 0235761

RTX01 0235762



RADIO CONTINUITY

Commercial Only

MARTIN BLOCK'S
MAKE BELIEVE BALLROOM

ATK01 0235763

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

AS BROADCAST

BLOCK: Now, when you ladies make yourself a new dress and it's extremely becoming, you like to wear it, and you like to have people admire it. When you've put in a lot of extra hours in a Victory Garden and it's coming along swell, you like to hear people say, "Gee, that's a swell Victory Garden!" And when you've prepared an extra delicious dinner in the face of rationing difficulties, you appreciate a few words of praise for your work and effort. And you like to talk about it. Well, isn't it just perfectly natural for the makers of Lucky Strike Cigarettes to talk about their own product, knowing the fine tobaccos and years of aging, mellowing, and blending that have gone into each and every Lucky? Sure it is! Well, we get compliments, too, from others -- like the independent tobacco experts -- auctioneers, buyers, and warehousemen affiliated with no tobacco company whatsoever -- who 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 tobacco will smoke. No sir, these men can't help seeing who buys what tobacco, and they can't help seeing Lucky Strike buyers get the riper, better-tasting, naturally milder tobacco -- so when these independent experts praise our cigarettes, too, as evidenced by the fact that with them, Lucky Strike has over twice as many exclusive smokers as have all other brands combined -- well, as far as I am concerned, that's a straight-from-the-shoulder recommendation from the men who know tobacco best.

(MORE)

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

AS BROADCAST

BLOCK:
(CONTD)

I'm sure you, too, will praise Luckies once you've tried them. Smoke Luckies and add to your own smoking pleasure -- suggest Luckies and do the same thing for a friend. When you think of cigarettes -- just remember, Lucky Strike means fine tobacco.

LUCKY STRIKE-"MAKE BELIEVE BALLROOM"
Commercial - July 1, 1943 (Evening)
(First run - January 4, 1943 - Evening)

AS BROADCAST

BLOCK: I want to make a little confession. You'd never in the world guess what I was doing the other afternoon ... sitting on the floor in the baby's nursery playing with electric trains. A fine father I am! Poor kid never gets a chance to play with his own toy trains when I'm around. There I was in the middle of a circle of tracks watching the trains chug around and around. Long as you kept the electricity on - as long as you don't pull the switch - the train keeps going around and around the tracks - never stops. 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 all this got to do with Luckies? You're not going to say Luckies are like electric trains? 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 stay on 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 of 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 to a superior smoke. For always - Lucky Strike means fine tobacco.

ATX01 0235766

BLOCK: You know many many times in the past year I've picked up a paper or a magazine, 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, honestly think that a woman can scent a bargain sale miles away. It's funny the way the word spreads around so quickly -- there's a real event at this, that, or the other store. 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. 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 true values. 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. 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.

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

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: May 24, 1943 - Morning
2nd Run: July 3, 1943 - Morning

AS BROADCAST

HART: 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. 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.

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ATX01 0235769

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

AS BROADCAST

HART: 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 0235770

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Nov. 14, 1942 - Evening
2nd Run: July 3, 1943 - Evening

AS BROADCAST

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

ATX01 0235771

HART: In talking to you ladies today, I was going to start out by asking you if you were label conscious ... Yes, I said "label" ... L-A-B-E-L ... label conscious. And then I changed my mind, because nowadays, I guess we're all label conscious. When you walk into a restaurant and you see a lady just being seated at the next table, when she takes off her coat and drapes it over the chair ... if the label in that coat bears the name of a very famous furrier or tailor, you know without examining the coat carefully that it must be good. That goes for hats, and shoes -- yes, and it goes for cigarettes, too. That's why the label on a package of Lucky Strike Cigarettes means a good deal to the average smoker like you and me. It means fine tobacco in a fine cigarette. You see, no cigarette can be any better than the tobacco from which it's made -- so the folks who make Luckies consistently go after that finer, lighter, naturally milder tobacco in markets all over the South. That Lucky Strike label must mean something to independent tobacco experts -- buyers, auctioneers and warehousemen. For these men who know tobacco best -- choose Luckies by an overwhelming majority for their own smoking pleasure. So the next time you're buying cigarettes, look for Luckies in that smart white package with the striking red bullseye -- your label for a cigarette of truly fine quality. The clean, fresh taste of Luckies will justify your faith in that label. Yes, ladies, to light a Lucky is to like a Lucky; to suggest a Lucky is to reflect your own good judgment.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Nov. 19, 1942 - evening
2nd Run: July 5, 1943 - evening

AS BROADCAST

HART: Say, I know tomorrow is meatless Tuesday, but would you ever think of shining your shoes with a piece of steak? Of course not. You wouldn't try to make a hat out of a pumpkin. Would you try to take a bite out of a piece of felt? After all, those questions aren't so silly, you know, because I can remember a couple of years ago when college boys were swallowing live goldfish and eating phonograph records. You remember that. You and I know that a good steak is meant to be eaten, a pumpkin is good for a pie, a soft piece of felt makes a smart hat. Goldfish are meant to swim about in their bowl and phonograph records, well, you tell me. They're meant to give out with the sweet and hot music that you all like. Yes, folks, different articles -- have different uses. We use them differently and we expect different things from them. You take a cigarette for example. You wouldn't want to eat it or use it as a hat ornament. You smoke it. And you want it to be a fine, tasty smoke. That's the only test you put it to. It must bring you smoking enjoyment. Cause that's what you're gonna do with your cigarette -- smoke it. Common sense will tell you the only way to get a quality smoke is to use quality tobacco, because no cigarette can be any better than its main ingredient -- the tobacco that's in it. And that's why Lucky Strike goes out to get you smokers fine, ripe, mild, mellow, true Lucky Strike leaf.

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ATK01 0235773

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 5, 1943 - Evening (CONTD)

AS BROADCAST

HART: That's the purpose of Luckies -- so round, so firm, so fully packed, so free and easy on the draw -- to bring you and me -- just average smokers -- the peak in smoking satisfaction. To expect a good smoke from a cigarette lacking fine tobacco would just about be the same as expecting to get a good shine by rubbing your leather shoes with a piece of steak. Yes, you've only to light a Lucky in order to like a Lucky. The fine leaf in Luckies is designed to bring you the peak in satisfying smoking minutes.

ATX01 0235774

BLOCK: Any of you ladies been shopping recently? I don't mean down to the corner grocery store, or the butcher shop or the fruit market for your regular daily shopping, I mean a real shopping spree. I don't know, maybe it's an extra-special date a week from now ... maybe you're going on a vacation ... maybe you're even going to get married -- I don't know. But special occasions always call for a new outfit ... and to get just the hat, and just the dress, and just the right shoes, and the correct accessories -- well, that usually means going from store to store and matching this to that until you have assembled a complete outfit that will look best on you. You know, The American Tobacco Company -- the people who make Lucky Strike Cigarettes -- well, they employ expert buyers to spend their whole life doing nothing but shopping. Year in and year out it's their job to shop the tobacco markets in order to select that kind of tobacco that makes Luckies a better smoke ... the kind of tobacco that makes the lighting of a Lucky a real special occasion every time. Yes, sir, it's quite a job they have; and that they successfully fulfill their job certainly is shown by the fact that independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who know tobacco best -- choose Luckies by an overwhelming majority for their own smoking pleasure. The fact that our buyers spend a lifetime shopping around for finer tobacco makes it much easier on you, because while you may have to do a lot of selecting in order to find just the right hat, shoes, dress, and accessories, well they have eliminated the necessity for your shopping for a fine cigarette. Real smoking pleasure ... that clear fresh taste you want ... can be found by simply asking for Lucky Strike -- the cigarette that means fine tobacco. And remember, Luckies come to you in a smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Nov. 6, 1942 - Morning
2nd Run: July 6, 1943 - Evening

AS BROADCAST

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

ATX01 0235776

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

AS BROADCAST

BLOCK: You know, ladies - the other morning, coming up to my office, I got into a crowded elevator ... there was a girl in the elevator and I couldn't help but notice her. She was simply dressed ... she had practically no make-up on, but she was absolutely beautiful. Now, while better clothes and a fancy hair-do, and Percy Westmore's make-up may have been able to do marvels with her, she had to have that lovely, fresh, natural beauty to start with, in order to be attractive. That's something like the way it is with a cigarette. No matter what you say about a cigarette, unless it has fine quality in its basic ingredient, it can't be a fine cigarette. 'Cause no cigarette is any better than the tobacco from which it's made ... that's why the makers of Lucky Strikes consistently select the lighter, riper, naturally milder leaf for Luckies. So when you see that good-looking smart white package with the striking red bull's eye, remember -- not only do Luckies look good but they are good - for Lucky Strike means fine tobacco. Get acquainted with the cleaner, fresher taste of Luckies, and I'd appreciate it if you'd offer them to your friends. Let them in on this increased smoking pleasure, made possible through the fine quality tobacco used in Luckies.

ATX01 0235777

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Oct. 28, 1942 - Evening
2nd Run: July 7, 1943 - Evening

AS BROADCAST

BLOCK: You know, when I was a kid I was a holy terror. Honest, I was! You'd never think it to look at me now. One of those wise guys -- always asking questions nobody ever wanted me to ask them either. My aunt and her new boy friend would come to the house I'd ask them when they were going to get married. Just like that ... come right out with it. Hey, when are you going to get married? Then our new, very young, and very flustered grade school teacher -- I remember her she got safely through her first arithmetic lesson, and was just beginning to breath a sigh of relief, I raised my hand and asked the question that she wasn't prepared to answer. And we used to go to the movies and see those thriller serials -- you know the ones that are always to be concluded next week. I always wanted to know how the heroine could possibly be snatched from under the feet of those stampeding buffalos. I was even the little kid who, at the age of four, wanted to know why Santa Claus looked just like my father. I was a little tough guy from Missouri. I had to be convinced or I was a doubting Thomas. That's the kind of a man The American Tobacco Company, the folks who make Luckies, got a hold of -- just an average smoker but a doubting Thomas. So I was given free rein to look into the records to visit the public tobacco auctions, just as an average smoker, and then come back and report to you. And believe me, here's that man from Missouri who is really convinced that Lucky Strike means fine tobacco and therefore increased smoking pleasure.

(MORE)

ATX01 0235778

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Oct. 28, 1942 - Evening
2nd Run: July 7, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: You know, I've seen Lucky Strike buyers inspecting, judging and finally selecting the leaf they think they want to smoke in Luckies. They think that you'll want to smoke that tobacco right across the nation -- it's the tobacco that comes up to Lucky Strike standards. You see, from the very beginning Lucky Strike has realized that no cigarette can be any better than the tobacco it contains. And that's why we go out of our way to get finer, milder, riper leaf. Now that's straight and clear thinking. I know it convinced me, and if you still have any doubts that Luckies are the cigarette that will bring you greater smoking enjoyment, you try a pack of Luckies tonight -- you'll find they're so round, so firm, so fully packed, so free and easy on the draw. Yes, and you'll find that every time you light a Lucky you'll like a Lucky.

ATX01 0235779

BLOCK: You know, I sorta kinda imagine that one of the greatest problems the housewife has today is marketing. It used to be that you'd just call the grocer and give him your order, and the same went for the fruit man and the butcher. Well, now -- well, now since we're working under a ration system, quality means just as much as quantity. And you smart shoppers aren't going to permit anyone to select quality for you. You want to thump that cantaloupe yourself, don't you -- and you want to make sure that the tomatoes are red and ripe. Yes, when you do your shopping today, quality is one thing that's paramount in your mind. Well, why not use this same discretion in selecting a cigarette? Just weigh all the facts ... Number one: no cigarette can be any better than the tobacco from which it's made. Number two: at markets all over the South, the expert buyers for Lucky Strike cigarettes consistently select the finer, lighter, naturally milder leaf and today, with experts and amateurs alike, Lucky Strike means fine tobacco. Yes, independent tobacco experts -- I mean the auctioneers, the buyers, and the warehousemen, choose Luckies by an overwhelming majority for their own smoking pleasure, and as for amateurs like you and me -- well, just try a Lucky. That cleaner, fresher taste will tell you that Lucky Strike means fine tobacco. Yes, friends, if its quality you want in a cigarette, light a Lucky -- it's bound to increase your own smoking pleasure, and if you'll suggest a Lucky, it'll do the same for your friends. Look for Luckies in the smart white package with the striking red bullseye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 26, 1942 - morning
2nd Run: July 8, 1943 - evening

AS BROADCAST

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

ATX01 0235781

BLOCK: Ladies, I just want to ask you a question -- Did you ever buy something that really looked good to you, and when you got it home to use it or to wear it, it just didn't pan out? Then you felt a little discouraged with your ability as a shopper, when you found that you had made a mistake. Maybe you took somebody's word for it, and ordered that article sight unseen. Buying a cat in the bag oft-times leads to disappointment and that's why I wish so often that I could have had you ladies with me at the tobacco sales I visited down South, to have seen with your own eyes - felt with your own fingers - and enjoyed the aroma with your own nose, of the finer, lighter, naturally milder tobacco, selected by our buyers to go into Luckies - and then I wish I could have taken you with me to our huge storage sheds, where that tobacco is permitted to sleep and age and mellow for from two to five years ... and then to our great factories, where tobacco at its best is blended into Luckies - so , so firm, so fully packed, so free and easy on the draw. Then, there would never be any question in your mind of the fact that Luckies are the cigarette for the discriminating buyer. But, since that wasn't possible, I can only ask you to take my word that these things are so and don't forget you can't fool a tobacco expert, a man who makes his living in the tobacco business. Yes, I mean the auctioneers, the buyers, and the warehousemen ...with these men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. So with such expert judgment to guide you, I know you'll agree with me that when you're buying Luckies, you aren't buying a cat in the bag. So, look for Luckies in the smart white package with the striking red bull's eye.

RTX01 0235782

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Oct. 23, 1942 - evening
2nd Run: July 9, 1943 - evening

AS BROADCAST

BLOCK: Have you ever seen an army on the march? I have ... I saw one
not so long ago. down in front
was the standard bearer carrying the regimental colors and
guarded by two soldiers. That standard bearer knows perfectly
well that everyones watching him. Every eye is on him. You
can tell by the way he walks ... firmly, and proudly. His
dignity has to live up to the flag. You know, each and every
pack of Lucky Strikes coming to you across tobacco counters
all over the country is the standard bearer for Lucky Strike.
They carry with them the Lucky Strike reputation for fine
tobacco. And each and every Lucky you smoke has to live up to
that reputation, just as the standard bearer must live up to
the flag in his every movement. Just so each Lucky Strike
must live up to our high standard for finer tobacco -- making
a finer smoke for you. In every parade you notice there's a
color guard to protect that flag. Well, just so that fine
tobacco in Luckies -- our banner for your smoking enjoyment --
is guarded by making each Lucky so round, so firm, so fully
packed, so free and easy on the draw, that they can't help
but bring you complete satisfaction. And that's how we can be
sure that you'll get the maximum pleasure out of that fine
Lucky Strike tobacco we select for Luckies today. So why
don't you join the parade of satisfied smokers who've found
that to light a Lucky is to like a Lucky? You really can't
go wrong when you ask for Lucky Strike ... 'Cause Lucky Strike
means fine tobacco.

ATK01 0235783

BLOCK: Ladies, how many times have you heard people say, "Oh, for the good old days!"? Every time I hear someone say that I wonder ... can you imagine the amazement on the face of your great grandmother if you were to tell her that today the most beautiful hose in the world are made from coal and water? Yes, the plain, ordinary coal that she used to burn in the stove out in the kitchen. We call it Nylon. And suppose you told her that from almost the same material as those fine hose are made - automobiles and jewelry and containers are made. Plastics, of course. And how strange she would think the new way of wrapping packages ... no more old-fashioned paper wrapping, but cellophane -- thin and strong, so that you can see right into it. And of course, if you told her that they are now making dresses out of spun glass, well, she just couldn't believe it. And yet, all these things are true. Today, modern science is able to replace many of the old ingredients ... but no one has yet found a way to make a fine cigarette out of anything but fine tobacco, which^{of course,} is why the makers of Luckies put the emphasis always on tobacco ... why at markets all over the South they consistently select the finer, lighter, naturally milder leaf that makes Luckies a finer cigarette... No wonder that with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts ... there's no substitute for fine tobacco. And Lucky Strike means fine tobacco. Prove this for yourself. Once you've enjoyed the cleaner, fresher taste of Luckies nothing will ever supplant Lucky Strike in your smoking affection. Look for Luckies in the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: Oct. 17, 1942 - evening
2nd Run: July 10, 1943 - evening
Hit Parade - Nov. 7, 1942

AS BROADCAST

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

ATX01 0235785

HART: Do you ladies go to the movies very often? Well, if you're anything like my wife, I guess you go at every opportunity. But how many times have you fixed dinner, and you and your husband have finished and gotten up from the table - you've done the dishes, and then come into the living room and said, "What do you say, dear - let's go to the movies." And there he sits, with his slippers on, in his comfortable chair, reading the paper and maybe smoking a Lucky Strike Cigarette. He'll say, "Oh, I don't feel much like going out tonight." I'll bet that happens lots of times -- and maybe you're a little disappointed. Because I'll bet that long before he's gotten home from work, you've had the newspaper turned to the amusement column, and you've looked in the paper to see which pictures are playing at what theatres. Yes, and I'll bet you've read the reviews to see what the critics had to say about the different pictures. You've made up your mind that there's one you want to see. Well, don't be too disappointed. Maybe Pop is a little too tired tonight to go to the movies, but there's always tomorrow night. You know, speaking of motion picture critics - they see lots of pictures - they see all of them. And I guess they become a little blase, so that a picture has to be extra special before it'll get a really high rating from them. You know, of course that motion picture critics, as a rule, are not connected with any motion picture company, so their opinion of a picture is bound to be unbiased. And you know, the same thing goes for independent tobacco experts - auctioneers, buyers, warehousemen - men connected with no cigarette company, but men who must know tobacco, because by the handling of

HART: tobacco they earn their living. Ladies, try and remember that, just as you can depend on the opinion of motion picture critics, in the selection of motion pictures - so, too, can you depend on the opinion of tobacco experts in the selection of cigarettes. With these tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And the pleasure you derive from smoking Luckies is yours at all times. It's never too late, you're never too tired, but that the cleaner, fresher taste of a Lucky, because it's made from fine tobacco, will give you the utmost in smoking enjoyment. Look for Luckies in the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 12, 1943 (Evening)
1st Run: October 17, 1942 (Morning)

AS BROADCAST

HART: You know, a couple of weeks ago, when I finished up here at the "Make Believe Ballroom," the missus and I went over to the movies. And after the movies they had a stage show.

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

RTX01 0235788

BLOCK: I wonder ladies - do you have a washing machine in your home - an electric iron - an electric toaster - automatic mixer - electric percolator? I'll bet most of you have. And of course, you know the importance of caring for those things today, if they're going to continue to serve you in the future, now that replacements are impossible due to the war. Modern industry has certainly simplified housework no end. And I do understand that the home of the future is going to be even more marvelous, with many more labor-saving devices we never even dreamed of. Yes, ma'am - modern ingenuity has certainly made the woman's burden a great deal easier. And in the face of the many improvements in this world today, it's interesting to note that no one has yet found a better way of making a cigarette than by packing it full of fine, light, naturally milder tobacco. It's a time-tested formula that never fails, and that can't be improved upon. The only thing that the makers of Luckies can do to give you a better smoke is to constantly strive to buy fine tobacco, and that's exactly what they do. Our tobacco buyers, born and bred, most of them, in the tobacco industry, scour the markets for the finer, fresher, cleaner tasting tobacco that makes Luckies such an enjoyable cigarette. Yes, ladies, remember to take care of those household appliances that make daily work easier, and remember, too, to take care in your selection of a cigarette - try Luckies, the cigarette that means fine tobacco, properly aged and mellowed, and brought to you in the smart white package with the striking red bull's eye. To light a Lucky is to like a Lucky -- to suggest a Lucky reflects your own keen judgment.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 13, 1943 (Evening)
1st Run: October 16, 1942 (Evening)

AS BROADCAST

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

ATX01 0235790

BLOCK: You know, ladies, I went to see a show the other night, and it was very, very funny. And I got a big laugh out of one of the scenes where the father is trying madly on the telephone to reach the doctor. Everybody's talking, everybody's shouting - he's waiting for the doctor to call back. Suddenly the telephone rings. He picks it up, says "Hello" - then with great exasperation, bangs the receiver back on the hook, as he says, "No, we are not listening to our radio!" Needless to say, the audience howled. Maybe that's happened to you -- maybe your phone has rung and someone has asked you if you're listening to your radio, and if so, what program you're listening to. They're making a survey, to find out how many people are listening to different programs. Now surveys are important, because they tell what kind of program you like best. Knowing the importance of surveys, the makers of Lucky Strike cigarettes conducted one. They, however, investigated the smoking preference of the independent tobacco experts - I means the auctioneers, and the buyers, and the warehousemen - men who earn their living through their knowledge of tobacco. And this survey showed that these men prefer Luckies by an overwhelming majority. Now if you'd like to make a little survey of your own - do what I did. Pick out those people in your circle of friends whom you believe to be truly discriminating - the ones who dress just a little better - you know - the ones who always do things in good taste, and I think you'll find in their pocket or purse a good-looking, smart white package with a striking red bull's eye, and on the middle of that bull's eye, two words - Lucky Strike. It's only natural, since Lucky Strike means fine tobacco, and no cigarette can be any better than the tobacco from which it's made. So - take a tip from the tobacco experts - show your discrimination by smoking Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 14, 1943 (Evening)
1st Run: October 16, 1942 (Morning)

AS BROADCAST

BLOCK: You know, when I was a kid, sometimes I used to go to market with my mother and I remember how she used to pick out fruits and vegetables. If she was buying cantaloup, she'd push on the bottom of it to see if it was ripe, and smell it to make sure it was nice and sweet. Tomatoes had to be red and ripe and firm. Oranges had to have that certain feel - soft enough to be juicy, but not so soft as to go bad. And she seldom if ever has made a mistake. She'd been shopping for years and years and her judgment was pretty good. And the foods that were on our table were mighty excellent. You know, our expert shoppers at the public tobacco auctions - which are held every year - are the buyers for The American Tobacco Company. These men inspect all the tobacco as it comes up for sale. They feel it, smell it, put it to the tests that their years of experience has devised. When they think a basket of leaf is good enough to bear the name Lucky Strike tobacco, then they bid on it. Now, because they know that fine tobacco means fine smoking, our buyers, time after time, select that truly fine leaf. That's how they make sure that each and every Lucky Strike that's offered to you on cigarette counters, is crammed with the tobacco you want to smoke. The kind of leaf that's come to make the name Lucky Strike mean fine tobacco. Now, my mother was an expert in picking out the food her family was to eat. And the buyers for Lucky Strike are experts in selecting the fine tobacco that makes Luckies a fine cigarette. Why not show your expert judgment in choosing the cigarette that's sure to afford you greater smoking pleasure? Remember, you can't go wrong when you light a Lucky.

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ATX01 0235792

BLOCK: You know ladies, I wonder if it isn't true that we always appreciate and place more value on the things in this world that we have to fight for rather than the things that are handed to us on a silver platter? You gals really fought for the right to vote, the right to take your place in industry, the right to fight side by side with your men ... You won that right, and because you fought for it, it means a good deal more to you -- and I hope the men won't jump on me for saying this -- but it means a good deal more to you than to us men who've always had these privileges. You see we sort of take these rights as a matter of course. Women, on the other hand, regard these privileges as something truly worthwhile. There are very few women left in the world today who vote the straight Democratic or Republican ticket because their husbands vote it ... or who take up the study of medicine because -well because they think they will meet a lot of nice young internes - or who are working in a war factory for the same reason. Because women value their equal rights today, they look deeply into any subject which interests them -- which makes it very clear to me why I see so many members of the fairer sex choosing Lucky Strike cigarettes. Selecting a cigarette for your smoking pleasure and for your family's enjoyment takes more than just reading or listening to claims. And the sound statement of fact that "in a cigarette it's the tobacco that counts - that Lucky Strike means fine tobacco - that with independent tobacco experts, auctioneers, buyers, warehousemen, men who know tobacco best, it's Luckies two to one" have done much to convince you that Luckies are the cigarette for you. (MORE)

BLOCK: and your family. Now don't misunderstand me, I agree with you in your wish to try all cigarettes. I think it shows good sound judgment on your part. But I know the first time you try a Lucky ... the clean, fresh taste of that finer, lighter, milder tobacco, will do more than my words to convince you that for your smoking pleasure it should be Luckies in the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 15, 1943 (Evening)
1st Run: March 2, 1943 (Evening)

AS BROADCAST

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. And 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 forget it. He used to say - Deliberate slowly and execute promptly. Now that's a pretty good rule to have with you all the time. Reason things out slowly - not in haste - Weigh all the evidence. 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. Just follow this evidence and weigh it slowly. It's just common sense logic that tobacco is the all-important thing in a cigarette. No cigarette can be any better than the tobacco it contains. And Lucky Strike, realizing this, goes out of its way to select finer, lighter, riper leaf for your smoking satisfaction. You know, the sales that are attended by the independent tobacco experts, the buyers, the auctioneers and the warehousemen - well they can see 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. Now, remember the 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. 'Cause that's your by-word for greater smoking pleasure.

ATX01 0235795

BLOCK: The other day I saw a picture of a girl ~~whom~~ I've known for a good many years; yet when I looked at the picture, I asked the party who showed it to me, "Who is that?" Truthfully, it didn't look any more like the person it really was than you look like me -- you wouldn't like that at all would you?

I think when the average girl goes to the photographer she wants a picture that, while it may flatter her, will at the same time be a reasonable likeness -- so that a person looking at it will recognize it as her picture. A little retouching is all right; but when it's carried to the extreme so that the reasonable likeness is lost, then it ceases to be a true picture of the subject. You ladies wouldn't like that I'm sure. And that same thought is just as true of the cigarette you're going to smoke. Any cigarette reflects the quality of the tobacco from which it's made. Unless that tobacco is good right from the beginning - in other words, the finer, lighter, naturally milder tobaccos such as is used in the making of Luckies -- unless it's permitted to age naturally in huge storage sheds - unless it receives the tender care of men who know how to blend the finer grades of tobacco together, you cannot have a fine smoke. And the makers of Luckies know this - and that's why our expert buyers select and buy that true Lucky Strike tobacco that has made the name "Lucky Strike" mean "fine tobacco." That's why that tobacco is permitted to sleep for from two to five years in huge airy storage sheds, and that's why infinite care is used to produce Luckies to make them so round, so firm, so fully packed, so free and easy on the draw. Yes, when you choose a Lucky, you choose a cigarette that reflects true quality. For a picture of perfect smoking enjoyment, make that next pack Luckies in the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 16, 1943 (Evening)
1st Run: January 7, 1943 (Morning)

AS BROADCAST

BLOCK: You know, I was looking through an album the other day, an album that I made on my trip 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 the fine, mild, ripe Lucky Strike tobacco? Well, I've got about a hundred snapshots as a keepsake of the trip, and I have some golden tobacco leaves, and a little envelope that's full of tobacco seeds. And here's a strange thing - those tobacco seeds - they're very tiny. You have no idea how tiny they are. A hundred thousand of them will fit on one teaspoon - just an ordinary teaspoon, right in the bowl of it - a hundred thousand. And yet from this almost microscopic seed grows the fine tobacco leaves which are responsible for that golden ripe, mild tobacco that your Lucky Strike buyers select for your smoking pleasure. And after that finer quality Lucky Strike tobacco has been aged and cured and mellowed for from two to four years, it's ready to be put into your Lucky Strike Cigarettes. 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. So try a pack today, see if it isn't really true that when you light a Lucky you like a Lucky. Remember one thing, no cigarette can be any better than the tobacco from which it's made ... and Lucky Strike means fine tobacco.

ATX01 0235797

HART: You know, I don't imagine there's a lady listening to me right now who hasn't in the past received gifts of perfume, and I suppose that many times you've bought perfume for yourself. In spite of the fact that you've tried many different kinds of perfume, there must certainly be one particular kind that you prefer above all others ... one distinctive fragrance that suits you best ... and that's the perfume you prefer to use more than any other. It must be pleasant; it must be distinctive; and of course, it must express your own good taste. And everything that I've said about selection of perfume applies equally to the selection of a cigarette. Well, I know that as soon as you light your first Lucky Strike, you're going to have the same reaction that you had and you're going to say the same thing you said when you tried your perfume ... You're going to say, "This is the cigarette for me!" I know you'll enjoy the clean fresh taste ... I know you'll like the pleasant aroma -- all these things made possible by the use of the finer, lighter, the naturally milder tobaccos, carefully blended into Luckies -- is it any wonder that with independent tobacco experts, auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1. And because in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco, when you light a Lucky, you give yourself added smoking enjoyment ... and when you suggest a Lucky, you reflect your own keen judgment for the better things in life. So, for your own benefit as well as all of your friends, remember to look for Luckies in the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 17, 1943 (Evening)
1st Run: January 22, 1943 (Evening)

AS BROADCAST

HART: You know, one of my best friends gave me a fine wrist watch as a 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 many 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 is made of finer, lighter, milder 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 selecting 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, for always Lucky Strike means fine tobacco.

ATX01 0235799

BLOCK: Ladies, do you know how to make a good cup of coffee? But really, I'm not kidding, in spite of the fact that I just heard a half million people say out there, "Tell me where to get the coffee!" I'm serious about it, because I'm sure that if I ran a contest here at the Make Believe Ballroom and asked you ladies how to make a good cup of coffee, if a thousand ladies wrote in and told me how to do it, each one of the thousand would have a different method. Every housewife has her own theory as to how to brew a cup of coffee. Yes, and the makers of Lucky Strike cigarettes have their own theory as how to make a better cigarette. The only difference between the methods of making good cups of coffee and good cigarettes is that while there may be a wide divergence of opinion as to how to make a cup of coffee, there's only one way to make a good cigarette, and that's to use fine tobacco, because no cigarette can be any better than the tobacco from which it's made. You must admit the truth of this statement, and in admitting it, you'll be interested in noting that the tobacco buyers for Lucky Strike Cigarettes are experts at examining, inspecting, grading and choosing tobacco leaf. They make sure that they buy only that finer, lighter, milder tobacco for Lucky Strike. The soundness of this theory is indicated by the fact that with independent tobacco experts - auctioneers, buyers, and warehousemen - men in no way connected with any cigarette company, yet earning their living through their knowledge of tobacco - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0235800

BLOCK: Now we're not going to have any coffee-making contest here, because I'm ready and willing to admit that you know how to make a good cup of coffee. And I sure hope you'll do as much for the makers of Luckies, and admit the soundness of their method of making Luckies ... by making your cigarette Lucky Strike. I know you will enjoy the clean, fresh taste of Luckies ... I know you'll admire the smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 19, 1943 (Evening)
1st Run: January 7, 1943 (Evening)

AS BROADCAST

BLOCK: 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 try to scoop each other in order to get the story through first. The way they manage to do this is by hard work, persistence, 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, 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 select the 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 purchase only that leaf which comes up to Lucky Strike specifications. Yes 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 every time you light a Lucky you'll like a Lucky --- 'cause Lucky Strike means fine tobacco.

ATX01 0235802

BLOCK: You know, ladies, I have one pet peeve in this world, and that's to come home at night and find that someone has gotten my evening paper before I got to it. Not only have they pulled it all to pieces, but they've taken a pair of scissors and clipped things out of it, and invariably what they've clipped out is just at the end of some story that's of interest to me. That happened to me just the other night, and so out of curiosity, I turned over the page to see what was so vital that was cut out. You know what it was? It was a recipe! Don't ask me what it was a recipe for -- I was too mad to ask. One thing I can never understand ... until I stopped to think about it -- how a woman can look at a few lines of type in a recipe and simply from reading it, know just how it'll turn out, exactly how it'll taste, and whether her family will enjoy it or not. I guess that's a knack that all women acquire from years of cooking. It's the same knack that the tobacco buyers for Lucky Strike cigarettes have developed through years of training and experience. The American Tobacco Company buyers buy only for The American Tobacco Company, and their livelihood is dependent upon their selecting the right kind of tobacco for Luckies. And since they know that in a cigarette it's the tobacco that counts, our buyers select and buy only the finer, lighter, naturally milder tobaccos that make Luckies a cleaner, fresher-tasting cigarette ... the kind of cigarette you know you'd choose. Next time you shop, buy Luckies in the smart white package with the striking red bull's eye. Discover for yourself that the recipe for Lucky Strike meets with your approval.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 20, 1943 (Evening)
1st Run: May 18, 1943 (Evening)

AS BROADCAST

BLOCK: You know the other night I was sitting in a chair after dinner and 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. You know 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 international figures. 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, we listen to one or two commentators - we 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 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, the auctioneers - they have no axe to grind - they can just naturally see who buys what leaf. And they can 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.

(MORE)

ATX01 0235804

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 20, 1943 (Evening)
1st Run: May 18, 1943 (Evening)

PAGE 2.

BLOCK: That's why I say, when you don't have the experience and the background of the experts, it pays to take a tip from those who are expert 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 0235805

BLOCK: If you ladies have ever done much traveling around New York, maybe you've noticed as I have the many public playgrounds; and I'm sure you will agree with me that they're a wonderful idea; because I know you can all remember back to the days when the kiddies wanted to play, there was just no place available to them but the hard, hot sidewalks and streets of the city. But our good Park Commissioner here in New York, has changed all that; and today no matter where you live, you're bound to find a public playground where you can put the kiddies for the day, know that they'll have proper supervision, know that they'll be safe from the dangers of the city streets. All of which, of course, is going to produce better behaved, healthier, happier children. Now, I have a reason for mentioning this -- I want to illustrate to you how proper care and supervision can be so helpful. You've heard me say time and time again that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. And that fine tobacco, carefully selected by our able buyers, purchased at tobacco sales throughout the South; is gently cared for and permitted to age and mellow in specially designed sheds and then properly blended. Yes, Luckies are truly the result of painstaking effort and care in the selection of fine tobacco, care in aging, care in blending, and care in manufacture.

(MORE)

ATX01 0235806

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 21, 1943

AS BROADCAST

BLOCK:
(CONT.)

And just as you wouldn't make your child play on the **street** if there was a playground handy -- just so I don't think you'd be satisfied with anything but tops in smoking quality ... the kind of smoking pleasure available to you, and you, and yes, especially to you ... when you ask for Lucky Strike in the smart white package with the striking red bull's eye. Lighting a Lucky increases your smoking pleasure -- suggesting a Lucky does the same for a friend. Let's all get our share of the cigarette that means fine tobacco--- Lucky Strike.

ATX01 0235807

LUCKY STRIKE "MAKE BELIEVE BALLROOM
Commercial - 1st run - October 13, 1942 - evening
2nd run - July 21, 1943 - evening

AS BROADCAST

BLOCK: You know, friends, there's really something fascinating about taking a railroad trip. And there's something fascinating about watching a long line of trains go whizzing down those steel rails headed for goodness knows, only where, but going some place. And that locomotive that pulls them ... Isn't it wonderful how it can pull all that weight at such high speed? A locomotive is a mighty powerful instrument. It weighs hundreds of tons itself, and it can pull many, many times its own weight if there is steam in the boilers. Without that fire letting that steam build up there'd be just a dead weight unable to move - completely paralyzed. Without steam a locomotive can go no place. And isn't that just like a cigarette without fine tobacco? Just as that steam makes your steam engine travel, just so that fine tobacco in Luckies makes them go places, because in a cigarette it's the tobacco that counts, and no cigarette can be any better than the tobacco it contains. Now the buyers for Luckies know this and they're always on the alert for that true Lucky Strike leaf -- the kind of tobacco we think you'll want to smoke. Our buyers go out of their way and spare no effort to select finer, lighter, milder leaf as it comes up for sale at public auction. And it's that selection of finer leaf that has come to make the name Lucky Strike mean fine tobacco.

(MORE)

ATX01 0235808

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st run - October 13, 1942 - evening
2nd run - July 21, 1943 - evening

BLOCK: Now, if you folks out there listening want to make
(CONT.) sure of getting increased smoking enjoyment why don't
you try the cigarette that goes places because it's
built with that fundamental ingredient: fine tobacco?
Treat yourself to a pack of Luckies -- so round, so
firm, so fully packed, so free and easy on the draw.

ATX01 0235809

BLOCK: You know, ladies, the other day I saw a very enlightening little article in the paper. It had to do with the best seller books all over the country. In almost every city from coast to coast, Wendell Wilkie's book, "One World", was leading. You notice I say in almost every city. In one city in the midwest, however, the best seller of all wasn't Wendell Wilkie's "One World"; it wasn't any of the better known modern fiction novels; it wasn't a war story; it was, of all things, a cook book! Maybe that represents the beginning of a new era -- one that bodes well for us men. Maybe more women are going to discover the way to a man's heart is through his stomach. Yes, I firmly believe that in every young lady's trousseau there should be a good cook book, because cooking, you know, is an art. And I think every good cook will agree with me that success depends on the quality of the ingredients used. Just as the most important thing in making a cigarette is the quality of the tobacco you start out with....and that explains why Lucky Strike tobacco buyers devote their time and effort in searching out the finer, lighter, naturally milder tobaccos for Lucky Strike Cigarettes. The independent tobacco experts, the auctioneers, buyers and warehousemen who attend the auctions can see our buyers select, time and time again, that quality leaf for Lucky Strike. And these men who know tobacco best, prefer Luckies by an overwhelming majority. Just as the proof of the pudding is in the eating -- the proof of a fine cigarette is in the smoking. So, make that next pack Lucky Strike in the smart white package with the striking red bull's eye -- Lucky Strike -- so round, so firm so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - October 10, 1942 - evening
2nd run - July 22, 1943 - evening

AS BROADCAST

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

ATX01 0235811

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 23, 1943 - morning

AS BROADCAST

BLOCK: For about a year and a half now many of you ladies listening to me here at the Ballroom have heard me talking about Lucky Strike Cigarettes. Honestly, I have done my level best to tell you the truth about Luckies ... to give you plain, unvarnished picture of why Luckies are a better cigarette. You've been good listeners, and I don't doubt for a minute that lots of times you've said to yourself, "Well, Martin, maybe you've got something there ... I will try Luckies!" When the time came to buy your next pack of cigarettes, you forgot all about your good intentions and so you just haven't gotten around to doing what your own common sense dictated was the smart thing to do. Of course, I know how those things happen. It's happened to me lots of times. I remember once my wife gave me a letter to mail .. in fact, she even put it in my outside coat pocket and said, "Now don't forget it!" When the suit came back from the cleaners two weeks later, there was the letter pinned on the lapel. Oh! yes, I know, the best of intentions "aft gang awry." And so this morning, ladies, I just want to give you once again that gentle reminder to choose the cigarette tobacco experts choose. Choose Luckies -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. You can't help but like the clean fresh taste of Luckies, made possible through the use of the finer, lighter, naturally milder tobacco. Yes sir! you'll not only like the contents of every pack of Luckies, you'll like the package, too -- smart, crisp, and firm ... distinguished, of course, by that striking red bull's eye. Keep your promise to yourself to take advantage of the fine tobacco in Luckies by remembering to ask for them next time. For your own sake, get Luckies; for goodness sake, suggest Luckies.

ATX01 0235812

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - October 9, 1942 - morning
2nd run - July 23, 1943 - evening

AS BROADCAST

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

ATX01 0235B13

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 24, 1943 - morning

AS BROADCAST

BLOCK: I'm sure that many ladies listening to me right now prefer Lucky Strike Cigarettes. I'm sure you've all seen a package of Lucky Strike Cigarettes. To my way of thinking, there's something promising in just looking at a pack of Luckies ... the smart white package with the striking red bull's eye gives promise of a truly pleasant smoke; and when you open that good looking package, believe me, ladies, the promise is fulfilled! No matter how much you like the package in which you buy your Lucky Strike Cigarettes, unless the cigarette itself is smooth, fresh, clean-tasting, you'd never make your cigarette Luckies time and time again; and knowing this, our buyers are instructed when attending the public tobacco sales down South to select for Luckies the finer, lighter, naturally milder tobacco that can't help but make a better smoke. You see, our reason for constantly talking about the quality of tobacco in Luckies is because of that old, old saying that no cigarette can ever be any better than the tobacco from which it's made. Truly, in a cigarette, it's the tobacco that counts, and Luckies' year round concentration on that finer tobacco is responsible for our saying that Lucky Strike means fine tobacco. Next time look for Luckies in the smart white package with the striking red bull's eye ... and look inside that package for increased smoking pleasure -- thanks to the finer Lucky Strike tobacco. For your own sake, get Luckies ... for goodness sake, suggest Luckies.

ATX01 0235814

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - October 8, 1942 - evening
2nd run - July 24, 1943 - evening

AS BROADCAST

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

ATX01 0235815

BLOCK: I suppose that every lady listening has had an experience like this one ... you've gone into a store and you've bought a dress; you paid -- well, you paid a good price for it; took the dress home; the first time you wore it, you didn't like it -- it didn't hang right -- it didn't look good on you. You went into another store; you bought another dress; you paid the same price for it. You took the dress home and put it on, and it looked simply gorgeous . perfectly ravishing ... that dress just seemed to be made for you. Now, you paid the same price for both dresses. One gave satisfaction; the other one didn't. Why? Well, it might have been the material, the style, color or the workmanship was just a little bit better in one than in the other. The one dress that you liked so well had that one particular something that made you like it ... made it look good on you. Now, that not only applies to dresses, ladies, it applies to almost everything in the world -- and it particularly applies to cigarettes. Why do you think the makers of Lucky Strike Cigarettes constantly harp on the fact that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco? It's because it's the one sure way of convincing you that Luckies are the cigarette for you. You can't help but appreciate the fact that since Luckies are made from the finer, lighter, naturally milder tobaccos, especially selected by our buyers at public tobacco sales, Luckies must be a finer cigarette; Luckies must have that particular something.

(MORE)

ATX01 0235816

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 26, 1943 - morning

AS BROADCAST

BLOCK: Independent tobacco experts who also attend auctions -- and
(CONT.) by independent tobacco experts, I mean auctioneers, buyers,
and warehousemen who really and truly should know tobacco --
well, these men can see our buyers as they select this
finer tobacco. With these independent tobacco experts, it's
Luckies two to one -- or being even more specific, with
these men Luckies have more than twice as many exclusive
smokers as have all other brands of cigarettes combined.
You see, ladies, it's quality that counts; and that finer
tobacco in Luckies, accounting for the cleaner, fresher
taste will convince you, too, that there is a difference.
To increase your own smoking pleasure, light a Lucky ...
to do the same for a friend, suggest a Lucky in the smart
white package with the striking red bull's eye.

ATX01 0235817

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - October 6, 1942 - evening
2nd run - July 26, 1943 - evening

AS BROADCAST

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

(MORE)

ATK01 0235818

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - October 6, 1942 - evening
2nd run - July 26, 1943 - evening

AS BROADCAST

BLOCK:
(CONT.)

Yes, these independent tobacco experts have given their stamp of approval to Luckies two to one. But, here's one action on your part that'll speak louder than all words, and all other actions. All you do is buy a pack of Luckies. Put a Lucky between your lips, light it, take that first delicious puff. Yes sir, then you'll be really convinced. You'll find that every time you light a Lucky, you'll like a Lucky, because Lucky Strike means fine tobacco.

ATX01 0235819

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 22, 1943 - morning
2nd run - July 27, 1943 - morning

AS BROADCAST

BLOCK: I don't know why it is, but for some reason or other I don't like big words. 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 ones, and you're much less liable to use them in the wrong place too. Now, for the past few weeks I've been emphazing the fact that discriminating smokers smoke Luckies. That word ... discriminating is a pretty big word, so I took down the old dictionary and looked it up. The definition reads this way ... it says, - to discern or select - to observe or note a difference. Well, man, that really clears things up. 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. Independent tobacco experts, auctioneers, buyers and warehousemen can 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 smart white package with the red bull's eye. You'll like the clean, fresh taste of the finer, lighter, naturally milder tobacco in Lucky Strikes. 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 judgement.

ATX01 0235820

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 17, 1942 - evening
2nd run - July 27, 1943 - evening

AS BROADCAST

BLOCK: Ever looked up into the sky on an especially clear night and just wondered at all those stars up there? Did you ever notice that milky way and thought to yourself ... What makes it so white and cloudy looking? Well, I once studied a little Astronomy. I remember what the professor said -- he said -- there are millions and millions and millions of stars up there. You can't see them with the naked eye, they're concentrated in a path across the sky that we call the Milky Way. Now that old fellow was a learned man and I believed him, and yet somehow I wasn't completely convinced - not completely until I looked at the Milky Way through a great big telescope one night. Then it just seemed to open right up. Thousands and thousands of stars - you^{just} couldn't see them with a naked eye. You know, that feeling I had was very similiar to the one I had about Lucky Strike Cigarettes, 'cause I knew that among independent tobacco experts - auctioneers,^{and} buyers and warehousemen - among men who knew tobacco best - just as the old professor knew astronomy, Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined. I knew that these men saw the public auction sales in progress down south, that these men could see who bought what tobacco. Yet somehow that fact didn't really hit home until I saw for myself our buyers going to town when I visited the public auctions in Wilson, North Carolina. There I saw with my own eyes how our buyers do go after that Lucky Strike leaf again and again. Now unfortunately, all of you folks listening just can't get down to the auctions and see for yourself. (MORE)

ATX01 0235821

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - September 17, 1942 - evening
2nd run - July 27, 1943 - evening

BLOCK: (CONT.) But truly, Lucky Strike means fine tobacco and the independent tobacco experts who have seen those sales going on have signified their preference for Luckies two to one. Here's however, one experience that all^{of} you smokers can have that will prove to you beyond a shadow of a doubt that Lucky Strike is the cigarette that'll bring you increased smoking pleasure. Just walk into your favorite tobacco store and ask for Luckies. You'll find that every time you light a Lucky you'll like a Lucky.

ATX01 0235822

BLOCK: Every lady at some time or another has attended a fashion show ... and since fashion shows are so well attended, well, I decided to find out just what it was about a fashion show that made it so attractive. Believe me, ladies, it didn't take me long. There's really a great difference between seeing a beautiful new creation in a dress (now, now, don't take me wrong -- I meant exactly what I said -- not what you think) -- a beautiful new creation in a dress on a dummy and seeing the same dress on a living model. When a fashion designer creates a new model, it must be shown off to the best advantage, and the best way to see what a dress would look like is to see it on someone -- someone who is moving -- someone who is alive. You know, looking at a Lucky Strike Cigarette would never convince anyone that it was made of finer tobacco ... You have to try a cigarette to find that out. And my only reason for emphasizing the fine tobacco used in Luckies is to create in your mind a desire to smoke a Lucky. I know that once you've done that, the fine tobacco will speak for itself. There's a good reason why the makers of Lucky Strike Cigarettes instruct their buyers so carefully to comb the tobacco markets for the finer, lighter, naturally milder tobacco that gives Luckies a cleaner, fresher taste. The main reason is that we realize it's easy to get a person to try a cigarette once; but to make permanent friends -- that cigarette must fulfill the promise of quality, the promise of fine quality tobacco in Luckies is evidenced in every Lucky Strike cigarette -- so round, so firm, so fully packed, so free and easy on the draw. Be sure to look for Lucky Strike Cigarettes in a smart white package with the striking red bull's eye. And ladies, I don't know whether you like fashion shows, but I sho' do know that you'll like Luckies. Try them next time!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 14, 1942 - evening
2nd run - July 28, 1943 - evening

AS BROADCAST

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

ATX01 0235824

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 29, 1943 - morning

AS BROADCAST

BLOCK: You know, ladies, if I live to be a hundred, I'll never be able to figure out some of the things that women do! For example, I never could understand why a woman insisted on buying her fur coat in the summer time .. Why she wears heavy sport shoes in the hot summer months and on a cold winter evening, shoes that are so out out they seem to be nothing but a sole and a heel ... Never could understand why she wears a sweater to play tennis on a hot summer day and an evening dress with nothing here and nothing there on the coldest winter night ... Or why it would be alright to wear a velvet evening dress in December and January, and all wrong to wear it in February and March. You gals seem to do the funniest things at the funniest times! But one thing, whatever you do, it's always fashionable -- always correct ... Which makes Lucky Strike Cigarettes a good year-round bet 365 days out of the year -- Luckies are always right ... Made that way intentionally through the use of the finer, lighter, naturally milder tobaccos which our buyers select at public tobacco sales throughout the South. Yes sir, it takes a fashion expert to know what's correct in women's apparel ... it takes a tobacco expert to determine quality tobacco; and when independent tobacco experts -- auctioneers, buyers, and warehousemen -- prefer Luckies for their own smoking pleasure by an overwhelming majority -- well, ladies, I guess that's a pretty good tip to you that Luckies are a year-round pleasant smoke. You're always in style with Luckies in the smart white package with the striking red bull's eye.

ATX01 0235825

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 9, 1943 - evening
2nd run - July 29, 1943 - evening

AS BROADCAST

BLOCK: You know, over at my house we have quite a lot of toys. The baby is just crazy about toys. And naturally, in the last year and a month we've accumulated a great many of them. There's only one thing wrong, though. I think the baby's father - that's me, you know - gets as much fun out of those toys as Petie does. When I'm around the kid doesn't get a chance to play with them. Those little toy magnets - have you seen them? Attracts all kinds of metal objects - hairpins, spoons, bits of steel - some times things that are much heavier than the magnet itself. I was playing with that the other afternoon. I got to thinking about all the things that respond to each other almost the way the magnet and those - little pieces of steel did ... their magnetic personalities that draw others to them involuntarily. In fact, lots of things have an affinity for each other. You know, a smart dress and a stylish woman just seem to gravitate together. Honey attracts bees. And the buyers of tobacco for Lucky Strike Cigarettes seem to be automatically attracted to the finer baskets of tobacco at auction sales in the South. You know, in a cigarette it's ^{truly} the tobacco that counts. And it stands to reason that no cigarette can be any better than that tobacco, so the makers of Luckies spare no effort to buy for your increased smoking pleasure that finer, milder, Lucky Strike leaf that you and I want to smoke. The independent tobacco experts -- auctioneers, buyers, and warehousemen -- well, they can see these sales going on -- they can see who buys what tobacco. So it's little wonder at all that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And it's little wonder that sworn records show that these men prefer Luckies two to one. Now if you have a taste for finer tobacco you're bound to be attracted to Luckies ... next time say ... Luckies, please.

ATK01 0235826

BLOCK: You know, ladies, any time my wife says to me, "Let's take a walk down Fifth Avenue," I have a stock answer -- I always say, "Don't you think it would be much nicer just to walk in the park?" Now I have a reason for that answer ... I know that every woman likes to window-shop, and while window-shopping, she's/^{just}bound to see something she likes; and when she sees something she likes, she's bound to want it; and when she wants it, she's bound to get it. So, as a matter of self-preservation, I always suggest a walk in the park. I never could understand how you girls could be content to just walk by and look in the windows of the stores. Then again, maybe it helps to give you ideas as to what you will buy in the future. And speaking of window-shopping. I've sometimes wished there could be a window in the side of the smart white package with the striking red bull's eye that holds twenty Lucky Strike Cigarettes, because that would enable you to get a pretty good idea of what it means to have always at your disposal, Luckies -- so round, so firm, so fully packed, so free and easy on the draw. I know you wouldn't be content with just looking -- you'd want to try them; and in trying them, you'd discover what so many have discovered -- that Lucky Strike means fine tobacco. The clean, fresh taste of Lucky Strike Cigarettes is the best proof that the finer, lighter, naturally milder tobaccos are used in making them. And when you add together the good-looks of the package and the fine smoking quality of Luckies, it's a dead-sure bet that Luckies will be your cigarette. Next time you go shopping, remember to get Luckies. To light a Lucky is to like a Lucky; to suggest a Lucky reflects your own keen judgment.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - September 8, 1942 - evening

2nd run - July 30, 1943 - evening

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

ATX01 0235828

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 13, 1943 - morning
2nd run - July 31, 1943 - morning

AS BROADCAST

HART: Today I have a little confession to make. All my life I've been what is known as a gadgeteer! Don't tell me you've never heard of a gadgeteer! 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. I think I must have bought the first bottle of spot remover ever sold on Broadway, you know, the stuff that remove not only the spot but the material as well. I remember distinctly buying a manufacturer's sample of a wrist watch for a dollar. As I walked away from the sidewalk hawker with my bargain (?) I found it was made of paper I was too embarrassed to go back. 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 says -- what again! And I've often wondered why it was that she never falls for any of those little gadgets. Whenever she puts in a day of shopping she seems to come home with sane, sensible objects, things that she can use around the house - and always well worth what she paid for them. I guess it's because most women have a real sense of value, I also imagine that explains why so many women today are smoking Lucky Strike Cigarettes. They're looking for plain every day smoking pleasure. 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 0235829

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 13, 1943 - morning
2nd run - July 31, 1943 - morning

AS BROADCAST

HART:
(CONT.)

They appreciate the fact that fine tobacco thoroughly aged 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. Whether you're male or female, a gadgeteer - such as I am - or a smart buyer - I know that if you'll smoke a Lucky it will meet with your most critical approval. Yes, friends, for your sake, smoke a Lucky - for your friend's sake, suggest a Lucky.

ATX01 0235830

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 4, 1942 - evening
2nd run - July 31, 1943 - evening

AS BROADCAST

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

(MORE)

ATX01 0235831

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 4, 1942 - evening
2nd run - July 31, 1943 - evening

AS BROADCAST

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

ATK01 0235832

RTK01 0235833

AUGUST

BLOCK: You know, a very famous man once said, "The finest compliment that can be paid to a woman of sense is to address her as such! And you know, ladies, as that saying came back to my mind, it suddenly occurred to me that I have been really paying you a lot of compliments these past few months, because certainly what I've been telling you about Lucky Strike Cigarettes makes sense. And as a sensible woman, you can't help but appreciate that fact. It's just good common sense that since the main ingredient in a cigarette is tobacco, the quality of the tobacco determines the quality of the cigarette. It's just good common sense that independent tobacco experts -- auctioneers, buyers and warehousemen -- men who earn their living through their knowledge of tobacco -- should know what kind of tobacco they want to smoke. And when these men attend public^{tobacco} sales in the South -- they can see the buyers for Lucky Strike purchasing the finer, lighter, naturally milder tobacco. So, it's little wonder that with these men who know tobacco best, it's Luckies two to one. Yes, all these things make sense -- and definitely compliment you as a sensible woman. The greatest compliment that can be paid to your appreciation of fine things is the actual smoking of Lucky Strike Cigarettes. And if one good compliment deserves another -- they call that a "trade-last", don't they? Remember to compliment your friends by suggesting Luckies in the smart white package with the striking red bullseye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 3, 1942 - evening
2nd run - August 2, 1943 - evening

AS BROADCAST

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

ATX01 0235835

BLOCK: Ladies, will you pardon me if I ask you a very personal question? Have you ever thrown anything at your husband? I'm not asking would you like to -- I'm saying -- did you? You know, here of late I have been making a study, in my spare time, of course, of women's reactions when they get good and mad ... Of course, after studying it for a few weeks, I came to the conclusion - if I spent the rest of my life doing that, I still^{will}/never understand all the peculiar things that women do when they are angry. There's - let me see - the dish-thrower type, the furniture-breaking type, the silent type --oh! they're awful! They just walk around the house day on end and won't talk! There's the type that just have to rush out and buy a new hat or a new dress -- and that's not such a bad type if she doesn't get mad too often and then, there's the type that just must make a beeline for the beauty parlor and go in there and relax. It really would be interesting, though, to get a good picture of what the average lady does when she gets mad. So, look, if I'm not being too personal, just for the fun of it, if you have a little spare time, will you sit down and write me a letter and tell me what you do when you get mad ... at your husband or your boy friend ... and what you do that makes you feel better and helps you to get over your mad. Now I promise, unless you want me to, I won't use any of the letters over the air. Of course, if you've been smoking cigarettes that haven't given you a full measure of satisfaction and pleasure, I want to suggest right now -- don't get mad about it -- just remember next time to ask for Lucky Strike.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 3, 1943 - morning

AS BROADCAST

BLOCK:
(CONT.)

There's something soothing and satisfying about smoking a Lucky, because even before you light that cigarette, you look forward to the first puff, knowing that you're going to enjoy the finer, lighter, naturally milder tobaccos -- carefully blended into a cigarette so round, so firm, so fully packed, so free and easy on the draw. Now the best reason for smoking Luckies is that in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. The next best reason is that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- it's Luckies two to one. So if you ever get mad at the cigarette you're smoking -- just remember one way to get glad again is to ask for Luckies in the smart white package with the striking red bull's eye.

ATX01 0235837

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - August 27, 1942 - evening
2nd run - August 3, 1943 - evening

AS BROADCAST

BLOCK: A couple of friends and I all went down to Coney Island a few weeks ago -- want to see how the old fun resort was taking the dim-out. And believe me, the lights may not be as bright as they used to be, but everybody sure having a good time - on the roller coaster, the loop, and the whip, and the carrousel - we even had our fortunes told and ate corn. I guess I'm just one of those Doubting Thomases because I'm not one of the people who believe in crystal gazing. Lots of people do believe in it though. But, I always thought that when a fortune teller hits on something that happens to be true, it's either a matter of luck, or else she sort of guessed the correct answer from facts that she gathered while observing you. I guess you all know by this time that I'm ^a great believer in facts! And that's why I tell you that no cigarette can be any better than the tobacco it contains ... and that in a cigarette it's the tobacco that counts. The American Tobacco Company realize these facts. It sends its buyers into the tobacco country to scour the South for the finer, better tasting tobacco. And it's also a fact that sworn statements among the independent tobacco experts -- auctioneers, buyers, warehousemen -- men who know tobacco best, that Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now friends, I don't have to be clairvoyant to know that Lucky Strike Cigarettes will please you, just as they have the independent tobacco experts and millions of others. I know that Lucky Strike means fine tobacco. So why don't you take a little suggestion ... gaze into that crystal-like showcase at your favorite cigarette counter, and just ask for the cigarette that's going to bring you greater smoking pleasure. Say to the men behind the counter ... Make mind Luckies, please!

ATX01 0235838

BLOCK: I wonder how many of you mothers have a good encyclopedia in the house? A good one, I mean -- well, you should have one ... especially if there are growing children around. I had something very funny happen the other evening. My son came to me and he said, "Dad, what is an autocracy?" Now let me tell you what ran through my mind when he asked that question. I thought I knew what an autoeracy was, but I wasn't sure that I could explain to him what it was ... and I didn't want to be embarrassed by telling him the wrong thing, and I didn't want him to think that I didn't know either; I wanted to be sure that when he did find out, he wouldn't forget. So quick like I said, "Well, Gene, in the bookcase you will find a nice, big encyclopedia. Go look it up for yourself; read it out loud ... If you do that, you'll never forget it!" Well, sure enough he took out the encyclopedia; looked up "autocracy;" came back to me two or three minutes later, and said, "It was there, Dad; it means 'government by one person'." So you see how valuable an encyclopedia is. It enables Dad to save his face; it enables the growing members of the family to get first-hand information in a way that they'll never forget. What's all this got to do with Lucky Strike Cigarettes? Simply this -- no matter how many times I tell you that in a cigarette it's the tobacco that counts -- that Lucky Strike means fine tobacco -- that our buyers search the markets for the finer, lighter, naturally milder crops -- no matter how many times I tell you that independent tobacco experts - auctioneers, buyers and warehousemen - choose Luckies two to one -- none of these things will make as deep an impression on you as looking it up yourself ... not in a book ... not in an encyclopedia ... but in a store that sells cigarettes. You'll get the answer in a smart white package with the striking red bull's eye and the words "Lucky Strike" printed right in the center. The surest way for you to learn and remember that Lucky Strike means fine tobacco is to smoke a Lucky. The surest way to reflect your own fine taste is to suggest a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - used on Hit Parade - 9/5/42
1st run - August 19, 1942 - morning
2nd run - August 4, 1943 - evening

AS BROADCAST

BLOCK: You know, friends, some things are a matter of taste or whim, or fancy like - well, like the movies you like or the kind of flowers you send your best girl, or the clothes you wear. But some things are facts - tried and true. They don't change, no matter who you are or what you are. You toss a ball up into the air. It comes down. The seasons follow each other ... summer, fall, winter, spring. No matter what -- war or no war - nothing makes any difference. That's the way things go. These are facts and they can't be altered. I guess by this time you folks know it's a fact that no cigarette can be any better than the tobacco it contains. Under any circumstances, no matter what the wrapper looks like, no matter where they're sold, no matter who buys them, cigarettes can be no better than the tobacco from which they're made. Those independent tobacco experts -- the auctioneers, the buyers, and warehousemen -- who attend auction after auction all over the South -- they can see the makers of Luckies select that finer, lighter, milder, better tasting leaf. Now when they see us buy basket after basket of this finer Lucky Strike Tobacco time and time again its no wonder at all that records show that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, friends it's a fact that in a cigarette, it's the tobacco that counts, and Lucky Strike makes sure of getting that finer tobacco that makes a better smoke. No use quibbling over it. It's true. If you want the utmost in smoking pleasure - the peak of smoking enjoyment, the best way to get it is to walk into your favorite tobacco store and say ...Luckies, please! - and you bet they do!

ATX01 0235840

BLOCK: You know, something very interesting happened here at the Make Believe Ballroom the other day -- something which makes it plain to me why so many of ^{you} ladies like to go out and browse around bargain counters, and visit little antique shops, or go up to the attic and rummage through all the trunks up there. The other day I received a book which listed several hundred phonograph records which are known as collector's items ... records that are out of circulation, very rare -- worth anywhere from \$2 to \$50 a piece. So down I came to the Ballroom collection and started checking the titles on the list against the records I had in my collection here, and I got a tremendous thrill out of wondering if the next record I looked at would be a very valuable one ... and you know what I found? -- No, you couldn't -- ^{you} weren't here! ... Well, in one hour I found slightly less than two hundred records out of my twenty thousand records that were worth a total of \$1,800! -- Two hundred records worth \$1,800! -- Now just imagine -- I've been sitting right in the room with these records for years -- records worth several thousand dollars and I didn't even know that they were there! Reminds me to remind you ladies that there's a fortune in smoking pleasure -- perhaps as yet undiscovered by you -- and yet as close to you as your nearest cigarette counter ... A fortune in smoking pleasure made possible in Lucky Strike through the use of the finer, lighter, naturally milder tobacco that gives to Luckies a cleaner, fresher taste.

(MORE)

ATX01 0235841

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 5, 1943 - morning

AS BROADCAST

BLOCK: Independent tobacco experts, auctioneers, buyers and warehousemen ... men who know tobacco best ... prefer Luckies by an overwhelming majority. So if you haven't tried Luckies yet, I'm sure you're going to get the same thrill out of discovering this fine cigarette as I received in discovering the small fortune in phonograph records that were under my very nose. Don't put off the enjoyment of that smoking pleasure another day -- buy Luckies -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw ... Lucky Strike in the smart white package with the striking red bull's eye.

ATX01 0235842

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - August 15, 1942 - evening
2nd run - May 15, 1943 - evening
3rd run - August 5, 1943 - evening

AS BROADCAST

BLOCK: I guess most of you folks like your radio all right, or else you wouldn't be listening right now. And I guess you know pretty much about radio programs, too. 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 show," or "Kay Kyser," or "Jack Benny." Did you ever stop to think what makes those shows so much fun - and why you tune in so eagerly each week? I'll tell you what it is. It's a combination of things - ^{it's} good music, peppy dialogue, funny comedians, colorful personalities, good material - lots of jokes ... Many things that go into the making of a good radio program - everything mixed together in a smooth production that makes you want to listen regularly. And you know, there are many things whose excellence, however, 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 - you may have to rely on many things. But to keep a keen smoker interested, the makers of Luckies realize that they have to furnish him with one thing - fine tobacco. And that's why, at markets all over the South, we consistently buy better, naturally milder leaf.

(MORE)

ATX01 0235843

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - August 15, 1942 - evening
2nd run - May 15, 1943 - evening
3rd run - August 5, 1943 - evening

AS BROADCAST

BLOCK: And independent tobacco experts -- auctioneers, buyers, and warehousemen -- who are present at the auctions can see Lucky Strike consistently select that milder, better-tasting leaf. 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. Walk into your neighborhood tobacco store and say - Luckies, please.

ATX01 0235844

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 6, 1943 - morning

AS BROADCAST

BLOCK: Well, ladies, in yesterday morning's paper, I saw where one of New York's most famous furriers is showing the new winter styles in fur coats; and from the description, as I read it, they're going to be quite different ... they're going to be a great deal roomier, that of course, because you ladies will be wearing a lot of heavy suits this winter. And yet I noticed that in spite of the fact that they're designing lovely fur coats with an eye towards utilitarian purposes, they're also turning out new styles that are charming and becoming to the ladies. It takes skilled and experienced designers to do this ... just as it takes skilled and experienced buyers to select at public tobacco sales in the South the finer, lighter, naturally milder tobacco, to go into Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Now in a fur coat there are two things that are important -- the quality of the fur and the becomingness of the design; but in a cigarette there is one thing that really counts, and that's fine tobacco -- Yes sir, in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco. Now if you're going to buy a new fur coat, you're going to buy one that's most becoming to you; and if you're selecting a cigarette, why not do the same? Choose Luckies -- designed for your greater smoking pleasure. Buy them in the smart white package with the striking red bull's eye.

ATX01 0235845

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - September 5, 1942 - morning
2nd run - August 6, 1943 - evening

AS BROADCAST

BLOCK: I wonder if you remember that old riddle ... which came first, the chicken or the egg? I know - it's as old as the hills but as ancient as it is, there's still no answer to it. We could argue about it for days. There are just some questions that are unanswerable. That's all. They'll always remain a riddle. But take a different type of question - like, where does the sun rise every day? Naturally, you've got the answer right there on the tip of your tongue. The sun rises in the East - no matter what! Yes, there are some questions whose answers are undisputed. Now, there's another question I might ask you. You don't have to hesitate a bit over the answer to this one. If I were to ask you ... what's the most important thing in a cigarette, you'd answer just as I would and millions of others ... why, the tobacco, of course! Yes, the most important thing in a cigarette is the tobacco from which it's made, and no cigarette can hope to be any better than the tobacco from which it's made. Now that's why the manufacturers of Lucky Strike Cigarettes send buyers into the tobacco country to buy at public sales all over the South the finer, milder, lighter Lucky Strike tobacco. These buyers constantly watch and carefully select those baskets of fine golden leaf for your smoking pleasure. The independent tobacco experts - warehousemen, auctioneers, and buyers can see these auctions in progress -- they can see who buys what tobacco. And these men who know tobacco best prefer Luckies two to one. Yes sir, among these experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, if you want the answer to your cigarette smoking problem, then step up to the man behind the tobacco counter and ask for Luckies. You will be treating yourself to increased smoking pleasure - to the cigarette that means fine tobacco ... Lucky Strike!

ATX01 0235846

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 7, 1943 - morning

AS BROADCAST

HART: Well, ladies, here it is Saturday again, and Saturday has, by tradition, become a shopping day -- a very important shopping day. You girls who work five days a week have all day Saturday off to do your shopping ... you girls who work until noon on Saturday have a half a day to do your shopping; and you housewives, you have to do your shopping on Saturday, so that you'll have sufficient food in for the weekend. Since today is known as shopping day, I'd like to suggest you add to your shopping list a carton of Lucky Strike Cigarettes. Now, if you do that, you'll accomplish several things. First of all, you'll be making sure that you and your family will be enjoying the cigarette that means fine tobacco -- especially selected for your greater smoking enjoyment by experienced tobacco buyers. You'll know that you're enjoying the cigarette preferred by independent tobacco experts -- auctioneers, buyers, and warehousemen -- who, of course, can see the makers of Luckies buying the finer, lighter, naturally milder tobacco at sales they attend throughout the South. But there's a third thing you'll also accomplish -- you know it's no fun to have Sunday night come along and discover you're fresh out of cigarettes and all the stores are closed -- and remember one thing, you never want a cigarette half as badly as you want one when you haven't got one -- so remember today when shopping to buy a carton of Luckies containing ten smart white packages with the striking red bull's eye; and in each of the ten packs, you'll find twenty Lucky Strike cigarettes, so round, so firm, so fully packed, so free and easy on the draw. Ask for Luckies -- the cigarette that means fine tobacco.

ATX01 0235847

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - September 5, 1942

Kay Kyser(program) - October 21, 1942

2nd run - August 7, 1943 - evening

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

ATX01 0235848

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - September 5, 1942 - morning

2nd run - August 6, 1943 - evening

3rd run - August 9, 1943 - morning

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

(MORE)

ATX01 0235849

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - September 5, 1942 - morning
2nd run - August 6, 1943 - evening
3rd run - August 9, 1943 - morning

BLOCK:
(CONT.)

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

ATX01 0235850

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st run - November 19, 1942 - morning
2nd run - May 26, 1943 - evening
3rd run - August 9, 1943 - evening

BLOCK: You know, folks, the other day I got to thinking about the word 'good' ... good - G-double O-D. Suppose I say that's a good coat ... naturally, I mean the material is of excellent quality - it has fine lines - it will last for many seasons. Now I've had several coats in my life, but I always look back on one favorite and say to myself ... "H'm, that was a good coat." I won't forget for a long time how well it fit, how comfortable it was, how well it wore. You know, when I tell you that Lucky Strike is a good smoke, here's what I mean ... I mean first of all, it's made of good material - fine, light, mild, ripe, true Lucky Strike tobacco which Lucky Strike buyers 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. And thirdly, Lucky Strike is a long-time friend ... always fresh, always made from the fine, light leaf - properly cured, aged and mellowed. Luckies wear well through years of friendship. That's why I say Lucky Strike is a good smoke, the cigarette that I choose for myself, and one that you should try, too ... made of fine tobacco with good lines - a cigarette that will wear well. Why don't you make that next pack Luckies? See if you don't agree that every time you light a Lucky you'll like a Lucky.

ATX01 0235851

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - November 19, 1942 - morning
2nd run - May 26, 1943 - evening
3rd run - August 9, 1943 - evening
4th run - August 10, 1943 - morning

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

ATX01 0235852

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 21, 1943 - morning
2nd run - August 10, 1943 - evening

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. Well, 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. Remember that? Well, 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, well, deep down in here I know it's not the package - it's the cigarette. 'Cause 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.

(MORE)

ATX01 0235853

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - May 21, 1943 - morning
2nd run - August 10, 1943 - evening

BLOCK:
(Cont.)

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 it's the smart-looking package that sold the smart gals on Lucky Strike Cigarettes, personally, 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 - auctioneers, and buyers and warehousemen with whom it's Luckies two to one. So, just remember, smoking a Lucky increases your smoking enjoyment. When you think of cigarettes, think of Lucky Strike - the cigarette that means fine tobacco.

ATX01 0235854

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 11, 1943 - morning

AS BROADCAST

BLOCK: Say, if you folks have been listening to the Make Believe Ballroom these last few days, you've heard a lot of hammering, and banging, and crashing noises while I've been talking, and you may have wondered what it was all about. It's really nothing more nor less than the fact that here at WNEW we need more room; so having taken extra space, it's being rebuilt to fit our needs. So while there was a lot of noise and dust and dirt stirred up temporarily by it all, it will be all over, we will have that nice new addition to our studios. And in watching the men tear down the walls the other day, the thought occurred to me -- with everything looking pretty haphazard, and big husky fellows picking at and ripping into plaster and concrete -- that they were going to tear down the whole place. But of course, we know that's not the truth ... we know they're working according to a preconceived plan ... a plan prepared by an architect who knows what we want and how to give it to us ... Which is something like the way the designers of Lucky Strike Cigarettes go about producing a finer smoke ... with one basic, preconceived plan ... a plan which nothing can change. The ultimate clean, fresh taste of Luckies is based on the use of finer, lighter, naturally milder tobacco which our buyers select at public sales throughout the South. The success of Lucky Strike Cigarettes has been built on the preconceived plan that no cigarette can be any better than the tobacco from which it's made.

(MORE)

ATX01 0235855

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 11, 1943 - morning

AS BROADCAST

BLOCK: Now, such a plan can't help but meet with general approval,
(Cont.) and I know you'll approve of it once you light a Lucky --
just as independent tobacco experts -- auctioneers, buyers,
and warehousemen -- who can see us selecting this finer
tobacco at the public sales express their preference for
Luckies by smoking them. Yes/^{sir,} with these men Luckies have
more than twice as many exclusive smokers as have all other
brands of cigarettes combined. Truly, friends, it's a good
plan to base your smoking pleasure on fine tobacco; so
remember to ask for Luckies in the smart white package with
the striking red bull's eye -- Luckies -- the cigarette
that means fine tobacco.

ATX01 0235856

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 25, 1943 - morning
2nd run - August 11, 1943 - evening

AS BROADCAST

BLOCK: You know, I realize it may be the height of ill manners to comment on a person's home, but 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. And the furnishings were wonderful. They had many fine old rare pieces - a lot of beautiful statues and 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 lots of fine things in that home, 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, lighter, the naturally milder tobacco to go into Luckies. I've also told you that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- 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)

ATX01 0235857

BLOCK: You know, it was just about a year ago that I told you about Petey's first birthday. That's the baby, you know, in my home. I told you how he had his first taste of ice cream, and about the teddy bears and cats and the dogs and stuffed elephants he received from friends. One year doesn't seem like a very long time, and yet what a change there has been in Petey in that one year. Monday he celebrated his second birthday. There weren't any more teddy bears ... no more stuffed elephants. This time it was wooden boats and airplanes and dump carts and books. And one of the gifts he received was a little tiny plastic automobile that he could hold in his hand and push along the floor. I don't believe it was any more than six inches long, and it was the smallest, simplest gift that he received and he paid absolutely no attention to any of the gifts except that one little automobile ... ^{that was the best} he liked best of all. Maybe the other things were too big, too complicated for him. And his appreciation of that little plastic automobile is very similar to the sensible way to select a cigarette. It's very easy for any of us to appreciate the simple fact that in a cigarette it's the tobacco that counts. And that no cigarette can be any better than the tobacco from which it's made. Many reasons can be dreamed up as to why we should smoke this, that, or the other cigarette; but everyone understands that in a cigarette it's the tobacco that counts; and when Lucky Strike means fine tobacco -- that's basic -- that's easily understandable -- and that's what we're all looking for -- fine tobacco. And so, for a cigarette that gives the maximum in smoking enjoyment, try Luckies - the cigarette that independent tobacco experts, auctioneers, buyers, and warehousemen, prefer by an overwhelming majority ... for Lucky Strike truly means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 25, 1943 - morning
2nd run - August 11, 1943 - evening

AS BROADCAST

BLOCK:
(Cont.)

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 appreciates a nice home - one that's furnished in good taste. Well, 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.

ATX01 0235859

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 26, 1943 - morning
2nd run - August 12, 1943 - evening

AS BROADCAST

BLOCK: the
The other day/Mrs. called me at the studio and she asked me to stop off at the market down the street from our house and 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 through the air to open it - you know who he does it. 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 ... "Wait a minute, I think you put two soft oranges in there. At least they didn't look 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 knew 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 a finer, lighter, naturally milder crop. It's not hard for us to realize that these independent tobacco experts -- buyers, auctioneers, and warehousemen -- can see at auction they attend the makers of Luckies buying that fine tobacco

(MORE)

ATX01 0235860

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 26, 1943 - morning
2nd run - August 12, 1943 - evening

AS BROADCAST

BLOCK: So it really means something when we tell you that these
(Cont.) independent tobacco experts themselves prefer Luckies by
an overwhelming majority. 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 in any other
article? Next time you buy cigarettes ask for Lucky Strike,
the cigarette that means fine tobacco. 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 0235861

BLOCK: You know, there's been a great deal of talk lately about them easing up the ban on pleasure driving and making it possible for the folks in the East to have a more nearly equalized portion of the gas with the folks living in other parts of the country. Just when and where it's going to happen, I don't know ... although, if you'd listened to the latest news, a few minutes ago, you heard that the cut is already being made in the western part of the country. I know I learned one thing about the American public from gasoline rationing. You say to a motorist, "Sorry, Bud, you can't have any more gasoline," Bud is going to get up in arms ... Bud is going to want to know why he can't have any more gasoline. You see there's two ways of obtaining public cooperation ... One way is to say, "You can't do this, you can't do that, and that's that!" ... that way never works. The other way is to tell the public "why." Since you folks found out how many millions of gallons of gasoline were used in the invasion of Sicily, and how many more millions it takes to send out flying fortresses over Europe, you've been perfectly willing to give up your gas, but you wanted to know why -- and no one can blame you for that. So the next time somebody suggests a cigarette to you, ask them "why" -- why do you suggest that cigarette? Then check the answer against this basic fact. No cigarette can be any better than the tobacco from which it's made.

(MORE)

ATX01 0235862

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 13, 1943 - morning

AS BROADCAST

BLOCK:
(Cont.)

I ask you to smoke Luckies because Lucky Strike means fine tobacco -- and that's not just a slogan or empty words -- that's borne out by the fact that our carefully trained buyers pick and choose from the entire tobacco crop, buying that tobacco that comes up to Lucky Strike specifications ... finer, lighter, naturally milder Lucky Strike leaf. It's borne out, too, by the fact that independent tobacco experts ... auctioneers, buyers and warehousemen ... prefer Luckies two to one. It's your privilege to know the why and the wherefore. The answer to why Luckies are the cigarette for you is because Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0235863

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 27, 1943 - morning
2nd run - August 13, 1943 - evening

AS BROADCAST

BLOCK: You haven't forgotten the ban on pleasure driving is still in effect, have you? No! You know, I'm just wondering ... if our crying need for gas to win the war is keeping automobiles off the highways isn't going to turn out to be a blessing in disguise, after all. 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 he has no way of getting to that favorite fishing haunt, or to the Golf Course, you're sure to find the family's going to get ... better acquainted. Smart wives, 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 so bad after all. Nice Sunday dinner, his family around him at the table, walk in the park in the afternoon with the kids, meeting up with neighbors, and friends and relatives dropping in to visit can be mighty pleasant, you know. Of course, this puts a little extra strain 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. Ashes on the living-room rug. Sure enough you ladies have an added responsibility with a man around the house - more than usual.

(MORE)

ATX01 0235864

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 27, 1943 - morning
2nd run - August 13, 1943 - evening

AS BROADCAST

BLOCK: But it's a responsibility I'm sure you'll rise to with no
(Cont.) difficulty whatsoever. And I'm sure you'll be able to
suggest ways of helping pass the time both quickly and
pleasantly. Speaking of suggesting, since most of you
ladies are so careful, I am 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. Now, you've
agreed with us that independent tobacco experts -- buyers,
auctioneers, and warehousemen -- should know tobacco.
Well, then, if these men who know tobacco best, smoke
Luckies two to one, it's a clear indication to me that
Lucky Strike is a fine cigarette. You must agree on these
things, because so many women today are relying on Luckies
for their smoking pleasure. Yes sir, 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.
Ask for a Lucky Strike in a smart white package with the
striking red bull's eye.

ATX01 0235865

BLOCK: You know, there's an old saying about never missing the water until the well runs dry; and just how true that saying is has been brought home forcefully to all of us in the past year. None of us ever thought we'd miss the day or the day would come when we would miss a tender, juicy steak on the dining room table - but, yet here it is. We never thought very much about the couple of cups of coffee we used to have at breakfast. Of course, now, we have them back again. We never thought very much about getting in the car and taking the family for a drive to the beach or up to the country -- putting gas in the tank was just a question of having the money to buy the gas and a tank to put it in. But when these things became scarce or it was impossible to get them, that's when we missed them most; and I am inclined to believe that the fact we miss those things so much, that when they are finally returned to us, we are going to appreciate them more than ever. There are certain things, however, that everyone can appreciate at all times ... like - well, like cigarettes. I know you'll appreciate the finer tobacco that's in every Lucky Strike you light -- the finer tobacco that makes Luckies a finer smoke. And we're not asking you to only take our word for it that Lucky Strike means fine tobacco, we have only to look at the records -- records that show that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who earn their living through their knowledge of tobacco -- Lucky Strike has more than twice as many exclusive smokers as have all other brands of cigarettes combined. You see, these are the men who attend tobacco auctions down South and can see who buys what tobacco. This evidence of the experts, plus your own appreciation of the taste of the finer tobacco should convince you that Lucky Strike means fine tobacco. Make that next pack Luckies!

ATX01 0235866

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 28, 1943 - morning
2nd run - August 14, 1943 - evening

AS BROADCAST

BLOCK: You know, friends, with all the talk about food rationing, fuel rationing, 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. She can't buy a new pair of shoes right now ... she'll make the old ones do and wait until another coupon goes into effect. ^{Yes sir,} / 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 women. 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 that will give you greater smoking enjoyment. Now, ladies and gentlemen, Lucky Strike means fine tobacco - so round, so firm, so fully packed - so free and easy on the draw. Independent tobacco experts -- buyers, and auctioneers, and warehousemen -- men who earn their living by their knowledge of tobacco -- prefer Luckies by an overwhelming majority. So, for your greater smoking pleasure, light a Lucky. And to increase the smoking pleasure of your friends and loved ones, suggest a Lucky.

ATX01 0235867

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 16, 1943 - morning

AS BROADCAST

BLOCK: Many of you folks ever seen butter being graded? Very interesting! They have what's known as butter tasters; and when the tubs of butter arrive at the market, they have these butter tasters and each of them takes a sample of the butter, and they chew it up, make certain taste tests, and then they mark down a number on a piece of paper -- the number indicates the quality of the butter ... And it's amazing the way they're all practically unanimous in writing down the same number every time on each individual tub of butter. Simply by a quick taste of butter, they can tell the exact grade. They've trained for years to do that ... these men are experts on the subject of grading butter. Now in the tobacco business, we also have experts, who by careful examination, can just as quickly judge the quality of any given basket of tobacco. They are auctioneers, buyers, and warehousemen who attend public tobacco sales in the South. Naturally these men can see just which companies buy what tobacco. And so it becomes very important to you as a smoker of cigarettes that independent tobacco experts -- auctioneers, buyers, and warehousemen -- prefer Luckies by an overwhelming majority. In fact, with men who know tobacco best, it's Luckies two to one. And we all know that in a cigarette it's the tobacco that counts, and through years of careful selection, the name Lucky Strike has come to mean fine tobacco. You're entitled to your share of the greater enjoyment that comes from smoking fine tobacco. Get it by getting Luckies.

ATX01 0235868

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 29, 1943 - morning
2nd run - August 16, 1943 - evening

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? Now immediately you picture someone going to work with a pick and shovel. But really all that means is - 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's some really strange expressions in the jitterbug dictionary. You know, to me a cat was always a four-legged animal that meows at the wrong time. And according to the jitterbug - 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, 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 finer,^{the} lighter, the naturally milder tobacco that goes into each Lucky you smoke. Independent tobacco experts -- buyers, auctioneers, and warehousemen -- can see who buys what tobacco at auctions they attend. These men prefer Luckies by an overwhelming majority. Now 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 0235869

BLOCK: You know, I've just about come to the conclusion that I am not and never will be a farmer! I wish I could have had you folks up to a farm I visited last week, with me. I spent the first day just loafing and the second day I said, "Well, I guess I'll go outside and do some work ... I need a little exercise!" So my father-in-law said, "All right, Martin, we cut the grass on the front lawn a few days ago, and now it needs raking. How about raking up the grass?" So I rolled up my sleeves, picked up the big wooden rake, and out I went. Now the cut grass was lying in rows about 50 feet long and about six feet apart, and it was my job to rake up each row into a big pile ... The first row went very easily ... but by the time I reached the end of the second row - oh boy - I had to quit. My arms never felt so tired in all my life! The following day I was talking to a real honest-to-goodness farmer, and I told him about it. And he explained to me that it wasn't that my arms were weak -- it was just that I was doing it the wrong way. He said that I should have taken the rake and used it like a broom and swept it up. "In fact," he said ... There's only one easy way to do anything, and that's the right way. If it's not easy to do, then you're doing it wrong." With that thought in mind - tell me something something - do you find it easy to smoke the cigarette you're now smoking? If it's a Lucky, of course, the answer is definitely yes, because Luckies are made the right way. There's only one way to make a cigarette, and that's to make it out of finer, lighter, naturally milder tobacco.

(MORE)

ATX01 0235870

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 17, 1943 - morning

AS BROADCAST

BLOCK: Luckies are made that way, and that's the reason they give
(Cont.) greater smoking enjoyment. No wonder that independent
tobacco experts, auctioneers, and buyers, and warehousemen ..
men who earn their living -- through their knowledge of
tobacco ... prefer Luckies two to one. So, friends, the
moral of this little story is just this -- the easiest way
to pick a cigarette that makes easy smokin' is to pick the
cigarette that's made the right way ... Luckies ... the
cigarette that means fine tobacco ... so round, so firm,
so fully packed, so free and easy on the draw.

ATX01 0235871

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 31, 1943 - morning
2nd run - August 17, 1943 - evening

AS BROADCAST

BLOCK: You know, if you take a look at your history books -- particularly at one item you'll not find in any history book. How many of you folks ever knew that Abraham Lincoln once operated a grocery store? Well, 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 ... and kind, genial Abe would greet them from in back of the counter. And 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 bit 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 on it 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 kind of soap or that brand of coffee. Why? Well, I guess it's because she's tried many different brands and found that one particular one suited 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.

(MORE)

ATX01 0235872

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 31, 1943 - morning
2nd run - August 17, 1943 - evening

AS BROADCAST

BLOCK: The American Tobacco Company is mighty proud of the name,
(Cont.) "Lucky Strike," and doubly proud of the quality of Lucky
Strike Cigarettes. 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. 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 ... and
introduce your friends to greater smoking pleasure by
suggesting Luckies.

ATX01 0235873

BLOCK: Here at 501 Madison Avenue, in New York, I think I have a pretty nice office; but naturally as offices go in New York, the room is rather small ... so a friend of mind suggested that, inasmuch as the office is fixed up pretty much like a living room, that I put a mirror the full length and width of one wall at the end of the room. Now I didn't think so much of the idea when he suggested it, but we went ahead and did it anyway; and you know, it amazed me the way that big, bright shiny mirror at the end of the room makes the room seem twice as large. And I was just sitting there looking at that big shiny mirror the other day when the thought came to my mind -- because of that big shiny mirror that room looks twice as big as it is, but actually I have no more room, no more space than that between the four walls, and what I see in the mirror is just an illusion; and you know, that started me thinking. No matter how many bright, shiny promises I hold up before you to gaze into -- promises of greater smoking pleasure in Lucky Strike cigarettes they'd all be strictly illusions were it not for the fact that the promise is kept. I have told you so many times that Lucky Strike means fine tobacco -- that Luckies are made from the finer, lighter, naturally milder tobaccos, and that the only promise you have of greater smoking enjoyment is the pleasure that comes from smoking the fine tobacco in Luckies. I have told you that independent tobacco experts, auctioneers, buyers, and warehousemen, prefer Luckies by an overwhelming majority. Now, these are not illusions -- they are facts, I wish you would take the opportunity of proving it to yourself ... The proof of the pudding is in the eating ... And the proof of this quality tobacco in Luckies lies in the smoking. Friends, it will take just one pack of Luckies to convince you ... Try them today, will you?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - June 1, 1943 - morning
2nd run - August 18, 1943 - evening

AS BROADCAST

BLOCK: You know, I can remember clearly the very first radio broadcast that I ever heard ... I was sitting at home and I had one of those little crystal sets, with a 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 -- of course, 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 with your friends and join the 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 0235875

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - June 1, 1943 - morning
2nd run - August 18, 1943 - evening

BLOCK:
(Cont.)

But your enjoyment of the fine 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. Now 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 Luckies, tell your friends about them. Each and every Lucky is uniform in quality -- the first, the hundredth, the thousandth -- Lucky Strike is chock full of that finer smoking tobacco. Yes, remember always, that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who know tobacco best, it's Luckies two to one. To increase your own smoking enjoyment, light a Lucky and to introduce your friends to greater smoking enjoyment, suggest a Lucky.

ATX01 0235876

BLOCK: You know, friends, many years ago I heard a story which I never forgot; and I'd like to pass it on to you right now. It seems a group of men were being lead by an Indian guide through dense wilderness ... and the weather was bitter cold ... came the first night ... they made camp ... the men started chopping wood and they built a huge bonfire in the middle of the clearing; and they tried to gather around and keep warm. The Indian, instead of joining with the rest, built himself a little tiny fire off at the edge of the clearing ... Now the men with their roaring fire stared in amazement at the Indian with that little ^{tiny} fire; and being good fellows, they went over and asked him why he didn't join with the rest; to which he replied, "H'm -- cold night ... white man build heap big fire ... no can get close. Indian build little fire ... sit right up near ... keep heap warm." You know, I never forgot that story, because it so clearly indicates you can't really derive any benefits from anything that must be regarded at long range ... you've got to get up close to your subject. That Indian reminds me of the men who buy tobacco for the makers of Lucky Strike Cigarettes. Before the buying season opens, they can stand off at a distance, gauge the tobacco crop for the year; but when it comes to selecting the finer, lighter, naturally milder leaf to go into Lucky Strike cigarettes, they get up close ... they examine each individual basket as it comes up for sale ... and they buy only that fine tobacco which meets Lucky Strike standards. In that way they can be sure to keep the confidence placed in Lucky Strike by so many smokers ... smokers who know that in a cigarette it's the tobacco that counts ... smokers who have come to realize more and more that Lucky Strike means fine tobacco. One further thought ... I wish you folks would get up real close to a Lucky Strike Cigarette ...

(MORE)

ATX01 0235877

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 19, 1943 - morning

AS BROADCAST

BLOCK:
(Cont.)

Light it and let that finer, lighter, naturally milder tobacco bring you closer to the peak of smoking pleasure. Yes, friends, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco ... which perhaps explains why with independent tobacco experts .. auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies two to one.

ATX01 0235878

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - June 2, 1943 - morning
2nd run - August 19, 1943 - evening

AS BROADCAST

BLOCK: You know, really I think every woman, at heart, is a match-maker. After she's 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 is 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 oop gentlemen, the first thought that comes into her mind is. "He'll make a swell husband for so-and-so." And 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 -- auctioneers, buyers, and warehousemen -- men who earn their living through their knowledge of tobacco -- prefer by an overwhelming majority. 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 smart 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 0235879

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 20, 1943 - morning

AS BROADCAST

BLOCK: Remember the story about the tortoise and the hare? How the hare, in spite of the fact that he was just about the fastest thing on four feet in the whole forest, lost the race with the tortoise, who was unquestionably the slowest moving creature on four legs. Maybe the makers of Lucky Strike Cigarettes won't like my comparing them to the tortoise, but I am going to do it anyway ... because nothing has ever made them deviate from one principle ... one straight line ... the principle that no cigarette can be any better than the tobacco from which it's made. And year after year our buyers at public tobacco sales have carefully followed that charted course; which constantly delivers for your Lucky Strikes - the finer, lighter, naturally milder tobacco that gives Luckies their cleaner, fresher taste. Now we can't be like the rabbit -- we can't lie down under a tree every once in a while and rest ... we can't wander off into strange pastures and nibble at lettuce leaves. No sir, to maintain the high quality of Lucky Strike Cigarettes we continue unwavering along the narrow path of putting into Luckies year after year the kind of tobacco you want to smoke. We folks who make Luckies have the same feeling of satisfaction that the tortoise must have had when he won that race, because we know that when we promise you in Luckies a more pleasant smoke, we can -- through the use of that finer tobacco -- fulfill that promise. From now on, let the makers of Luckies be the tortoise ... you take the place of the rabbit and hurry over to that nearest tobacco counter and ask for Luckies ... the cigarette that means fine tobacco.

ATX01 0235880

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - June 3, 1943 - morning

2nd run - August 20, 1943 - evening

BLOCK: I know, 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 has to 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, well, just let anyone ring the front doorbell while the baby is taking a nap, and what's the first thing you say? You don't say, "Hello, how are you?" You say, "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 through 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" ... properly aged and properly blended. And that through the use of this fine tobacco the makers of Luckies are able to give you a cigarette with that clean, fresh taste.

Look for Luckies in the smart white package with the striking 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 0235881

BLOCK: You know, with all the pictures that have appeared in the papers recently showing our boys in the African desert, did you notice in some of the pictures native African tribesmen seated on their horses? If you did, you must have noticed, just as I did, a rather incongruous detail ... Our boys with their short trousers and their khaki shirts -- with their necks turned down, no sleeves ... and the native African sheiks all wrapped up in yards and yards of material ... swathed in it from head to foot. You noticed that. Now while our boys may have looked cool; believe it or not, the African sheiks were a lot cooler. You see those men ride their horses in the middle of the blazing desert and they wrap themselves up like that to keep their bodies cool. The reason for it; you see, the average human body temperature is 98.6 --- the temperature in the sun on the desert is around 125 degrees; so that all that white wrapping is intended not to keep the body heat in but to keep the sun's heat out. These little tricks of living under different circumstances can only be learned by experience and from those people who've lived there all their lives. It's something like buying tobacco -- you can't learn how to buy tobacco from a book ... you've got to spend years and years in the tobacco country ... seeing it being cultivated ... watching it growing to maturity knowing how it's cured and being able to anticipate from each golden leaf on the tobacco warehouse floor exactly how it will smoke. The buyers for Lucky Strike -- many of them -- have been born and bred in the tobacco business. Their knowledge of this business is the reason the finer, lighter, naturally milder tobacco can be found in each Lucky Strike you smoke. Independent tobacco experts, auctioneers, buyers and warehousemen who are present at tobacco sales can see who buys what tobacco. And these men who know tobacco best prefer Luckies 2 to 1. So take a tip from the experts. Make your cigarette Lucky Strikes ... so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0235882

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 4, 1943 - Morning
2nd Run: August 21, 1943 - Evening

AS BROADCAST

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 ... and 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, well, afterwards I kind of figured it out. I discovered that the average woman knows that she wants the finest she can afford and she usually knows where to get it. And I believe that's why 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 fine tobacco that the maker of Luckies buy at sales throughout the South ... The kind of fine tobacco that independent tobacco experts - buyers, auctioneers and warehousemen - can see purchased year in and year out. With these independent tobacco experts -- these men who know tobacco best -- these men who make their living by handling tobacco -- prefer Lucky Strike by an overwhelming majority. 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 ... And ask for Luckies -- so round, so firm, so fully packed, so free and easy on the draw. You'll like the smart white package ... you'll like their superior smoking quality ... you'll like their clean fresh taste too. Smoking Luckies can't help but increase your smoking pleasure ... Suggesting Luckies will do the same for your friends.

ATX01 0235883

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 23, 1943 - morning

AS BROADCAST

BLOCK: Are there any fishermen listening? By this time I guess most of you folks have learned from hearing me talk that if there's a body of water anywhere around and Block is there, he's going to get a line in that water before you can say Jack Robinson! Now if there's any trout fishermen listening, I want to pass along to you something I learned recently. If you've ever made a fishing trip and found yourself a nice, fast mountain stream and fished up and down all day long without a strike, you'll appreciate this. See, I've often wondered why it is that I could go to a stream with all the best of equipment and come home with no fish -- and yet the farmer's boy with just an old rod and a piece of string makes a catch. Well, I learned the secret not so long ago -- it's grasshoppers! Yes sir, you can try your wet flies and then try your dry flies ... if they don't work, catch yourself some grasshoppers. You have to catch them right near the stream, so don't go wandering off into somebody's meadow for them. Once you got them, if there's a fish in that pool, you'll get him! Now just a few months ago a young chap who lives right near this stream where I fish told me about it -- and brother, it works! You see, if you live with the fish long enough, you get to know their likes and their dislikes ... Something like our tobacco buyers ... They've lived with tobacco so long it's second nature with them to realize that in a cigarette it's the tobacco that counts, and to know the kind of tobacco we insist on buying to make Luckies. They know you can't help but like a cigarette that's made from finer tobacco. When that true Lucky Strike tobacco is bought at public tobacco sales throughout the South, auctioneers, buyers and warehousemen -- independent tobacco experts are in attendance; and naturally they can see who buys what tobacco.

(MORE)

ATX01 0235884

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - August 23, 1943 - morning

AS BROADCAST

BLOCK: Isn't it then really important to you that with such men Lucky Strike
(Cont.) have more than twice as many exclusive smokers as have all other brands
 of cigarettes combined ... Sure it is! Now I've given you fishermen a
 tip on how to catch trout ... and I hope you'll take this other tip
 on how to catch more smoking pleasure -- hop to the nearest tobacco
 counter and ask for Lucky Strike -- the cigarette that means
 fine tobacco -- so round, so firm, so fully packed, so free and easy
 on the draw.

ATK01 0235885

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - June 5, 1943 - morning
2nd run - August 23, 1943 - evening

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. It was quite obvious - from the ad they had read, that 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. Now, 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 glamorize 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 their knowledge of tobacco, Luckies have over twice as many exclusive smokers as have all other brands combined. Now they must know, as we 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 0235886

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - May 7, 1943 - evening
2nd run - August 24, 1943 - morning

BLOCK: You know, friends, 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. And you know what I found out? Without an exception, the song you call "our" song 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, 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 selected 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. No wonder that the 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!

ATX01 0235887

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - June 7, 1943 - morning
2nd run - August 24, 1943 - evening

AS BROADCAST

BLOCK: Did you ever stop to think about 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, too. 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. These girls work hard for every penny they make -- 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 finest tobacco - the cigarette that independent tobacco experts, buyers, auctioneers and warehousemen ... men who earn their living through their knowledge of tobacco - prefer for their own smoking pleasure by an overwhelming majority. Since Lucky Strike means fine tobacco, Lucky Strike 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 0235888

BLOCK: I guess it was about seven or eight months ago when I made that last trip down South to attend the tobacco auctions. And while I was down there seeing for myself the baskets of fine tobacco purchased by the makers of Lucky Strike Cigarettes, I picked up from the top of one of the baskets of tobacco we had bought, a hand of tobacco -- fine, light tobacco -- and I decided to bring it back to New York with me as a souvenir of the trip. That hand of tobacco now rests on top of the mantelpiece in my office ... And aside from being decorative, I've found another use for it ... Each morning I go over and touch the leaves ... if they're dry and crumbly, I know that we're in for a spell of dry weather ... I know there's very little humidity in the air. If they're moist and soft, I know that the humidity is high, and that we're liable to have rain. Now I know full well that tobacco was never intended to be used as a barometer; and yet in some ways it could be considered just that ... a barometer of public taste ... You've heard me say time and time again that in a cigarette, it's the tobacco that counts ... it's the quality of the tobacco that determines the smoking quality of the cigarette ... and it's unquestionably the high quality tobacco in Lucky Strike that has raised it so high in the public estimation. By feeling that hand of tobacco, I can only tell what the weather is going to be; but a tobacco expert, upon examining that tobacco can tell how it will smoke. You see, when independent tobacco experts -- auctioneers, buyers and warehousemen -- attend the auctions down South, they can see the kind of tobacco that Lucky Strike buys. And when these experts choose Luckies for their own smoking pleasure, by an overwhelming majority -- that should be pretty good indication to you that Lucky Strike truly means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. The first time you light a Lucky, you'll more fully understand that with men who know tobacco best, it's Luckies two to one.

ATX01 0235889

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - June 8, 1943 - morning
2nd run - August 25, 1943- evening

AS BROADCAST

BLOCK: You know the old saying about beauty being only skin deep. It'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. Open that pack and as you get below the surface, you run into the finest 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 - prefer 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, you'll find you've got it in Luckies. In fact, millions of you have already found that to be a fact. And 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 0235890

LUCY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 26, 1943 (Morning)

AS BROADCAST

BLOCK: Of course all of you folks remember the story about the farmer and his wife who went to the zoo, and it was the first time -- their first visit to a zoo...And as they walked along looking at all the animals, they saw this funny looking creature with legs about ten feet long, spots all over him, a great big long neck, and horns on top of his head. You remember how the farmer and his wife stood and stared and stared; and when the keeper came by, the farmer said, "Hey, mister, what's that?" To which the keeper replied, "That's a giraffe!" You know, of course, how the farmer and his wife looked at it again and again, and finally the farmer said, "Go on, you can't kid me--there ain't no such animal!" Now that story isn't as funny as it seems, because it had its counterpart in real life. Sometimes we may have difficulty comprehending what we see with our own eyes and hear with our own ears, but doggone it! We don't have any trouble understanding what we experience with our own taste! Have you ever tasted fine tobacco? It's a grand experience! Really it is! In a cigarette it's the tobacco that counts and there's no getting away from that; and every Lucky Strike you smoke is just chock full of the finer, lighter, naturally milder tobacco which our buyers select at public tobacco sales throughout the South. Not being tobacco experts, you can't actually see that fine tobacco in Luckies, but you can be sure it's there. For men who are independent tobacco experts...auctioneers, buyers and warehousemen...men who earn their living through their knowledge of tobacco...prefer Luckies by an overwhelming majority. So if you're one to say "there ain't no such animal" ... light a Lucky. You too will have to admit that Lucky Strike means fine tobacco-- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0235891

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 26, 1943 (Evening)
(1st run - June 11, 1943 (Morning)

AS BROADCAST

BLOCK: You know I was just thinking of something; many years ago, my mother used to manage a millinery shop down in Washington, and several times a year I'd visit her for a few days ... and naturally I spent a great deal of time in the store. She had several salesgirls, and 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; and 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; workmanship; long-wearing ability; 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 finer 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 ... Long wearing -- Well, you'll find -- just as independent tobacco experts - warehousemen, buyers, auctioneers, men who make their living by knowing tobacco -- have found that Luckies are a long-time friend, because with such men, it's Luckies two to one ...

(MORE)

ATX01 0235892

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 26, 1943 (Evening) (CONTD)
(1st Run - June 11, 1943 (Morning)

AS BROADCAST

BLOCK:
(CONTD)

And as far as I'm concerned, well, that 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 friend's sake, suggest Luckies -- the cigarette that means "fine tobacco."

ATX01 0235893

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - August 27, 1943 - morning

AS BROADCAST

BLOOM: You know, the other day I picked up a magazine and in glancing through it, there was a picture of a big, thick juicy beef-steak ... along side it there was a big ripe red tomato ... along side of that a golden ear of corn. And you know friends, those things in that picture looked so realistic that you almost felt you could eat them right off the page. They looked just like the real thing. Of course they couldn't fool anybody, no one would ever try to eat them. Most folks today aren't easily fooled by appearances ... Which is why I'm so happy that there is a fact that you can get your teeth into, that Lucky Strike means fine tobacco. And that's so important, because after all, in a cigarette it is the tobacco that counts. And if you'll just remember that whenever and wherever tobacco is sold at the markets, you'll find in attendance tobacco experts in the person of auctioneers, and buyers, and warehousemen. These men know tobacco ... they can see who buys what tobacco ... they can see the buyers for Lucky Strike select the finer, lighter, naturally milder, more smokeable leaf to go into Luckies. Which makes it very plain that one of the most important things I could ever tell you about Luckies is that with such independent tobacco experts, the men who know tobacco best, it's Luckies two to one. Or being even more specific, among such independent tobacco experts - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Yes sir, if it's real smoking enjoyment you want, smoke Luckies -- the cigarette that means fine tobacco. You'll not only be the picture of smoking contentment, you'll be the real thing.

ATX01 0235894

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 22, 1943 - morning
2nd run - June 10, 1943 - morning
3rd run - August 27, 1943 - evening

AS BROADCAST

BLOCK: You know friends, honestly 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 ones, 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 I looked it up. And 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. 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 see us buy the finer tobacco at auctions they attend all over the South.

(MORE)

ATX01 0235895

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - May 22, 1943 - morning
2nd run - June 10, 1943 - morning
3rd run - August 27, 1943 - evening

AS BROADCAST

BLOCK:
(Cont.)

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 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 0235896

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - June 27, 1942 - morning
2nd run - August 28, 1943 - morning

AS BROADCAST

HART: You know, I listen to Martin Block on these Make Believe Ballroom programs just as you and you do. And something he said recently struck me as being so clear and concise, and true, that well, I think it's worthwhile repeating to you. Speaking about Lucky Strike Cigarettes Martin said ... It's truly amazing how the entire success story of Lucky Strike Cigarettes - a success story that's been developed over a period of many years can be condensed into just a few words. Although I could write a book on why Lucky Strikes are the cigarette you should smoke, I think it's far more convincing to just realize that Lucky Strike has come to mean two words "fine tobacco." And to recognize the fact that independent tobacco experts, auctioneers, buyers and warehousemen who attend auctions all over the South and can see the makers of Luckies consistently select that finer tobacco ... such men prefer Luckies by an overwhelming majority. And so I say to you ... let's not confuse the issue. Let's take a good clear look at the picture, and if you do, you'll realize that no cigarette can be any better than the tobacco it contains. And that since Lucky Strike has come to mean fine tobacco, Lucky Strike is the cigarette that you should smoke. Yes, friends, that's how Martin feels about Luckies, and I go along with him one hundred per cent. I think you will, too, if you'll just try Luckies now.

ATX01 0235897

Commercial - August 28, 1943 (Evening)

(1st run - May 20, 1943 (Morning) - 2nd run - June 9, 1943 (Morning))

BLOCK: You know, when this war is over, volumes and volumes will be written preserving for posterity the historic deeds that helped us win the 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've 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 within the budget. 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 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.

(MORE)

ATX01 0235898

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - August 28, 1943 (Evening) (CONTD)

(1st run - May 20, 1943 (Morning) - 2nd run - June 9, 1943 (Morning)

BLOCK:
(CONTD)

Remember that with independent tobacco experts - buyers, auctioneers and warehousemen, who can 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 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 0235899

HART: 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 they'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 their buyers spare no effort to select for your Lucky Strikes that milder, lighter, ripper leaf, it's little wonder that with independent tobacco experts - with buyers, auctioneers and warehousemen -- with men who 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 every time you light a Lucky, you'll like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. Make your next pack Lucky Strikes ... the cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 30, 1943 (Evening)

AS BROADCAST

(1st Run: April 22, 1943 (Evening)
(2nd Run: June 12, 1943 (Morning))

BLOCK: Did you ever stop to consider a trade-mark? My good old, trusty 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 the 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 millions 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.

ATX01 0235901

HART: 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 ... carefully selected by our Lucky Strike buyers at auctions down South. Here's another fact to support this investment. Independent tobacco experts, and buyers, auctioneers and warehousemen attending these auctions can see who buys what leaf. These are the men who know tobacco best, and when such men prefer Luckies two to one, you can just bet that Luckies pay off at 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: Have you ever started out on a shopping trip with a man who wants to buy a complete outfit? Well, he goes into the store -- 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 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! A woman will 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 selections 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 -- styles designed and selected by experts. And 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 such men think of Lucky Strike is that with them, Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0235903

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - August 13, 1943 (Evening) (1st Run: June 14, 1943 (Morning))

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BLOCK:
(CONTD)

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 0235904



BLOCK: Go to any rifle range or watch people shooting a bow and arrow ... what are they aiming at? A bull's eye! Hitting the bull's eye the greatest number of times is what determines an expert marksman. How maybe you don't know a thing about shooting a gun or twanging a bow, but you do know when you've achieved real smoking pleasure ... smoking pleasure made possible in only one way, through the use of fine tobacco ... tobacco purchased by the Lucky Strike buyers at public sales in the South. Now remember, friends, when these public sales are attended by tobacco experts ... auctioneers, buyers, and warehousemen ... they can see who buys what tobacco ... they can see the kind of tobacco that's bought for Luckies. And so it's little wonder that with these independent tobacco experts it's Luckies two to one. Now if you're aiming for greater smoking enjoyment, the next time you approach a tobacco counter, just focus your eye on the striking red bull's eye that so easily identifies Luckies ... the cigarette that means fine tobacco. They'll make a hit with you every time.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 15, 1943 (Morning) ()
2nd Run: September 1, 1943 (Evening)

AS BROADCAST

BLOCK: You know, I can remember so well when I used to pick up the telephone about six in the evening, call the house, get my wife on the phone, and say, "Look dear, I'm bringing a couple of the boys home for dinner tonight!" She'd say, "Fine, bring them on!" I guess those days are gone for awhile. Not that my wife has said anything to me about bringing home unexpected guests, but well, when I was home the other day watching the procedure in the house ... getting the meals ready, I watched my wife as she made up three menus a day for three days in advance -- carefully counting out the ration points -- 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. Well I just figure there's no more entertaining friends at a steak dinner with a lot 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, who can tell. 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 -- prefer by an overwhelming majority. 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. So make sure that in your home there's a plentiful supply of Luckies made from the fine, the ripe, the naturally mellow tobacco that can't help but produce a fine smoke.

ATX01 0235907

(CHANT 8 SECONDS)

BLOCK: You know, friends, for many years now you've heard that chant of the tobacco auctioneer on Lucky Strike programs. I want you to know that that's more than just a combination of sounds put together to impress you. That chant of the tobacco auctioneer is the vital, living guarantee that goes with every pack of Lucky Strike cigarettes. The chant of the tobacco auctioneer ending with ... "Sold American" is significant to you as a smoker, indicating as it does that our buyers at public tobacco sales throughout the South have bought another basket of the riper, the naturally mellow tobacco to go into Lucky Strike Cigarettes. These public tobacco sales are attended by independent tobacco experts ... auctioneers, buyers and warehousemen. And these men can hear that "Sold American" and they can see who buys what tobacco. So it's also significant to you that with such men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, and whether you, yourself, are a tobacco expert or not, I know you will agree that no cigarette can be any better than the tobacco from which it's made and Lucky Strike means fine tobacco. So the next time you hear the chant of the tobacco auctioneer, won't you think of it as the living symbol of Lucky Strike -- as a promise that when you light a Lucky, you'll like a Lucky, because Lucky Strike truly means fine tobacco. For the peak of smoking pleasure, smoke Luckies -- so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - September 2, 1943 (Evening) (1st Run: June 16, 1943 (Morning))

BLOCK: You know, I can very well remember the days when keeping your finger on the pulse of events applied strictly to politicians, to analysts, and to men in public life. But 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 fine, ripe, more mellow tobacco. And Lucky Strike means fine tobacco. Now we know that the buyers for Lucky Strike Cigarettes have never permitted anything to interfere with their buying 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. Now 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 of course appearance counts, too, and certainly Luckies in their smart white package with the striking red bull's eye will appeal to anyone. 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 0235909

BLOCK: Do you own a compass? I don't -- but many times I wish I did. If you're out for a walk in the country, you get a little twisted, you don't know which way to go to get back, or if you're driving in your car and you're supposed to be headed South - everything looks strange - you don't know which way to go, a compass would come in mighty handy. Actually, however, practically all of us have what's just as good as a compass with us at all times ... I mean your watch ... because if you have a watch and a match stick, you can find true North at any time the sun is shining ... It's very simple ... you just hold your watch in your hand with the face up; put the match stick in the center, upright; rotate the watch so that the shadow thrown by the match stick approaches the hour hand in the same direction the hour hand travels; and when the shadow is right on the hour hand, well, half way between that point and twelve noon on your watch is due North. Oh - everytime, it never fails. Remember that if you ever get lost. It will help you to find your way to where you want to go. Of course, if you're searching for a fine cigarette that will take you to the peak of smoking pleasure, here's something to guide you. (CHANT ... 5 SECONDS) Yes, friends, that chant of the tobacco auctioneer with the two words, "Sold American," points the way to real smoking pleasure -- that sound has reverberated through tobacco warehouses for many, many years; and it's your living guaranty that Lucky Strike means fine tobacco. After all, we must admit that in a cigarette, it's the tobacco that counts; and you'll find each and every Lucky Strike chock full of the riper, naturally more mellow tobacco. A further guide to your increased smoking pleasure can be found in the fact that with independent tobacco experts - auctioneers, buyers, and warehousemen -- with men who know tobacco best -- it's Luckies two to one. So next time, let these facts guide you to the cigarette that means fine tobacco -- LUCKY STRIKE.

BLOCK: Now if you ladies don't mind, I'd 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 -- maybe the 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 dress for this occasion ... would you go to the telephone and call the dress shop and say, "Send me over a blue dress size sixteen?" You know, 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 fine cigarette can only be attained through the use of fine tobacco. Now 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 see who buys what tobacco at auctions they attend, Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined. Now this fact should be of great importance to you if you're looking for a fine 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,

BLOCK: The other day I chased all over town trying to find some film for my camera ... without meeting very much success. We're all glad to give up our film, knowing that it's used to help win the war. Speaking of film, I've been taking pictures for a good many years, and the research laboratories have done some amazing things for the picture-taking public. Up until a few years ago, you went out with your camera and you snapped a half a dozen or so pictures ... and they came back to you all printed up; but they weren't what you'd call life-like reproductions ... they were pretty flat ... just plain black and white pictures. And then the research laboratories, gave us a new film which enabled you to go out and take pictures with full natural color ... pictures that are absolutely life-like with every shade and tone intact. Now the film used for black and whites and the film used in color pictures is exactly the same ... the only difference being that the laboratories discovered a very special ingredient that made possible these true-to-life color pictures. While it took many years for the film laboratories to find this ingredient, the makers of Lucky Strike Cigarettes realized right from the beginning that the ingredient needed for a cigarette that would give you the utmost in smoking enjoyment ... a cigarette that would make you look forward to the next smoke every time, is fine tobacco ... ripier, more mellow Lucky Strike tobacco. The makers of Luckies have always known that in a cigarette it's the tobacco that counts, and that no cigarette can be any better, any more enjoyable than the quality of the tobacco from which it's made. And that's why Lucky Strike consistently buys that fine tobacco to maintain the high standard of quality you'll find in every Lucky you light. Now here's a tip ... with independent tobacco experts, auctioneers, buyers and warehousemen ... with men who know tobacco best, it's Luckies 2 to 1. Here is a suggestion: try Luckies ... the cigarette that means fine tobacco.

ATK01 0235912

BLOCK: Ladies, do you know how to make a good cup of coffee? But really, I'm not kidding, I'm serious about it, because I'm sure that if I ran a contest here at the Make Believe Ballroom and asked you ladies how to make a good cup of coffee, if a thousand ladies trote in and told me how to do it, each one of the thousand would have a different method. Every housewife has her own theory as to how to brew a cup of coffee. Yes, and the makers of Lucky Strike cigarettes have their own theory as to how to make a better cigarette. Now there may be a wide divergence of opinion as to how to make a cup of coffee, there's only one way to make a good cigarette, and that's to use fine tobacco, because no cigarette can be any better than the tobacco from which it's made. You must admit the truth of this statement, and in admitting it, you'll be interested in noting that the tobacco buyers for Lucky Strike Cigarettes are experts at examining, inspecting, grading and choosing tobacco leaf. They make sure that they buy only the finer, riper, naturally mellow tobacco for Lucky Strike. The soundness of this policy is indicated by the fact that with independent tobacco experts - auctioneers, buyers, and warehousemen - men in no way connected with any cigarette company, yet earning their living through their knowledge of tobacco - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now we're not going to have any coffee-making contest here, because I'm ready and willing to admit that you know how to make a good cup of coffee. And I sure hope you'll do as much for the makers of Luckies, and admit the soundness of their method of making Luckies ... by making your cigarette Lucky Strike. I know you will enjoy the clean, fresh taste of Luckies ... I know you'll admire the smart white package with the striking red bull's eye. I know when you light a Lucky, you'll like a Lucky.

LUCKY STRIKE "MAKE BELIEVE BILLROOM"
Commercial - September 6, 1943 (Morning)
(1st Run: September 5, 1942 (Morning))
(2nd Run: August 6, 1943 (Evening))

AS BROADCAST

BLOCK: Say, I wonder if you remember that old riddle ... which came first, the chicken or the egg? I know - it's as old as the hills but as ancient as it is, there's still no answer to it. We could argue about it for days. There are just some questions that are unanswerable. They'll always remain a riddle. But take a different type of question - say, where does the sun rise every day? Well, naturally, you've got the answer right there on the tip of your tongue. The sun rises in the East every day - no matter what! Yes, there are some questions whose answers are undisputed. Now, there's another question I might ask you. And you don't have to hesitate a bit over the answer to this one, either. If I were to ask you ... what's the most important thing in a cigarette, you'd answer just as would millions of others ... why, the tobacco, of course! Yes, folks, the most important thing in a cigarette is the tobacco from which it's made, and no cigarette can hope to be any better than the tobacco it contains. That's why the manufacturers of Lucky Strike Cigarettes send buyers into the tobacco country to buy at public sales all over the South the fine, the riper, the naturally mellow Lucky Strike tobacco. Now these buyers constantly watch and carefully select those baskets of fine golden leaf for your smoking pleasure. The independent tobacco experts - the warehousemen, auctioneers, and buyers can see these auctions in progress - they can see who buys what tobacco. And these men who know tobacco best prefer Luckies two to one. Yes, sir ... among such experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Well, obviously, these men know just as you and I know that in a cigarette, it is the tobacco that counts. You know, friends, this is no riddle without a solution. When the man behind the counter asks, what's yours, please, the only answer - if you want to treat yourself to increased smoking pleasure - to the cigarette that means fine tobacco - is Luckies, please!

ATX01 0235914

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 6, 1943 - *Evening*
(1st Run: July 21, 1943 (Morning))

AS BROADCAST

BLOCK: If you ladies have ever done much traveling around New York, maybe you've noticed as I have the many public playgrounds; and I'm sure you will agree with me that they're a wonderful idea; because I know you can all remember back to the days when the kiddies wanted to play, there was just no place available for them but the hard, hot sidewalks and streets of the city. But our good Park Commissioner here in New York, has changed all that; and today no matter where you live, you're bound to find a public playground where you can put the kiddies for the day, know that they'll have proper supervision, know that they'll be safe from the dangers of the city streets. All of which, of course, is going to produce better behaved, healthier, happier children. Now, I have a reason for mentioning this -- I want to illustrate to you how proper care and supervision can be so helpful. You've heard me say time and time again that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. And that fine tobacco, carefully selected by our able buyers, purchased at tobacco sales throughout the South; is gently cared for and permitted to age and mellow in specially designed sheds and then properly blended. Yes, Luckies are truly the result of painstaking effort and care in the selection of fine tobacco, care in aging, care in blending, and care in manufacture. And just as you wouldn't make your child play on the street if there was a playground handy -- just so I don't think you'd be satisfied with anything but tops in smoking quality ... the kind of smoking pleasure available to you, and you, and yes, especially to you ... when you ask for Lucky Strike in the smart white package with the striking red bull's eye. Lighting a Lucky increases your smoking pleasure -- suggesting a Lucky does the same for a friend. Let's all get our share of the cigarette that means fine tobacco -- Lucky Strike.

ATX01 0235915

LUCKY STRIKE "WAKE BELIEVE BALLROOM"
Commercial - September 7, 1943 (Morning)
(1st Run: March 5, 1943 (Evening))

AS BROADCAST

BLOCK: You know, 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 evening 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 overhead ... 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, ripe, naturally mellow 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. 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.

ATX01 0235916

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 7, 1943 (Evening)
(1st Run: July 20, 1943 (Morning)

AS BROADCAST

BLOCK: You know, ladies, I have one pet peeve in the world, and that's to come home at night and find somebody's gotten my evening paper before I get to it. Not only they pull it all to pieces, but take a pair of scissors they and/clip things out of it, and invariably what they've clipped out is just at the end of some story that's of interest to me. That happened to me just the other night, and so out of curiosity, I turned over the page to see what was so vital that it was cut out. And you know what it was?

a recipe! I don't know what it was for -- I was too mad to ask. One thing I can never understand ... until I stopped to think about it -- how a woman can look at a few lines of type in a recipe and simply from reading it, know just how it'll turn out, exactly how it'll taste, and whether the family is going to enjoy it or not. I guess that's a knack that all women acquire from years of cooking. The same knack that the tobacco buyers for Lucky Strike cigarettes have developed through years of training and experience. The American Tobacco Company buyers buy only for The American Tobacco Company, and their livelihood is dependent upon their selecting the right kind of tobacco for Luckies. And since they know that in a cigarette it's the tobacco that counts, our buyers select and buy only the finer, riper, naturally mellow tobaccos that make Luckies a cleaner, fresher-tasting cigarette ... the kind of cigarette you know you'd choose. Next time you shop, buy Luckies in the smart white package with the striking red bull's eye. And discover for yourself that the fine tobacco recipe for Lucky Strike meets with your approval.

ATX01 0235917

BLOCK: You know, if a man works in a factory or a plant, he usually leaves all talk about his work in the factory when he washes up to go home ... that applies to many lines of work ... But it definitely does not apply to men who work with tobacco. One of the most amazing things to me about people in the tobacco business has been the fact that their every waking hour is devoted to their work. When a man is born and bred in the tobacco business - growing, buying or selling tobacco - it's not only his life work, it's his hobby as well. The tobacco business is a fascinating one - so much so that the ability to grow or to judge tobacco is oftentimes handed down from father to son; and this fact is important to you as a smoker of cigarettes. Now you take a man like Earl E. Forbes of Greenville, North Carolina ... His great-grandfather came over to this country in 1730 from England. He settled in Pitt County, North Carolina. His grandfather served in the Seventh Cavalry during the Civil War; and in 1884, his grandfather and his two great-uncles planted the first tobacco in Pitt County, North Carolina. In 1890 his father started in the tobacco business; and Earl Forbes, himself, back in 1911 started in as a buyer, and in 1925 he began auctioning tobacco at public sales. Earl has sold millions of pounds of tobacco; and you just couldn't fool a man with this kind of a background as to the quality of tobacco. He knows what kind of tobacco smokes best; and as an independent buyer and auctioneer he can see the makers of Lucky Strike Cigarettes buying fine tobacco - the ripper, the naturally mellow tobacco that makes Luckies such an outstanding smoke. It's with men like Earl Forbes, steeped in the tradition of tobacco, that it's Luckies 2 to 1. With these independent tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Perhaps you can't judge tobacco by looking at it, but you surely can judge it by smoking it; so in your own way learn for yourself that it is truly said that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATK01 0235918

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 8, 1943 (Evening)
(1st Run: July 22, 1943 (Morning))

AS BROADCAST

BLOCK: You know, ladies, the other day I saw a very enlightening little article in the paper. It had to do with the best seller books all over the country. In almost every city from coast to coast, Wendell Wilkie's book, "One World," was leading. Now you notice I say in almost every city. But in one city in the midwest, the best seller of all wasn't Wendell Wilkie's "One World"; it wasn't any of the better known modern fiction novels; it wasn't a war story; it was, of all things, a cook book! Maybe that represents the beginning of a new era -- one that bodes well for us men. Maybe more women are going to discover the way to a man's heart is through his stomach. I firmly believe that every young lady's trousseau should contain a good cook book, because cooking, you know, is an art. And I think every good cook will agree with me that success depends upon the quality of the ingredients. Just as the most important thing in making a cigarette is the quality of the tobacco you start out with ... that explains why Lucky Strike tobacco buyers devote their time and effort in searching out the finer, ripper, naturally mellow tobacco for Lucky Strike Cigarettes. The independent tobacco experts - auctioneers, buyers and warehousemen who attend the auctions can see our buyers select, time and time again, that quality leaf for Lucky Strike. And these men who know tobacco best, prefer Luckies by an overwhelming majority. Now just as the proof of the pudding is in the eating -- the proof of a fine cigarette is in the smoking. So, make that next pack Lucky Strike in the smart white package with the striking red bull's eye-- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0235919

BLOCK: A couple of days ago I managed to get a few days off here at the Make Believe Ballroom ... I took the family up to Murray Bay, up in Quebec in Canada; and after seeing them comfortably set up there, I hopped on the first train back to New York and the Ballroom. Well, riding along through Canada, I couldn't help but notice in many sections, as far as the eye could see, tobacco growing. And you know, the thought occurred to me that since tobacco is grown practically all over the world, that the grade and quality of the tobacco varies with the soil and the climate, it must be quite a job for buyers of tobacco to be able to determine the better smoking grades. It takes years and years of training on the part of these men to be able to look at a tobacco leaf and know how it will smoke; yet so consistently do our trained buyers select the ripe tobacco for Luckies that today the name Lucky Strike means fine tobacco. Neither you nor I could judge tobacco by looking at it, but we sure can judge it by smoking it; and remembering that independent tobacco experts - auctioneers, buyers, and warehousemen - who can see our buyers buying that finer tobacco, prefer Luckies two to one, it would seem to me that if we want to enjoy a cigarette made from fine tobacco - the riper, the naturally mellow tobacco - we too should ask for Luckies - so round, so firm, so fully packed, so free and easy on the draw -- Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0235920

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 9, 1943 (Evening)
(1st Run: July 23, 1943 (Morning))

AS BROADCAST

BLOCK: For about a year and a half now many of you ladies listening to me here at the Ballroom have heard me talking about Lucky Strike Cigarettes. And honestly, I have done my level best to tell you the truth about Luckies ... to give you plain, unvarnished pictures of why Luckies are a better cigarette. You've been good listeners, and I don't doubt for a minute that lots of times you've said to yourself, "Well, Martin, maybe you've got something there ... I will try Luckies!" When the time came to buy your next pack of cigarettes, you forgot all about your good intentions and so you just haven't gotten around to doing what your own common sense dictated was the smart thing to do. Of course, I know how those things happen. It's happened to me lots of times. I remember once my wife gave me a letter to mail ... in fact, she even put it in my outside coat pocket and said, "Now don't forget it!" When the suit came back from the cleaners two weeks later, there was the letter pinned on the lapel. Oh boy, did I get it. I know how it is - the best of intentions "aft gang awry." And so this evening, ladies, I just want to give you once again that gentle reminder to choose the cigarette tobacco experts - auctioneers, buyers and warehousemen prefer 2 to 1 ... choose Luckies -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. You can't help but like the clean fresh taste of Luckies, made possible through the use of the finer, riper, naturally mellow tobacco. You'll not only like the contents of every pack of Luckies, you'll like the package, too -- smart, firm and pure white ... distinguished, of course, by that striking red bull's eye. So keep your promise to yourself to take advantage of the fine tobacco in Luckies by remembering to ask for them next time. For your own sake, get Luckies; for goodness sake, suggest Luckies.

ATX01 0235921

BLOCK: Friends, I have here in my hand a book ... it's a world-famous book by a world-famous author. I judge that - oh, there's about 300 pages of paper bound between the two covers. As long as I permit that book to lie on my desk or rest on a table, it's nothing but so many pounds of paper of no value to me or any one else. It isn't until the book is opened and read - the printed words read - that a fascinating story unfolds itself ... that hours and hours of real entertainment are made available to me. And you know in a way a package of Lucky Strike Cigarettes is like a book. Between the two red bull's eyes on the front and back of each package are twenty cigarettes; but until I buy a pack and open it, it's nothing but so much paper and tobacco; but once I light that first Lucky Strike, well then I'm making available to myself for all time the pleasure that comes from smoking a finer cigarette ... a cigarette that's made from fine tobacco ... the more naturally mellow tobacco that has made Lucky Strike Cigarettes an overwhelming favorite with independent tobacco experts - auctioneers, buyers and warehousemen. For your increased smoking pleasure may I suggest this very day that you turn over a new leaf and get acquainted with that finer leaf ... that better-smoking Lucky Strike tobacco - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 10, 1943 (Evening)
1st Run: July 24, 1943 (Morning)

AS BROADCAST

BLOCK: I'm sure that many ladies listening to me right now prefer Lucky Strike Cigarettes. I'm sure you've all seen a pack of Lucky Strike Cigarettes. To my way of thinking, there's something promising in just looking at a pack of Luckies ... the smart white package with the striking red bull's eye gives promise of a truly pleasant smoke; and when you open that good looking package, believe me, ladies, the promise is fulfilled! No matter how much you like the package in which you buy your Lucky Strike Cigarettes, unless the cigarette itself is smooth, fresh, clean-tasting, you'd never make your cigarette Luckies time and time again; and knowing this, our buyers are instructed when attending the public tobacco sales down South to purchase for Luckies the finer, riper, naturally mellow tobacco that can't help but make a better smoke. You see, our reason for constantly talking about the quality of tobacco in Luckies is because that old, old saying that no cigarette can ever be any better than the tobacco from which it's made. Truly, in a cigarette, it's the tobacco that counts, and Luckies' year round concentration on that finer tobacco is responsible for our saying that Lucky Strike means fine tobacco. Next time look for Luckies in the smart white package with the striking red bull's eye ... and look inside that package for increased smoking pleasure -- thanks to the finer Lucky Strike tobacco. For your own sake, get Luckies ... for goodness sake, suggest Luckies.

ATX01 0235923

BLOCK: You know, several times here of late I've noticed that ... uh...uh...
uh... I'm becoming very impolite -- not in the usual sense of the word;
but when you're out with friends and somebody takes out a package of
cigarettes and offers you one, the polite thing to do is to take it and
light it and smoke it ... But I haven't been doing that ... More and more
often I find myself saying, "No thanks, if you don't mind, I'll smoke
one of my own!" And then perhaps I may remember to add, "won't you have
one of mine?" as I take that pack of Luckies out of my pocket. So you
see I feel that if I'm going to smoke a cigarette, I know that in my
pocket in that package of Luckies I have available at my finger tips the
finest tobacco that nature produces, and why should I be satisfied with
anything less? Of course, I'm also inclined to think that I am not
alone in this. I've noticed hundreds of Lucky Strike smokers doing the
same thing time and again ... and I assure you all these other smokers do
it for the same reason I do it. Admittedly I am impressed with the fact
that the name, Lucky Strike, has come to mean fine tobacco ... I am
impressed with the fact that independent tobacco experts -- auctioneers,
buyers, and warehousemen - men who certainly should know tobacco - prefer
Luckies two to one. I am impressed with the fact that Luckies are so
round, so firm, so fully packed, so free and easy on the draw. But the
main reason why I smoke Luckies not only consistently but conscientiously
is because I have never failed to get more enjoyment per puff from them.
Try a pack yourself soon, will you? Thanks a lot!

LUCY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 11, 1943 (Evening)
1st Run: 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 win the war. Whoever writes the history is going to have to devote many, many chapters to the women of America. Gosh, what a job they're doing! Just stop and think of the contributions that women are making. They have homes to run, 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, raise a family, do Red Cross work, 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. Then, I guess women have a way of taking things in their stride, haven't they? Shopping, for example, used to be very simple. You bought what you wanted -- the delivery boy would bring your order right over to the house and you paid him, and that was that. Today -- well today, the housewife has to carefully choose and change and interchange -- count points -- watch prices. At least she has to do that if she wants to keep the family well fed. You know, 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 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 -- the warehousemen, auctioneers and buyers -- who can see us buy the finer tobacco at sales they attend all over the South, it's Luckies two to one.

(MORE)

ATX01 0235925

LUCKY STRIKE "MALE BELIEVE BALLROOM"
Commercial - September 11, 1943 (Evening)
(1st Run: May 20, 1943 (Morning))

AS BROADCAST

BLOCK: Taking these facts and adding to them the cleaner, fresher taste of Lucky Strike Cigarettes, made possible by the use of that fine, that riper, that naturally mellow tobacco, you'll find that every time you light a Lucky you'll like a Lucky. Look for the crisp, white package with the red bull's eye. And remember, to smoke a Lucky increases your own smoking pleasure. To suggest a Lucky adds to the smoking pleasure of others.

ATX01 0235926

BLOCK: You know you can remember once in the past commenting on the fact that many of the popular sayings that are frequently used nowadays always have another popular saying that contradicts them; I think I pointed out one in particular ... Somebody said, "A penny saved is a penny earned;" and then somebody else said, "Never be penny wise and pound foolish." But there's one famous saying, that has never been contradicted -- "Experience is the best teacher." We can all acquire a certain amount of knowledge from the things we are told and the things that we read, but the surest way to become acquainted with any fact or anything is to experience it; so that anything I ever say to you about Lucky Strike Cigarettes -- about the fact that Luckies are made from the finer, naturally mellow tobacco purchased by our buyers at public tobacco sales in the South ... that independent tobacco experts, auctioneers, buyers, and warehousemen, who attend these sales can see who buys what tobacco, and that with such men Luckies have more than twice as many exclusive smokers as have all other cigarettes combined -- is only intended to accomplish one thing, and that one thing is to get you to experience for yourself the extra pleasure that comes from smoking extra-fine tobacco. There's real pleasure in store for you the next time you step up to a tobacco counter and say,

GIRL: "Luckies, please!"

LUCKY STRIKE "MALE BELIEVE BALLROOM"
Commercial - September 13, 1943 (Evening)
(1st Run: June 18, 1943 (Morning))

AS BROADCAST

H.CCK: I'll bet you girls know a lot 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 home cleaning - your housecleaning - so that it takes less time and you're able to do a better job ... You've simplified your ways of cooking ... 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." Our buyers must be constantly on their toes to select the finer, the riper, the naturally mellow tobaccos ... which go into each and every Lucky -- 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 riper, the naturally mellow 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 0235928

BLOCK: Remember about a month ago when the weather was so terribly hot? I remember visiting a friend of mine in his office; and it had always been a pleasure in the past to walk into that office of his, because he had one of those air conditioners built in the window ... no matter how hot it was outside, his office was always delightfully cool. Walking in there that hot day, I immediately noticed the first thing that the air conditioner wasn't running and the office was hot as blazes. When I asked him, "How come?", he explained that there's a certain liquid in the machine that is known as a refrigerant ... it's what cools the air; and because of the war, today it's almost impossible to replace that refrigerant. And as I stood there looking at the machine, I couldn't help but be impressed by the fact that there was several hundred pounds of metal, and coils, and wires and motors and switches ... an expensive piece of machinery, which because of the lack of one vital ingredient, might have been just so much cast iron ... and it was no good for anything ... And then the thought occurred to me, "Exactly like a cigarette!" ... For the success of a cigarette depends upon one vital ingredient -- tobacco. Yes, friends, it takes fine tobacco to make a fine cigarette -- the kind of tobacco that our buyers at public sales secure for Lucky Strike -- that ripen, the naturally mellow tobacco that you'll find in every Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Just remember that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- who can see us buy that fine tobacco at public sale, it's Luckies two to one! So take a tip from the experts ... and make your cigarette the cigarette that means fine tobacco -- Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 14, 1943 (Evening)
(1st Run: June 19, 1943 (Morning))

AS BROADCAST

BLOOM: You know friends, it's strange how a war will affect intimate little things in a person's life ... For example -- I understand 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? Yep, 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 I'm smoking here ... it offers to much complete smoking enjoyment every day in the year ... And we accept that complete smoking enjoyment that comes from Luckies and we 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 mellow 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 these 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. So make your next pack Luckies, in the smart white package with the red bull's eye.

ATX01 0235930

BLOC: The other day in the newspaper I was reading a report about the wonderful job the railroads are doing in hauling freight ... more and more freight with fewer locomotives ... seems almost unbelievable but it's true. And if you've ever stood beside one of these huge iron monsters, puffing and steaming as car after car is being added to make up a long train, you almost wonder how one engine can drag all those cars at such speed across the country. And while the steam locomotive is a huge thing with its gigantic boilers and its fire box and the thousands of pounds of steam pressure and the great driving wheels, all of the thousands of horse power pent up in that iron horse - well, they're all of absolutely no value without that little tiny instrument known as the throttle. Until the engineer moves the throttle and releases the power of the steam, nothing happens. Something like you and the fine tobacco in every Lucky Strike Cigarette. Until with a flick of the finger you open a package of Luckies, remove a cigarette, and light it, all of the pleasure pent up in those twenty cigarettes -- so round, so firm, so fully packed, so free and easy on the draw -- is of no avail. And you know, it has taken years and years of training for the men who buy tobacco for Lucky Strike Cigarettes to know just which tobacco smokes best when they buy that fine tobacco at public sales throughout the South. And just as the throttle of the locomotive brings it to life, so the fine tobacco in Luckies brings to you an infinitely more enjoyable smoke. Remember -- the next time you buy cigarettes just say to the man behind the counter --

GIRL: Luckies, please!

LUCY SERIES "MAKE BELIEVE BATHROOM"
Commercial - September 18, 1943 (Evening)
(1st Run: June 21, 1943 (Morning))

AS BROADCAST

BLOCK: One night last week, we went to the movies ... It was one of those costume pictures, the scene was England ... the time in the early seventeenth century. And 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. Well, to us "twentieth-centuryers" 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 was quite ridiculous; and I was so startled at the loud laughter, I turned and looked at the lady ... The first thing I noticed was one of those silly little hats up 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're 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 mellow leaf -- so round, so firm, so fully packed, so free and easy on the draw ... Luckies meet every requirement for greater smoking pleasure. And I guess I'm safe in saying that it always has been and always will be smart to smoke Luckies. So take a tip from the tobacco experts, the 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."

ATX01 0235932

BLOCK: You know, friends, there's really no more fascinating story in all of American History than the one about Paul Revere ... How he had agreed with his neighbors that with the approach of the enemy he'd give the signal from the belfrey of a church, flashing his lantern -- remember, once if by land and twice if by sea ... and how having given that signal and realizing that every man must be on the job, he mounted his horse; and riding through every village and town, spread the alarm that the red-coats were coming! You know, had the red-coats been able to accomplish their mission with no word of warning being given, our entire history might have been changed. But because one man spread the word, a battle was won. And strange as it may seem, very often I feel like Paul Revere, in spite of the fact that I have no horse ... oh, it does take a good deal of horse-power to operate WNEW's transmitter which enables me to come into every home and spread the word about Lucky Strike Cigarettes ... to remind you that the only sure way to select a quality cigarette is to buy the one that's made from fine tobacco -- the ripper, the naturally mellow Lucky Strike tobacco ... tobacco which we buy at public tobacco auctions in the South where independent tobacco experts... auctioneers, buyers and warehousemen ... can see who buys what tobacco. Now please remember these men know tobacco ... they earn their livelihood through their knowledge of tobacco, and so it's little wonder that with these men who know tobacco best it's Luckies two to one. Now my spreading of this good word about Lucky Strike Cigarettes can't affect the destiny of our Nation, but it sure can affect your future smoking pleasure. So try and remember next time to buy Luckies ... try Luckies and get your share of that finer Lucky Strike tobacco that means greater smoking enjoyment.

ATX01 0235933

LUCKY STRIKE "MAKE BELIEVE BILLBOARD"
Commercial - September 16, 1943 (Evening)
(1st Run: June 22, 1943 (Morning))

AS BROADCAST

BLOCK: Now, you've heard much talk in the last few years about compromise. And personally, I've always been taught that a thing is either right or it's wrong ... and I don't think that any folks recognize that fact more than you ladies. You know there's a right way to use make-up and a wrong way ... and there's 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 one. When you do things correctly, everything comes out all right, and if they're done incorrectly, anything's liable to happen. And 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 'cause 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 mellow 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 greater 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 0235934

BLOCK: You know friends, it was quite interesting to read in the paper the other day that the Rockefeller Estate is planning to put up a new building and enlarge Rockefeller Centre. Now the interesting thing is that in spite of the fact that they won't start building for several years to come, the plans are now in the making. But then I guess that's true of all great engineering achievements. Long before the first stick or stone is touched, carefully laid plans are made. And years before the big steam shovels come in to do the excavating, every detail in a new building is planned out ahead on paper. And the same thing goes for Lucky Strike cigarettes. There's careful planning back of every pack of Luckies you buy. That planning is based on the principle that in a cigarette it's the tobacco that counts. No cigarette can be any better than the tobacco from which it is made. And so, our buyers at public tobacco sales in the south make it their business to buy for Luckies the finer, the riper, the naturally mellow tobaccos that will insure in Lucky Strike a more pleasant smoke. And you know, friends, when tobacco is bought at public sale there's always an attendance of auctioneers, buyers and warehousemen -- tobacco experts -- men who know the quality of tobacco. They can see who buys what tobacco. And with such men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, and I think that's the most perfect testimonial to the kind of planning that has made Luckies such an outstanding cigarette. Your share of that finer tobacco is waiting to increase your smoking pleasure in the next pack you buy. Just be sure you ask for Lucky Strike.

ATX01 0235935

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 17, 1943 (Evening)
(1st Run: June 23, 1943 (Morning))

AS BROADCAST

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 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 you get your full dozen rolls by counting them as he puts them into the bag. If you're making a dress for yourself, you carefully measure each piece of material, so that it will fit together accurately ... so 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 can get a fine smoke is to know that that cigarette is made from fine tobacco.

Well, all I can say is - I ask you to remember that Lucky Strike means "fine tobacco." Remember that our buyers at public tobacco sales select and buy the finer, the lighter, the naturally mellow 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 suggestion!

ATX01 0235936

BLOCH: Last Thursday the Third War Loan Drive got under way and I'm sure that many of you folks saw the big parade on Fifth Avenue. And as you stood there watching our soldiers, sailors and marines marching down the avenue, you couldn't help but notice how perfect was their training -- each man in step -- 100 men executing every movement as if they were one. Their uniforms identical - their equipment identical - a perfect mobile body of men trained to do the same thing at the same time. Now there's nothing military about the operating of our tobacco buyers, yet they too have undergone years of training -- training which had equipped each and every one of them to do the same thing at the right time - to buy for Luckies the kind of tobacco you'd want to smoke. To buy the fine, ripe, naturally mellow tobacco that goes into every Lucky Strike Cigarette. Yes, and that's a very important thing, friends. Your first Lucky, your twentieth Lucky, your hundredth Lucky gives you that same fine flavor, that same fresh, clean taste made possible through the use of this finer Lucky Strike tobacco, carefully aged and blended, made into a cigarette so round, so firm, so fully packed, so free and easy on the draw. To get your share of Luckies' greater smoking pleasure, just march right up to that tobacco counter and say, "Luckies, please!"

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 18, 1943 (Evening)
1st Run: 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. Now don't send me a piece of it. After you've mixed all the ingredients ... after you've sifted the flour, added the eggs, the baking powder, the flavoring, everything that it takes to make the batter, stop and 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. 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 it's their business. 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 see the buyers for Lucky Strike selecting the finer, the lighter, the naturally mellow tobacco. And I believe it's important for you to know that with these 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 is going to 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 0235938

BLOCK: While that last record was playing my mind was wandering a little bit and I was just thinking about the many trips I have made in the past year or so to the auctions down South where tobacco is sold; to the storage sheds where Lucky Strike tobacco is permitted to age and to the huge factories where every care is taken to correctly blend that Lucky Strike tobacco into a cigarette so round, so firm, so fully packed, so free and easy on the draw. But after seeing everything that enters into making a Lucky Strike cigarette the superlatively good smoke it is, the most impressive of all is the one fact that can be stated in a single sentence -- in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. In the entire making of Lucky Strike cigarettes the emphasis is always on the tobacco and for a darned good reason -- you just take any cigarette and split it down the middle and what do you see in the paper? -- tobacco. Without that tobacco you wouldn't have a cigarette. Unquestionably, the quality of the cigarette is determined by the quality of the tobacco used. That's why our buyers are constantly on the alert for the finer, riper, naturally mellow tobacco. That's why they're always in there buying the Lucky Strike leaf at tobacco auctions throughout the South. And don't think the independent tobacco experts, auctioneers, buyers and warehousemen present can't see who's buying what tobacco.

Little wonder then that with such men who know tobacco best it's Luckies 2 to 1. The only thing that I do wonder about is -- are you getting your share of that finer tobacco in Luckies? It's your one sure way to greater smoking pleasure. Now if you agree that in a cigarette the all important thing is the tobacco, then get your share of that fine Lucky Strike tobacco and buy Luckies next time.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 25, 1943 (Morning)
Repeat: Sept. 20, 1943 (Evening)

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 the 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 -- then 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 mellow 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 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 ... give your friends a break by suggesting Lucky Strike!

ATX01 0235940

BLOCK: Do you like detective stories? So do I. Every chance I get I bury my nose deeply into a thriller and follow it through to the bitter end. I guess the one nice thing about detective stories is that they keep you guessing. You never know who did the dirty work. Now while I like being kept guessing about who killed Mrs. DePeyster and made off with the family jewels, as a cigarette smoker I don't want to guess. I want to know that the cigarette I smoke is made from fine tobacco because in a cigarette it's the tobacco that counts. There's no guess work in the selecting of the tobacco for Luckies. Our buyers at public sales in the South have explicit instructions -- attend those sales and buy that Lucky Strike tobacco. That they fulfill this order is made clear the first time you light a Lucky. You can't miss the fragrance, the freshness, the mellowness that's in every Lucky Strike cigarette you smoke. It's there awaiting the light and the very first time you light a Lucky it'll be a real enlightenment to you. Now the makers of Lucky Strike Cigarettes know that no cigarette can be any better than the tobacco from which it's made. Independent tobacco experts, auctioneers, buyers and warehousemen ... men who know tobacco best ... prefer Luckies two to one. And all of this should tell you that Lucky Strike does mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Next time - try Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 21, 1943 (Evening)
1st Run: July 26, 1943 (Morning)

AS BROADCAST

BLOCK: I suppose that every lady listening has had an experience like this one ... you go into a store, you buy a dress, you pay -- well, you pay a good price for it, you take the dress home, the first time you wear it, you don't like it -- it doesn't hang right -- it doesn't look good on you. You go into another store, you buy another dress, you pay the same price for it, you take that dress home and put it on, and it looks simply gorgeous. The dress just seems to be made for you. Now, you paid the same price for both dresses. One gives satisfaction; the other one doesn't. Why? Well, it might have been the material, the style, the color or the workmanship was just a little bit better in one than in the other. The one dress that you liked so well had that one particular something that made you like it. Now, that not only applies to dresses, ladies, it applies to almost everything in the world -- and it particularly applies to cigarettes. The makers of Lucky Strike Cigarettes faithfully follow one truth, in a cigarette it's the tobacco that counts. And it's because of their faithfulness to this truth that Lucky Strike means fine tobacco. You can't help but appreciate the fact that since Luckies are made from the finer, riper, naturally mellow tobaccos, purchased by our buyers at public tobacco sales, Luckies must be a finer cigarette; Luckies must have that particular something. Independent tobacco experts who also attend auctions -- and by independent experts, I mean auctioneers, buyers, and warehousemen who really and truly should know tobacco -- well, these men can see our buyers as they select this finer tobacco. (MORE)

ATX01 0235942

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 21, 1943 (Evening)
1st Run: July 26, 1942 (Morning)

AS BROADCAST

BLOCK: With such independent tobacco experts, it's Luckies two to
(CONTD) one -- or being even more specific, with these men Luckies
have more than twice as many exclusive smokers as have all
other brands of cigarettes combined. You see, ladies, it's
quality that counts; and that finer tobacco in Luckies, will
convince you, too, that there is a difference. To increase
your own smoking pleasure, light a Lucky ... to do the same
for a friend, suggest a Lucky in the smart white package with
the striking red bull's eye.

ATX01 0235943

BLOCK: No doubt about it -- certain sounds have certain significances -- for example, if you're walking along the street and you hear the clanging of the fire engines, immediately you know there's a fire some place or there's just been a fire and the engines are going back to the engine house. If you're riding along in a motor car and you hear a siren, well you know that means -- pull over to the side and stop. If it's summer time and there's a tingling of bells coming down the street, that means there's the ice cream man. And here's another sound that is truly significant to cigarette smokers ... (CHANT - ENDING SOLD AMERICAN) ... Yes, ladies and gentlemen, the chant of the tobacco auctioneer -- the living symbol of Lucky Strike quality should remind you that in every Lucky you light you'll find the finer, the riper, the naturally mellow tobacco that makes Luckies an outstanding cigarette. Now just as you've heard the chant of the tobacco auctioneer through your radio set, so auctioneers, buyers and warehousemen -- tobacco experts -- men who know tobacco -- can hear it at tobacco sales in the South. ~~and when they hear the two words, "SOLD AMERICAN,"~~ they can't help but know that the makers of Luckies have bought another basket of fine, mellow leaf. With such tobacco experts -- it's Luckies two to one. And it's a sure bet that you'll join the ranks as a regular smoker of Luckies once you give that real Lucky Strike tobacco a chance to show you just how good a cigarette can be. Remember next time to ask for Lucky Strike -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw,

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 22, 1943 (Evening)
1st Run: July 8, 1943 (Morning)

AS BROADCAST

BLOCK: You know, I sorta kind of imagine that one of the greatest problems that the housewife has today is marketing. It used to be you'd just call the grocer and give him your order, and the same went for the fruit man and the butcher. Now -- now since we're working under a ration system, quality means just as much as quantity. And so you smart shoppers aren't going to permit anyone to select quality for you. You want to thump that cantaloupe yourself - you want to make sure the tomatoes are red and ripe. And when you do your shopping today, quality is one thing that's paramount in your mind. Well, why not use this same discretion in selecting a cigarette? Weigh all the facts ... Number one: no cigarette can be any better than the tobacco from which it's made. Number two: at markets all over the south, the expert buyers for Lucky Strike cigarettes consistently select the finer, naturally mellow leaf and today, with experts and amateurs alike, Lucky Strike means fine tobacco. Yes, independent experts - and I mean the auctioneers, buyers, and warehousemen, prefer Luckies by an overwhelming majority for their own smoking pleasure, and as for amateurs like you and me -- well, just try a Lucky. That cleaner, fresher taste'll tell you that Lucky Strike means fine tobacco. Friends, if it's quality you want in a cigarette, light a Lucky -- it's bound to increase your own smoking pleasure, and if you'll suggest a Lucky, it'll do the same for your friends. Look for Luckies in the smart white package with the striking red bull's eye.

ATX01 0235945

BLOCK: I have one very peculiar habit. I don't know of many other people who have this same habit. Several times a week I read the dictionary. You wouldn't think you'd find much reading matter in the dictionary would you -- or any fascinating stories. But you do. You can learn a lot reading that dictionary and every once in a while I will pick it up and start looking through a page or two. Well the other day I came across the word "friend" ... f-r-i-e-n-d. The dictionary said that a friend was an intimate acquaintance. Imagine describing a friend in three words -- an intimate acquaintance. It seems pretty cold to me. I can't think of any warmer word in the entire English language or any word that's more misused than the word "friend." Did you ever stop to consider how many friends you have? I mean real true friends -- not just acquaintances. They say rich indeed is a man if he can count his friends on the five fingers of his hand ... true friends are few and far between. Speaking of friends, do you remember what Emerson said? He said the only way to have a friend is to be one. And in those few words we have the real answer as to why Lucky Strike Cigarettes have so many friends. The expert buyers for Lucky Strike are constantly searching for the riper, the naturally mellow leaf ... so that every time you light a Lucky you have at your finger tips the enjoyment of fine tobacco. Truly, Luckies are the friendly type of smoke. When you have a problem, you can relax with a Lucky and think it out. And every Lucky Strike cigarette you light always offers that same sure, friendly smoke...never varying in quality. If you haven't as yet made friends with Luckies come on, get acquainted today. You can't help but enjoy the clean fresh taste of the finer, riper, naturally mellow tobacco in Luckies -- and you'll agree with the millions who say "Lucky Strike means fine tobacco."

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 23, 1943 (Evening)
1st Run: July 7, 1943 (Morning)

AS BROADCAST

BLOCK: You know, ladies - the other morning, coming up to my office, I got into a crowded elevator ... and there was a girl in the elevator and I couldn't help but notice her. She was very simply dressed ... had practically no make-up on, but she was absolutely beautiful. Now, while better clothes and a fancy hair-do, and Percy Westmore's make-up may have been able to do marvels with her, she had to have that lovely, fresh, natural beauty to start with, in order to be attractive. That's something like the way it is with a cigarette. No matter what you say about a cigarette, unless it has fine quality in its basic ingredient, it can't be a fine cigarette. No cigarette is any better than the tobacco from which it's made ... and that's why the makers of Lucky Strikes consistently select the finer, riper, naturally mellow leaf for Luckies. So when you see that good-looking smart white package with the striking red bull's eye, remember -- not only do Luckies look good but they are good - 'cause Lucky Strike means fine tobacco. Get acquainted with the cleaner, fresher taste of Luckies, and I'd appreciate it if you'd offer them to your friends. Let them in on this increased smoking pleasure, made possible through the fine quality tobacco used in Luckies.

ATX01 0235947

BLOCK: You know, when I was a kid in school, I had a certain amount of reading I had to do, and there was one thing in particular -- one story that fascinated me ... It was the story about the gods and goddesses. You remember them. Many an hour I spent thinking about Mt. Olympus and Zeus and Minerva and Neptune and Mercury ... maybe I spent a little extra time thinking about Venus -- I don't know. There was one guy who always fascinated me -- that big husky fellow -- Atlas...a big guy who stood there, bulging muscles, the world resting on his shoulders. Atlas never seemed to have much trouble holding the weight of the world on his shoulders back in the good old days, but now with so much turmoil every place -- so many changes taking place everywhere, I guess old man Atlas must be having quite a time balancing that world. And speaking of changes, while there have been many changes in many things in the past century, one thing that has never changed has been the principle behind each and every Lucky Strike Cigarette. Today as in the beginning, the makers of Luckies realize that in a cigarette it's the tobacco that counts ... realize that no cigarette can be any better than the tobacco from which it's made ... accounting for the fact that at tobacco auctions all over the South, our buyers are in there selecting that finer, riper, naturally mellow tobacco that gives you in Luckies a better smoke. Independent tobacco experts, auctioneers, buyers and warehousemen ... men who know tobacco best ... prefer Luckies by an overwhelming majority. Let such experts guide you to the cigarette that means fine tobacco -- to Lucky Strike.

ATX01 023594B

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 24, 1943 (Evening)
1st Run: July 5, 1943 (Morning)

AS BROADCAST

BLOCK: In talking to you ladies this evening, I was going to start out by asking you if you were label conscious ... uh huh, I said "Label" ... L-A-B-E-L ... label conscious. Then I changed my mind, because nowadays, I guess we're all label conscious. When you walk into a restaurant, you see a lady just being seated at the next table, and when she takes off her coat and drapes it over the chair ... if the label in that coat bears the name of a famous furrier, a tailor, you know without even examining the coat that it must be good. That goes for hats, and shoes -- yes, and for cigarettes, too. That's why the label on a package of Lucky Strike Cigarettes means a good deal to the average smoker like you and me. It means fine tobacco in a fine cigarette. You see, no cigarette can be any better than the tobacco from which it's made -- so the folks who make Luckies consistently go after that finer, naturally mellow tobacco in markets all over the South. That Lucky Strike label must mean something to independent tobacco experts -- buyers, auctioneers and warehousemen. For these men who know tobacco best -- prefer Luckies by an overwhelming majority for their own smoking pleasure. So the next time you're buying cigarettes, look for Luckies in that smart white package with the striking red bull's eye -- your label for a cigarette of truly fine quality. The clean, fresh taste of Luckies will justify your faith in that label. Yes, ladies, to light a Lucky is to like a Lucky; to suggest a Lucky is to reflect your own good judgment.

ATX01 0235949

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 25, 1943 (Morning)
1st Run: November 6, 1942 (Evening)
2nd Run: June 19, 1943 (Evening)

AS BROADCAST

BLOCK: You know I'm really getting to be a seasoned subway traveler. Have you ever been down in the subway at 42nd 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 to the shuttle train over to the East Side. Sure enough there was a sign that said follow the green lights for the Eastbound shuttle. So I just followed the green lights which stretched out in a long line on the ceiling overhead. As I walked, I walked past change booths, and flower vendors, and newsboys, exits into the street, and still the green light led on till finally there I was on the platform where the shuttle was waiting. You know, 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. Just as when 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 the tobacco from which it's made. That's why the makers of Luckies make sure that each Lucky Strike is made from fine, ripe, mellow, carefully selected leaf. That's a direction light it'll be wise to follow.

(MORE)

ATX01 0235950

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 25, 1943 (Morning)
1st Run: November 6, 1942 (Evening)
2nd Run: June 19, 1943 (Evening)

AS BROADCAST

BLOCK: And here's another signal: the independent experts -- buyers,
(CONTD) auctioneers and warehousemen who attend the public auctions
and see who buys what leaf prefer Luckies two to one. You
can't take the wrong turn, you can't get on the wrong train,
if you follow Lucky Strike to smoking pleasure. Always
Lucky Strike means fine tobacco. Next time - ask for Luckies.

ATX01 0235951

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 25, 1943 (Evening)
1st Run: July 6, 1943 (Morning)

AS BROADCAST

BLOCK: Any of you ladies been shopping recently? Now I don't mean down to the corner grocery store, or the butcher shop or the fruit market. I mean a real shopping spree. Maybe an extra-special date a week from now ... maybe you're going away - I don't know ... maybe you're even going to get married. But special occasions always call for a new outfit... and to get just the hat, just the dress, just the right shoes, and the correct accessories -- that usually means going from store to store and matching this to that until you've assembled a complete outfit that will look best on you. And you know, The American Tobacco Company -- the people who make Lucky Strike Cigarettes -- well, they employ expert buyers whose job it is year in and year out, to shop the tobacco markets in order to select that kind of tobacco that makes Luckies a better smoke ... the kind of tobacco that makes the lighting of a Lucky a real special occasion every time. Yes, sir, it's quite a job they have; and that they successfully fulfill their job certainly is shown by the fact that independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who know tobacco best -- choose Luckies by an overwhelming majority for their own smoking pleasure. The fact that our buyers spend a lifetime shopping around for finer tobacco makes it much easier on you, because while you may have to do a lot of selecting in order to find just the right hat, shoes, dress, and accessories, well they have eliminated the necessity for your shopping for a fine cigarette. Real smoking pleasure ... that clean fresh taste you want ... can be found by simply asking for Lucky Strike - the cigarette that means fine tobacco. Remember too, Luckies come to you in a smart white package with the striking red bull's eye.

ATX01 0235952

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 27, 1943 (Morning)
1st Run: January 6, 1943 (Evening)
2nd Run: June 30, 1943 (Evening)

AS BROADCAST

BLOCK: Many times you've heard the saying "birds of a feather flock together?" Remember that saying and remember that sworn records show that the independent tobacco men - 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 can see the makers of Luckies buying fine, ripe, naturally mellow tobacco, well, you can understand that with such men Luckies have more than twice as many exclusive smokers as have all other brands 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 0235953

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 27, 1943 (Evening)
1st Run: May 24, 1943 (Morning)
2nd Run: July 3, 1943 (Morning)

AS BROADCAST

BLOCK: I was really quite amazed to learn that in 90% of the homes in America one or more lunch boxes are packed every day by the lady of the house. Now 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 - or 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. Well, that may not be a bad idea, but I have no such intention. I merely mentioned it to you for one reason. 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 you do it well. You know 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. 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. And the makers of Lucky Strike cigarettes realize this fact, that's why they buy at markets all over the South the finer, naturally mellow tobacco. Remember this when you enjoy the clean, fresh taste of Luckies.

(MORE)

ATX01 0235954

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 27, 1943 (Evening)
1st Run: May 24, 1943 (Morning)
2nd Run: July 3, 1943 (Morning)

AS BROADCAST

BLOCK: Remember, too, that with independent tobacco experts -
(CONTD) auctioneers, buyers and warehousemen - 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. Next time you buy cigarettes for yourself or for your family, look for the crisp white package with the red bull's eye.

ATX01 0235955

BLOCK: I have often noticed that when a man starts out to buy a suit of clothes or a woman goes out to buy a dress the very first thing they look at is the quality of the material from which it's made. You see the finest workmanship in the world, the best styling means nothing unless the basic material is of fine quality. If, upon examining the material, you notice immediately that it's more or less shoddy, you automatically expect poor workmanship; and so from the beginning you know that that garment will not give satisfaction. For some reason or another good quality of material and good workmanship usually go hand in hand. And so it's little wonder then, that every Lucky Strike Cigarette is so round, so firm, so fully packed, so free and easy on the draw ... you expect such extreme care in manufacturing when you know from the beginning that the basic ingredient - tobacco, is of fine quality ... quality assured by careful selection at public tobacco sales throughout the South. Independent tobacco experts, auctioneers, buyers and warehousemen can understand the importance of quality tobacco in a cigarette, and so it's little wonder that with such men who know tobacco best, it's Luckies two to one. Yes, friends, Luckies are truly tailored to your smoking enjoyment -- made from that finer, riper, more naturally mellow tobacco that can't help but suit you. Next time you step up to that tobacco counter, remember that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 28, 1943 (Evening)
1st Run: June 26, 1943 (Morning)

AS BROADCAST

BLOCK: The other day I was marching up Fifth Avenue ... and I couldn't help notice all the women in uniform. Noticing how smart and efficient they looked. 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, working in Victory Gardens, helping out in Civilian Defense. I couldn't help thinking that when we win this war, the women of America will have helped tremendously to do it. Yes sir, 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. 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 mellow 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. No wonder that with independent tobacco experts, auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. 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 0235957

BLOCK: No question about it, friends, experience is the best teacher ... and no question that independent tobacco experts -- auctioneers, buyers, and warehousemen -- have had years of experience in recognizing fine quality tobacco when they see it. And when they can see basket after basket of that fine, light, mellow tobacco "Sold American," it becomes pretty easy to understand that with such men who know tobacco best, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined ... yes, with men who know tobacco best, it's Luckies 2 to 1. You may not be experienced in the purchasing, or selling or handling of tobacco, but is there any reason under the sun why you shouldn't let the experience -- of these independent tobacco experts -- guide you to a more enjoyable smoke? I think your first puff of a Lucky Strike Cigarette will do so much to convince you that truly it's said that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Yes, remember the next time you step up to a cigarette counter to ask for Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Your first experience with Luckies will teach you that it takes fine tobacco to make a fine smoke ... and Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 29, 1943 (Evening)
1st Run: 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 phrase that we didn't used to use much - "on the alert" - that's a phrase for you -- we're on the alert these days all the time - during air raid drills, during 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. That's true, 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 superb quality of Lucky Strike Cigarettes - to the fine, light, naturally mellow leaf in every Lucky you light. That's why you're alert to the fact that the independent tobacco experts - buyers, warehousemen, auctioneers - men who know tobacco best, prefer 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 Luckies today! -- Luckies in that smart, white package with the striking red bull's eye.

ATK01 0235959

BLOCK: I suppose at this time of the year you, like almost everyone else in New York City are getting ready to move. It's one of the curiosities of New York ... everyone moves from one apartment to another on October first. It's like some big giant out of a story book had reshuffled us all like a deck of cards and it takes all of us another few months to learn the new addresses and the new phone numbers of our friends. And I'll bet that you, like everyone else that's moving this year spent hours and hours and maybe weeks and weeks of walking and close inspection of apartments ... you consulted with superintendents and painters, and brokers and agents to find just the apartment that suited your needs and tastes ... didn't you? ... I thought so. You needed just so many rooms so many closets and such an exposure and ventilation. And you didn't give up no matter how tired and discouraged you were until you found it. You wanted an apartment you'd be happy and content to live in day in and day out. Well, friends, don't you think you should do the same thing when selecting a cigarette for your day in and day out smoking enjoyment? Don't you think you should select a cigarette that has the first basic ingredient of any product you want to buy ... namely, fine quality? ... which to us who know Lucky Strike Cigarettes means fine tobacco and which in turn means Luckies ... because the very name Lucky Strike has come to mean fine tobacco. And that's perfectly natural, too, because they're made from that finer, riper, naturally mellow leaf that our buyers carefully select at tobacco auctions throughout the South for your own smoking pleasure.

(MORE)

ATX01 0235960

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 30, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: Independent tobacco experts, auctioneers, buyers and
(CONTD) warehousemen attending these auctions can see who buys what
tobacco. It should be of interest to you that such men
prefer Luckies 2 to 1. So just as you've selected your new
apartment for your own enjoyment and convenience, why don't
you try Luckies for your smoking enjoyment. Ask for them
at your nearest tobacco counter -- Lucky Strike -- the
cigarette that means fine tobacco.

ATX01 0235961

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 30, 1943 - (Evening)
1st Run: June 30, 1943 (Morning)

AS BROADCAST

BLOCK: I suppose at this time of the year you, like almost everyone else in New York City ... are ... well, you are, that's all. You know, ladies, you're shopping around, that's what you're doing and when you walk into your favorite dress store to buy a dress, you usually try on the size you're accustomed to wearing. I mean, if you wear a size 14 dress, you don't ask to see a size 18. Be sort of pointless. 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 Lucky Strike is the cigarette for you. Luckies are made from the finer, lighter, naturally mellow tobacco, tobacco 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 see the makers of Lucky Strike buying that finer, naturally mellow leaf ... such 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 0235962

RTX01 0235963



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

AS BROADCAST

BLOCK: You know, the other night I finally got to see the new show, "Oklahoma" -- believe me it was really worth waiting for -- a good story, unusual dances, talented artists. The one thing that impressed me most of all was the fact that there wasn't even a mediocre tune in the whole show, every one of them was a hit ... and that's what made this show just a little better than any I had seen for a long time. Good music, hit music, is the foundation for the success of a musical show. And then it occurred to me that this can be applied to the success of Lucky Strike Cigarettes, too. The only foundation for a fine cigarette is fine tobacco ... friends, Lucky Strike means fine tobacco. At tobacco auctions all over the South, the buyers for Lucky Strike are right there selecting that fine, ripe, naturally mellow tobacco ... to go into each and every Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. And you know, just as "Oklahoma" has won the acclaim of critics, so Luckies have won the acclaim of men who know tobacco best ... for independent tobacco experts, auctioneers, buyers and warehousemen prefer Luckies 2 to 1. So get yourself a ticket to real smoking pleasure ... next time ask for Lucky Strike ... the cigarette that means fine tobacco.

ATX01 0235964

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 1, 1943 (Evening)
1st Run: July 12, 1943 (Morning)

AS BROADCAST

BLOCK: You ladies go to the movies very often? ... anything like my wife, I guess you go every opportunity. How many times have you fixed dinner, and you and your husband have finished and gotten up from the table - you've done the dishes, come into the living room and said, "What do you say, dear - let's go to the movies." And there he sits, with his slippers on, in his comfortable chair, reading the paper and he's smoking a Lucky Strike Cigarette. He'll say, "Oh, I don't feel much like going out tonight." And then you're a little disappointed. Because I'll bet that long before he's gotten home from work, you've had the newspaper turned to the amusement column, and you've looked in the paper to see which pictures are playing at what theatres. Yes, and I'll bet you've read the reviews to see what the critics had to say about the different pictures and you've made up your mind that there's one you want to see. Well, don't be too disappointed. Maybe Pop is a little too tired tonight to go to the movies, but there's always tomorrow night. You know, speaking of movies and motion picture critics - they see lots of pictures - they see practically all of them ... so a picture has to be extra special before it'll get a really high rating from them. You know, of course, that motion picture critics, as a rule, are not connected with any motion picture company, so their opinion of a picture is bound to be unbiased;

(MORE)

ATX01 0235965

LUCKY STRIKE "MAKE BELIEVE BALLROOM" (CONTD)
Commercial - October 1, 1943 (Evening)
1st Run: July 12, 1943 (Morning)

AS BROADCAST

BLOCK:
(CONTD)

And you know, the same thing goes for independent tobacco experts - auctioneers, buyers and warehousemen - men connected with no cigarette company, but men who must know tobacco, because by the handling of tobacco they earn their living. Ladies, try and remember that, just as you can depend on the opinion of motion picture critics, in the selection of pictures - so, too, can you depend on the opinion of tobacco experts in the selection of cigarettes. With such tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And the pleasure you derive from smoking Luckies is yours at all times. It's never too late, you're never too tired, but that a round, firm, fully packed Lucky Strike, because it's made from fine tobacco, will give you the utmost in smoking pleasure. Look for Luckies in the pure white package with the striking red bull's eye.

ATX01 0235966

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 2, 1943. (Morning)

AS BROADCAST

BLOCK: Friends, the selection of a fine cigarette is not difficult as long as you keep in mind two important facts. First, that millions of people have achieved the ultimate in smoking pleasure through Lucky Strike Cigarettes depending upon that finer, lighter, naturally mellow tobacco in Luckies for their smoking enjoyment; and second, with independent tobacco experts -- auctioneers, buyers, and warehousemen -- with men who know tobacco best Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now, these two facts added up indicate one thing -- in a cigarette it's the tobacco that counts; and that's the reason why our buyers at public tobacco sales buy the kind of tobacco that makes Luckies a better smoke. In Luckies the emphasis is always on the tobacco -- beginning with its original purchase, then on through the years of aging and mellowing and finally to that package containing twenty Luckies -- so round, so firm, so fully packed, so free and easy on the draw. For your greater smoking enjoyment smoke the smoke tobacco experts smoke. Smoke Luckies -- the cigarette that means fine tobacco.

ATX01 0235967

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - October 2, 1943 (Evening)
1st Run: July 1, 1943 (Morning)

AS BROADCAST

HART: You know, when you ladies make yourself a new dress and it's extremely becoming, you like to wear it, and you like to have people admire it. When you've put in a lot of extra hours in any special job and it's coming along swell, you like to hear people say, "Gee, that's a swell job you're doing." And when you've prepared an extra delicious dinner in the face of rationing difficulties, you appreciate a few words of praise for your work and effort. And you like to talk about it. Well, isn't it just perfectly natural for the makers of Lucky Strike Cigarettes to talk about their own product, knowing the fine tobacco and years of aging, mellowing, and blending that have gone into each and every Lucky? Why, sure it is! Well, we get compliments, too, from others -- like the independent tobacco experts -- auctioneers, buyers, and warehousemen affiliated with no tobacco company whatsoever. These men can see who buys what tobacco at auctions they attend and they can see Lucky Strike buyers select the riper, better-tasting, naturally mellow tobacco -- so when such independent experts praise our cigarettes, too, as evidenced by the fact that with them, Lucky Strike has over twice as many exclusive smokers as have all other brands combined -- well, as far as I'm concerned, that's a straight-from-the-shoulder recommendation from the men who know tobacco best. I'm sure you, too, will praise Luckies once you've tried them. Smoke Luckies and add to your own smoking pleasure -- suggest Luckies and do the same thing for a friend. When you think of cigarettes -- just remember, Lucky Strike means fine tobacco.

ATX01 0235968

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commerical - October 4, 1943 (Morning)

AS BROADCAST

BLOCK: "With independent tobacco experts, with men who know tobacco best, it's Luckies two to one." That statement of fact, ladies and gentlemen, is of extreme importance to you as a smoker of cigarettes. The independent tobacco experts, auctioneers, buyers and warehousemen attend public tobacco sales, and can see who buys what tobacco, long before that tobacco has been blended into a cigarette. They can see our buyers purchase fine tobacco - the lighter, mellow Lucky Strike tobacco. You, however, as a smoker of cigarettes can only begin to appreciate this finer tobacco once you light a Lucky. Then it can't help but make itself evident in a fine, light, mellow smoke. Who knows better than the independent tobacco experts, auctioneers, buyers, and warehousemen, among whom Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Yes, friends, 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. No wonder that with men who know tobacco best, it's Luckies two to one.

ATX01 0235969

LUCKY STRIKE - "MAKE BELIEVE BALLROOM."
Commercial - October 4, 1943 - (Evening)
1st Run - July 9, 1943 - (Morning)

AS BROADCAST

BLOCK: Now ladies, I'd like to ask a question -- Did you ever buy something that really looked good to you, and when you got it home to use it or to wear it, it just didn't work out? You felt a little discouraged with your ability as a shopper, when you found you'd made a mistake. Maybe you took somebody else's word for it and ordered the article sight unseen. Buying a cat in the bag very often leads to disappointment and that's why I wish so often that I could have had you ladies with me at the tobacco sales I visited down South, to have you see with your own eyes - feel with your own fingers - and enjoy the aroma with your own nose, of that finer, lighter, naturally mellow tobacco, selected by our buyers to go into Luckies -- and then I wish I could have taken you with me to our huge storage sheds, where that tobacco is permitted to sleep and age and mellow ... and then to our great factories, where tobacco at its best is blended into Luckies - so round, so firm, so fully packed, so free and easy on the draw. Then, there would never be any question in your mind of the fact that Luckies are the cigarette for the discriminating buyer. But, since that wasn't possible, I can only ask you to take my word that these things are so and don't forget you can't fool a tobacco expert - a man who makes his living in the tobacco business. I mean the auctioneers and the buyers and the warehousemen ... with such men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now, with such expert judgment to guide you, I know you'll agree with me that Lucky Strike does mean fine tobacco. So, look for Luckies in the smart white package with the striking red bull's-eye.

ATX01 0235970

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

AS BROADCAST

BLOCK: You know, the next time you step up to a tobacco counter to purchase a package of cigarettes, you'll find it most easier to select a cigarette that will give you a maximum of smoking enjoyment, if you'll just stop a moment and realize that what you are actually paying your money for ... what you are actually depending on for greater smoking pleasure is quality tobacco. You can't make a fine cigarette with anything but fine tobacco. And your choice will be further helped if you will remember that Lucky Strike means fine tobacco. Our buyers never lose sight of the fact that only through their selection of finer, lighter, naturally mellow leaf will we be able to give you in Luckies so round, so firm, so fully packed, so free and easy on the draw, a cigarette designed for your maximum smoking pleasure. Independent tobacco experts, auctioneers, buyers, and warehousemen, men who know tobacco best, have signified their preference for Luckies, by an overwhelming majority. Remember that next time, and ask for the smoke tobacco experts smoke. Try Luckies, the cigarette that means fine tobacco.

ATX01 0235971

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 5, 1943 (Evening)
1st Run - July 10, 1943 - (Morning)

AS BROADCAST

BLOCK: Say ladies, how many times have you heard people say, "Oh, for the good old days!" You know, every time I hear someone say that I wonder ... can you imagine the amazement on the face of your great grandmother if you were to tell her that today the most beautiful hose in the world are made from coal and water? Yes, the plain, ordinary coal that she used to burn in the stove out in the kitchen. Of course, we call it Nylon. Suppose you told her that from almost the same material as those fine hose are made - automobiles and jewelry and containers are manufactured. Plastics, of course. And how strange she would think the new way of wrapping packages ... no more old-fashioned paper wrappings, but cellophane -- thin and strong, so that you can see right into it. And of course, if you told her that they're now making dresses out of spun glass, well, she just wouldn't believe it. And yet, all these things are true. Today, modern science is able to replace many of the old ingredients ... you know, no one has yet found a way to make a fine cigarette out of anything but fine tobacco, which of course, is why the makers of Luckies put the emphasis always on tobacco ... why at markets all over the South they consistently select the finer, lighter, naturally mellow leaf that makes Luckies a finer cigarette ... No wonder that with independent tobacco experts, buyers and auctioneers, men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts ... there's no substitute for fine tobacco. And Lucky Strike means fine tobacco. Prove this for yourself. Once you've enjoyed the clean, fresh, smooth taste of Luckies nothing will ever supplant Lucky Strike in your smoking affection. Look for Luckies in the smart white package with the striking red bull's eye.

ATX01 0235972

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 6, 1943 (Morning)

AS BROADCAST

BLOSK: A very famous gentleman, who upon being asked by an interviewer to what he attributed his success, replied, "the way of achieving success is to have the right thing at the right time in the right place." Well, friends, if having the right thing at the right time in the right place was ever responsible for success, it certainly explains the success of Lucky Strike Cigarettes. The right thing in a cigarette is fine tobacco, and when you have aged and blended that fine tobacco into a cigarette so round, so firm, so fully packed, so free and easy on the draw, you have that right tobacco in the right place. Now it becomes perfectly obvious that the only thing left is that the right time for your enjoyment of Luckies is right now. And it's not by accident that that right tobacco gets into Luckies. It's only through careful selection on the part of our buyers, trained for years to recognize true Lucky Strike tobacco, that we acquire that fine leaf, that makes possible in Luckies a truly quality smoke. I am sure that you will agree with me that no cigarette can ever be any better than the tobacco from which it's made. Certainly the overwhelming preference for Luckies of independent tobacco experts, auctioneers, buyers and warehousemen can be used by average smokers as an unfailing guide to greater smoking pleasure. The first time you light a Lucky, you'll have no difficulty in recognizing the reason for it's success. That fine tobacco in Luckies will do more to convince you of Lucky Strike quality than anything else. Make your next pack Lucky Strike.

ATX01 0235973

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 6, 1943. (Evening)
1st Run - July 14, 1943 (Morning)

AS BROADCAST

BLOCK: You know, ladies, the other night I went to see a show, and it was very, very funny. And I got a big laugh out of the scene where the father is trying madly on the telephone to reach the doctor. Everybody's talking, and everybody's shouting and he's waiting for the doctor to call back. Suddenly the telephone rings. He picks it up and says "Hello" and then with great exasperation, bangs the receiver back on the hook, as he says, "No, we are not listening to our radio!" Well, needless to say the audience howled. Maybe it's happened to you -- I don't know ... maybe your phone has rung and someone has asked you if you're listening to your radio, and if so, what program you were listening to. You see, what they're doing is ... they're making a survey, to find out how many people are listening to different programs. Now surveys are important, because they tell what kind of program you like best. Now, knowing the importance of surveys, the makers of Lucky Strike cigarettes conducted one. They investigated the smoking preference of the independent tobacco experts - the auctioneers, buyers, and warehousemen - men who earn their living through their knowledge of tobacco. And this survey showed that these men prefer Luckies by an overwhelming majority. Now if you'd like to make a little survey of your own - do what I did. Pick out those people in your circle of friends whom you believe to be truly discriminating - you know, the ones who dress just a little better - the ones who always do things in good taste, and I think you'll find in their pocket or purse a good-looking, smart white package with a striking red bull's eye, and on the middle of that bull's eye, two words - Lucky Strike.

(MORE)

ATX01 0235974

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 6, 1943 (Evening)
1st Run - July 14, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: It's only natural, since Lucky Strike means fine tobacco, and
(CONTD) no cigarette can be any better than the tobacco from which
it's made. So - take a tip from the tobacco experts - show
your discrimination by smoking Luckies.

ATX01 0235975

BLOCK: The dictionary defines a cigarette as cut tobacco, rolled in paper, and used for smoking. You see even a dictionary which merely gives a cold definition of the words in the English language, places its emphasis on the word, "tobacco." Yes, even a dictionary recognizes that the all-important thing in a cigarette is tobacco. The only thing that counts in determining the quality of a cigarette is the quality of the tobacco it contains. That Luckies are made from the finer, lighter, naturally mellow tobaccos is evident in the fact that independent tobacco experts, auctioneers, buyers, and warehousemen ... men who know tobacco best ... have by an overwhelming majority indicated their preference for Luckies. In fact, with such men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And, please remember that these men should know how tobacco will smoke. Tobacco is their business, their livelihood. And when they prefer Luckies for their own personal enjoyment, you can't go wrong when you make their preference your preference. To increase your own smoking pleasure, there's just one thing to remember. You can't help but agree that since in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco, as witness the fact that with men who know tobacco best, it's Luckies two to one, that Luckies are equipped to give you the maximum in smoking pleasure. To light a Lucky is to like a Lucky -- so round, so firm, so fully packed, so free and easy on the draw,

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 7, 1943 (Evening)
1st Run - July 15, 1943 (Morning)

AS BROADCAST

BLOCK: You know ladies, I wonder if it isn't true that we always appreciate and place more value on the things in this world we have to fight for rather than the things that are handed to us on a silver platter? You gals really fought for the right to vote, the right to take your place in industry, the right to fight side by side with your men ... You won that right, and because you fought for it, it means a great deal to you. There are very few women left in the world today who vote the straight Democratic or Republican ticket because their husbands vote it ... or who take up the study of medicine because - well because they think they'll meet a lot of nice young internes who are working in a war factory - or who are working in a war factory for the same reason. Because women value their equal rights today, they look deeply into any subject which interests them -- which makes it very clear to me why I see so many members of the fairer sex choosing Lucky Strike cigarettes. Selecting a cigarette for your smoking pleasure, for your family's enjoyment takes more than just reading or listening to claims. And the sound honest statement of fact that "in a cigarette it's the tobacco that counts - that Lucky Strike means fine tobacco - that with independent tobacco experts, auctioneers, buyers, warehousemen, men who know tobacco best, it's Luckies two to one" have done much to convince you that Luckies are the cigarette for you and your family. And the proof is in the smoking. I know the first time you try a Lucky ... the clean, fresh smooth taste of that finer, light, mellow tobacco, will do more than my words to convince you that for your own smoking pleasure it should be Luckies in the smart white package with the striking red bull's eye.

ATX01 0235977

BLOCK: Today I am going to ask you to picture row upon row of baskets of tobacco, standing on a warehouse floor. No two baskets of tobacco are exactly alike. A tobacco expert with his knowledge of tobacco gained over a period of many years steps up to one of these baskets of tobacco, removes a hand of it, and examines it carefully. That hand is made up of fine, center leaves ... bright, mellow tobacco. Not a trace of green. Tobacco, so fine and silky that as he holds the individual leaf to the light, he can see his hand clearly through its silken texture. It's that kind of tobacco, friends, finer, riper, naturally mellow tobacco that makes Luckies such a wonderful cigarette. Independent tobacco experts - auctioneers, buyers and warehousemen, attending auctions can see who buys what leaf, and they can see the makers of Luckies buying that finer, better-smoking tobacco. Now, if you'll just remember that with these men who know tobacco best, with such independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, you'll have no difficulty selecting the cigarette designed to give you increased smoking pleasure. It's that cigarette that means fine tobacco ... Lucky Strike ... so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 8, 1943 (Evening)
1st Run - July 17, 1943 (Morning)

AS BROADCAST

BLOCK: You know, I don't imagine there's a lady listening to me right now who hasn't in the past received gifts of perfume, and I suppose that many times you've bought perfume for yourself. Now, in spite of the fact that you've tried many different kinds of perfume, there must certainly be one particular kind that you prefer above all others ... one distinctive fragrance that suits you best ... and that's the perfume you prefer to use more than any other. It must be pleasant; it must be distinctive; and of course, it must express your own good taste. And everything that I've said about selection of perfume applies equally to the selection of a cigarette. I know that as soon as you light your first Lucky Strike, you're going to have the same reaction that you had and you're going to say the same thing you said when you tried your perfume ... You're going to say, "This is the cigarette for me!" I know you'll enjoy the clean fresh, smooth taste ... I know you'll like the pleasant aroma -- all these things made possible by the use of that finer, lighter, naturally mellow tobacco in Luckies. Now, is it any wonder that with independent tobacco experts, auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1. And because in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco, when you light a Lucky, you give yourself added smoking enjoyment ... when you suggest a Lucky, you reflect your own keen judgment for the better things in life. So, next time look for Luckies in the smart white package with the striking red bull's eye.

ATK01 0235979

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

AS BROADCAST

BLOCK: Friends, you've heard me say many times on this broadcast that in a cigarette, it's the tobacco that counts ... a statement which no one can doubt. But quality of the tobacco used in Luckies accounts for their fine smoking. When baskets of tobacco are offered for sale at auctions, our buyers have just one thought in mind ... if it's quality tobacco, buy it for Luckies, as witness the fact that at tobacco sales all throughout the South, independent tobacco experts attending auctions, have heard this familiar chant time and time again.

AUCTIONEER: (CHANT - ENDING SOLD AMERICAN)

BLOCK: Let that historic chant remind you that the by-words of our representatives at the tobacco sales have always been "Quality Tobacco." These men in their many years of experience have learned that no cigarette can be any better than the quality of the tobacco it contains. Years of careful training have been required to enable our buyers to recognize the quality of tobacco that smokes best. And the most conclusive evidence that the finer tobacco is in Luckies lies in the smoking. You have only to light a Lucky to like a Lucky, to understand that with men who know tobacco best ... independent tobacco experts, auctioneers, buyers and warehousemen, it's Luckies two to one. As more and more people today recognize the importance of quality tobacco in a cigarette, Luckies are making new friends all over the world. Have you tried a Lucky lately?

ATX01 0235980

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 9, 1943 (Evening)
1st Run - July 13, 1943 (Morning)

AS BROADCAST

BLOCK: I suppose most of you ladies have a washing machine in your home - or an electric iron - electric toaster - automatic mixer - electric percolator? Most of you have, anyway. And of course, you know the importance of caring for those things today, if they're going to continue to serve you in the future. Now that replacements are impossible due to the war, you have to extra careful. Modern industry has certainly simplified housework no end. And I do understand that the home of the future is going to be even more marvelous, with many more labor-saving devices we ever dreamed of. Yes, ma'am - modern ingenuity has certainly made the woman's burden a great deal easier. In the face of the many improvements in this world today, it's interesting to note that no one has yet found a better way of making a cigarette than by packing it full of fine tobacco. It's a time-tested formula that never fails, and that can't be improved upon. No cigarette is any better than the tobacco from which it's made. This is why the tobacco buyers for Lucky Strike cigarettes, born and bred, most of them, in the tobacco industry, scour the markets for the fine, light, naturally mellow tobacco that makes Luckies such an enjoyable cigarette. Yes, ladies, remember to take care of those household appliances that make daily work easier, and remember, too, that independent tobacco experts, auctioneers, buyers and warehousemen - men who know tobacco best, prefer Luckies 2 to 1. Take care in your selection of a cigarette -- try Luckies -- brought to you in the smart white package with the striking red bull's eye. Join the folks who are saying - "Lucky Strike means fine tobacco."

ATX01 0235981

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

AS BROADCAST

BLOCK: I'll bet there are a lot of you ladies just now drawing a free breath after the rush of getting the children back to school after summer vacation ... I'll bet that about a week or two before school started, you were really busy going over their clothes and seeing what had to be mended and what had to be replaced ... Like as not you probably did some pretty hectic shopping, too. You didn't just call up the stores and say, "send me some dresses, and trousers and shirts, and a few socks and a pair of shoes." ... No, I sort of imagined you went out and searched for the right style in the most durable material and the correct size, so that they fit properly and give the best wear. You made sure you were getting quality merchandise that suited the purpose exactly. Well ladies, don't you think you should do the same thing when selecting a cigarette for your smoking pleasure? ... A cigarette made from fine tobacco -- the kind of tobacco that goes into Luckies. You see, our buyers are expert shoppers, too ... and they attend tobacco auction after auction throughout the South to select for your Lucky Strike Cigarettes only the fine tobacco -- the riper, lighter, naturally mellow leaf that goes into Luckies -- so round, so firm, so fully packed, so free and easy on the draw. They've kept the quality of Luckies so consistently high that today the very name, Lucky Strike means fine tobacco. That's why they "wear well," too -- because to light a Lucky is to like a Lucky. The next time you're out shopping ask for Luckies in the smart white package with the striking red bull's eye -- Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0235982

LUCKY STRIKE "MAKE BELIEVE BALLROOM
Commercial - October 11, 1943 (Evening)
1st Run - December 29, 1942 (Evening)

AS BROADCAST

BLOCK: You know, the other day I sat down and started to think about the meaning of different words - the word good, for example. Suppose that I say that's a good coat ... well, what do I mean? Well, I mean the material is of excellent quality. It has fine lines, it'll last for many seasons. I've had several coats myself. I always look back on one favorite and I say to myself ... h'm, that was a good coat. I don't forget how it fit, and how comfortable it was, and how well it wore. Now friends, when I tell you that Lucky Strike is a good smoke here's what I mean: I mean first of all, it's made of good material - fine, light, naturally mellow ripe, true Lucky Strike tobacco which our buyers carefully select and purchase at the public tobacco auctions down South for your smoking pleasure. They know that quality tobacco makes a quality smoke ... that no cigarette is any better than the tobacco from which it's made. And that's why Lucky Strike in the past twenty-five years has come to mean fine tobacco. Secondly, Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - has fine lines. Third, Luckies are a long time friend, always made from that mellow light, fine leaf properly cured, aged, and mellowed. Luckies wear well through years of friendship. And that's why I say Lucky Strike is a good smoke. See if you don't agree with me that every time you light a Lucky you'll like a Lucky ... for Lucky Strike truly means ... fine tobacco.

ATX01 0235983

BLOCK: You know, ladies, I've noticed something very interesting here of late. Whenever we go out to visit with friends in the home, and I've walked into a really beautifully furnished room, the room that's really furnished in good taste and is a delight to the eye and gives you a sense of well-being is the one that's been planned around one truly lovely piece of furniture. It may be a lovely old chest or a big roomy modern divan or even an unusual mirror or draperies at the window, but immediately it strikes you as the most important thing in the room, and the one thing that stands out ... Ladies, that's the way the makers of Lucky Strike Cigarettes plan Luckies ... they plan them around one important thing ... the most important thing in any cigarette ... fine tobacco. They know that no cigarette can be any better than the tobacco from which it's made; and so they've instructed our buyers who attend tobacco sales throughout the South to select only fine tobacco -- the riper, naturally mellow leaf to go into Luckies ... so round, so firm, so fully packed, so free and easy on the draw. That's why today the name Lucky Strike has come to mean fine tobacco. And that's why today you'll find greater smoking enjoyment if you ask for Luckies in the smart white package with the striking red bull's eye, because to light a Lucky is to like a Lucky. See for yourself that that most important ingredient is evidenced in every puff you take -- fine tobacco -- Yes, Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 12, 1943 - Evening
1st Run - December 28, 1943 - Morning

AS BROADCAST

BLOCK: Really, I don't think there's anything more fascinating than to watch a juggler at work. I guess W. C. Fields was one of the best I've ever seen. He could take five or six billiard balls, or oranges, or anything - it didn't matter to him what they were - and keep them spinning up there in the air for minutes at a time, and keep up a steady stream of chatter. I couldn't do that no matter how hard I tried. I can't even keep one dish from hitting the floor when I help the Missus do the dishes - when I can't get out. And believe me, when I drop one she's the one who keeps up that steady stream of chatter. A skillful juggler can juggle anything, almost anything, that is. I don't think anyone in the world can juggle facts. You can't manipulate facts no matter how nimble you are. They're always there and they can't be moved or changed. Now it's a fact - a common sense fact that no cigarette can hope to be any better than its main ingredient - tobacco. That's a fact that can't be juggled with, and that's the fact that's really the basis of Lucky Strike's success with smokers who are seeking increased smoking enjoyment. You see, realizing that in a cigarette it's the tobacco that counts, our keen-eyed buyers at public tobacco auctions select fine, light, naturally mellow leaf - truly Lucky Strike tobacco for your Lucky Strike Cigarettes. Independent tobacco experts, auctioneers, buyers and warehousemen attending these auctions can see who buys what tobacco...and with such men it's Luckies 2 to 1. We know that it takes fine tobacco to make a fine cigarette and that's why I suggest that you stop juggling your smoking pleasure, and recognize these down to earth facts which can't be manipulated. In a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco - make your next pack Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATK01 0235985

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

AS BROADCAST

BLOCK: You know, a very famous man once said that, "The finest compliment that can be paid to a woman of sense is to address her as such!" And you know, ladies, as that saying comes back to mind, it occurs to me ^{that} I've been really paying you a lot of compliments these last few months, because certainly what I've been telling you about Lucky Strike Cigarettes makes sense. And as a sensible woman, you can't help but appreciate the fact. It's just good common sense that since the main ingredient in a cigarette is tobacco, the quality of the tobacco determines the quality of the cigarette. It's just good common sense that independent tobacco experts -- auctioneers, buyers and warehousemen -- men who earn their living through their knowledge of tobacco -- should know what kind of tobacco they want to smoke. And when these men attend public tobacco sales in the South -- they can see the buyers for Lucky Strike purchasing the finer, lighter, naturally mellow tobacco. So, it's little wonder that with these men who know tobacco best, it's Luckies two to one. Yes, all these things make sense -- and definitely compliment you as a sensible woman. The greatest compliment that can be paid to your appreciation of fine things is the actual smoking of Lucky Strike Cigarettes. And if one good compliment deserves another -- they call that a "trade-last," don't they? Remember to compliment your friends by suggesting Luckies in the smart white package with the striking red bull's eye.

ATX01 0235986

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 13, 1943 (Evening)
1st Run - December 24, 1942 (Morning)

AS BROADCAST

BLOCK: You know that old saying about - 'It takes more than one swallow to make a summer'. Well, I think you'll agree it's perfectly true. It's the same as saying one snow flake doesn't make a blizzard. In other words it doesn't do for us to leap to conclusions in any case ... in the case of one swallow, or one snow flake, or one smoker. Now, I'm not asking you to smoke Lucky Strike Cigarettes because I smoke them, because after all I'm just one average smoker. But I do like to point out to you that among independent tobacco experts, auctioneers, buyers and warehousemen, men who can see who buys what leaf at the great tobacco auctions, Lucky Strike has more than twice as many exclusive smokers as all other brands of cigarettes combined. Now when such tobacco experts ... men who know tobacco and earn their living in tobacco ... prefer Luckies ... two to one ... that fact is worth noting. When a whole flock of swallows migrate north it's a pretty sure sign that summer's on the way. When there's ten inches of snow on the ground, brother, it looks like a blizzard. And similarly, when sworn records show that independent tobacco experts prefer Luckies by an overwhelming majority, don't you think it's just common sense to follow that tip and the next time you buy cigarettes ask for Luckies. You're bound to like them because they're made from fine tobacco.

ATX01 0235987

LUCKY STRIKE "MAKE BELIEVE BALLROOM
Commercial - October 14, 1943 - Morning
1st Run - November 19, 1942 - Morning
2nd Run - May 26, 1943 - Evening
3rd Run - August 9, 1943 - Evening

AS BROADCAST

BLOCK: You know, the other day I got to thinking about the word 'good'
... G-double O-D. Suppose I say that's a good coat ...
naturally, I mean the material is of excellent quality - it
has fine lines - it'll last for many seasons. Now I've had
several coats in my life, but I always look back on one
favorite and 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, how well it wore. You know, when I tell you that Lucky
Strike is a good smoke, here's what I mean ... I mean first of
all, it's made of good material - fine, naturally mellow, 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. And thirdly, Lucky Strike
is a long-time friend ... always fresh, always made from the
fine, light leaf - properly cured, aged and mellowed. Luckies
wear well through years of friendship. That's why I say Lucky
Strike is a good smoke, the cigarette that I choose for myself,
and one that you should try, too ... made of fine tobacco - a
cigarette that will wear well. Why don't you make that next
pack Luckies? See if you don't agree that every time you
light a Lucky you'll like a Lucky.

ATX01 0235988

LUCKY STRIKE "MAKE BELIEVE BALLROOM
Commercial - October 14, 1943 - Evening
1st Run - December 26, 1942 - Morning

AS BROADCAST

BLOCK: You know, once upon a time there lived in Africa a rich Dutch farmer who one day had his fortune told by a Gypsy who was passing by. "You are going to be even more wealthy than you are now," she predicted. "And you will make your great money in diamonds." Well, the farmer got very excited - the^{very} next day he sold his farm - took the money he got for it and started out to seek his fortune in diamonds. He bought first one piece of land and then another until he had used up all his money and he was quite poor. But he found no diamonds. But the man to whom he had sold his prosperous farm, one day while he was plowing, came across a brilliant pebble, and soon he found that he had one of the largest diamond mines in the world on his farm land. Of course, friends, there's a moral to a story like that. We often have fortune right in our own backyards. We don't have to wander far afield. It reminds me to ask you: How are your smoking fortunes lately? Are you wandering far afield trying to find greater smoking satisfaction? Well, stop searching! Right in your own backyard at your favorite tobacco counter are those Lucky Strikes - so round, so firm, so fully packed, so free and easy on the draw, so full of fine naturally mellow tobacco. Now, 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.

ATX01 0235989

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial October 15, 1943 - Morning
1st Run - May 21, 1943 - Morning
2nd Run - August 10, 1943 - Evening

AS BROADCAST

BLOCK: You know, the other day I had quite a discussion with a friend of mine. He was commenting on the fact that, here of late, he'd noticed more and more women smoking Lucky Strike cigarettes. Well, 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, he said he thought that women, particularly, appreciated Luckies' smart white package with the striking red bull's eye. You know, that flabbergasted me because I believe that 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, well, 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. When you found that Luckies provided you with a clean, fresh smoke - accounted for by the use of that fine tobacco in each Lucky Strike - well, you just naturally came back time and again and bought Luckies. While some people might think it's the smart-looking package that sold the smart gals on Lucky Strike Cigarettes, personally, I think it's the finer, lighter, naturally mellow tobacco in Luckies that firmly convinces you, just as it must have convinced independent tobacco experts - auctioneers, buyers and warehousemen with whom it's Luckies 2 to 1. So, just remember, smoking a Lucky increases your smoking pleasure. When you think of cigarettes, think of Lucky Strike - the cigarette that means fine tobacco.

ATX01 0235990

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 15, 1943 - Evening
1st Run - December 15, 1942 - Morning

AS BROADCAST

BLOCK: Have you ever felt when you're playing a game like cards or tennis or football, without a goal or a score to strive for, the game would be very dull? You might find that you weren't playing as well as you could. You know, in other words, in order to produce your best work, you have to have a purpose. And the purpose of actors in a play is to bring you several hours of relaxation. The purpose of a letter carrier is to see that the mail reaches you. The purpose of football is to score as many points as possible. The makers of Luckies have a purpose to fulfill, too. The purpose of Luckies is to bring you real smoking enjoyment. That's the purpose that keeps us constantly striving, and consistently selecting at public tobacco auctions, the lighter, milder, naturally mellow leaf -- the kind of tobacco that means greater smoking satisfaction. Yes, sir, in a cigarette it's the tobacco that counts. And it takes fine tobacco to make a fine cigarette. That tobacco is in the Luckies you buy today. That tobacco is in the Lucky Strikes that independent tobacco experts, auctioneers, buyers and warehousemen prefer by an overwhelming majority. Now, I have only one purpose in urging you to try a pack of Luckies. I want you to start getting your share of that fine leaf -- of that increased smoking enjoyment in every Lucky you light. I've found it, and I guess that millions of other smokers have found it, too ... whenever you light a Lucky you'll like a Lucky, too.

ATX01 0235991

LUCKY STRIKE "MAKE BELIEVE BALLROOM" -1-
Commercial - 1st run - May 25, 1943 - Morning
2nd run - August 11, 1943 - Evening
3rd run - October 16, 1943 - Morning

AS BROADCAST

BLOCK: You know, I realize it may be the height of ill manners to comment on a person's home, but something happened a few weeks ago that so clearly illustrated to me the difference between good taste and bad taste. We went to see some friends who had a lovely apartment here in New York. And the furnishings were wonderful. They had many fine old rare pieces - a lot of beautiful statues and 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 lots of 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, lighter, the naturally mellow tobacco to go into Luckies. I've also told you that with independent tobacco experts -- auctioneers, buyers, and warehousemen - men who earn their living by their knowledge of tobacco - that Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. (MORE)

ATX01 0235992

BLOCK: So it becomes increasingly clear that in more ways than
(CONTD) one it's good taste to smoke Luckies. Now I know that
every lady listening appreciates a nice home - one that's
furnished in good taste. Well, place a few packs of Luckies
in that smart, 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 mellow 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.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 16, 1943 - Evening
1st Run - December 9, 1942 - Morning

AS BROADCAST

BLOCK: You know, I have one of those little things called a make believe fireplace in my living room. It's a pretty good looking fireplace, but it's just make believe. It has an electric light you can put a switch on it, and it looks like a real fire. But if you've ever sat in front of a real wood burning fireplace/^{though}with the flames licking the logs, and sending out a warm glow, you'd know the difference. You know how you get to feeling drowsy and contented as you curl up in front of an open fire that's crackling away on the hearth. Well, if you've ever felt that way, you'll know what I mean when I say that artificial fireplaces just aren't the same - they're not the real McCoy. They may look the same, but they're not. And you know, at first glance, all cigarettes look more or less alike to the average smoker. Since your common sense will tell you that no cigarette can be any better than its most important ingredient - the tobacco - the way for you to choose the cigarette that will bring you greater smoking enjoyment is to choose one that's made of fine tobacco. And that's why I tell you about Lucky Strike Cigarettes and the Lucky Strike buyers who attend the public auctions for the express purpose of buying that tobacco that comes up to the Lucky Strike standard of high quality. Yes sir, the difference in smoking pleasure in a cigarette that's made of fine, mild, naturally mellow tobacco and one that's not is the difference between night and day. You have only to light a Lucky ... to realize that in a cigarette it is the tobacco that counts, and that Lucky Strike most certainly means fine tobacco.

ATX01 0235994

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st run - May 26, 1943 (Morning)
2nd run - August 12, 1943 (Evening)
3rd run - October 18, 1943 (Morning)

BLOCK: Something interesting happened the other day. The Mrs. called me at the studio and asked me to stop off at the market down the street from the house and 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. It seemed she wanted about a dozen apples. So, the clerk took the paper bag, and whisked it through the air to open it - you know how he does it. He reached into the box, picked up three apples at a time, before you could say Lucky Strike there's a dozen apples in that bag. Well, quick as a flash the lady said ... "Wait a minute, I think you put two bad apples in there. At least they didn't look good to me." Now, that woman wasn't an expert in the cultivation of apples. Through her long years of buying and giving them to her family she knew a good apple from a bad one. She was able to select those which she knew were best for the 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 that certain amount of common sense. It's not hard for us to realize that men who've spent a life-time in the buying and selling of tobacco certainly should be able to recognize the finer, lighter, naturally mellow leaf. It's not hard for us to realize that these independent tobacco experts -- buyers, auctioneers, and warehousemen -- can see at auctions they attend the makers of Luckies, buying that fine tobacco.

(MORE)

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

BLOCK: So it really means something when we tell you that such
(CONTD) independent tobacco experts themselves prefer Luckies by an
overwhelming majority. Now while I'll admit there's definitely
a difference between apples and cigarettes, shouldn't you use
the same discrimination in the selection of a cigarette as you
would in any other article? Next time you buy cigarettes ask
for Lucky Strike, the cigarette that means fine tobacco. And
when you get acquainted with that fine tobacco in Luckies you
do yourself a favor. When you suggest a Lucky you do your
family and friends a favor.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 17, 1942 (Evening)
2nd Run - October 18, 1943 (Evening)

AS BROADCAST

BLOCK: Do you like Sunday? I do! Particularly rainy Sundays when you don't have to get up! I like to sleep late, get up, have breakfast - lounge around awhile, read the Sunday papers, look at the book review section. You know, you can get a pretty good idea about the new books, from what the expert reader critics think of them, by just reading these books reviews. I don't get much time to read during the week! I like to be sure that what I do select to read is worthwhile. So, I just watch the opinions of the book reviewers. After all, those critics know their books, and how! That's how I choose my reading! Now, I'm just taking the free advice of someone who knows when I do that! And when I ask you to try Luckies, I'm just asking you to listen to the free advice of those who know! I'm not talking about me! I know Luckies are good, but I'm just an average smoker like you! I'm referring to the tobacco critics, the independent tobacco experts - warehousemen, auctioneers, and buyers - who can see the public tobacco auctions in progress. Now, these independent experts can see who buys what leaf, and they can see that Lucky Strike buyers go after that fine, naturally mellow really LuckyStrike Tobacco time and time again. So here's a recommendation that's free advice from the cigarette critics, the independent tobacco experts, who know what's what in Tobaccoland. Among such independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. So, why don't you take a hint from such experts, who prefer Luckies? Try a pack of Luckies, the cigarette that means fine tobacco, and watch your smoking pleasure grow. In fact, you'll find that every time you light a Lucky you'll like a Lucky - so round, so firm, so fully packed - so free and easy on the draw!

ATX01 0235997

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 27, 1943 (Morning)
2nd Run - August 13, 1943 (Evening)
3rd Run - October 19, 1943 (Morning)

AS BROADCAST

BROCK: Well, it was just a little while ago that the ban on pleasure driving was taken off ... and people with automobiles and coupons and gasoline could go where they wanted to go and not worry about having anyone stop them and ask them where they were going and what they were going to do. But, did you notice that there wasn't very much of an increase of traffic. Nothing like you'd expect when the ban on pleasure driving went off. I'm inclined to think that the fact that we needed all that gasoline that they had to put a ban on pleasure driving is going to turn out to be a blessing in disguise, after all. I'm quite sure that in hundreds of thousands of homes a new habit was formed. The old days before the war, Dad used to reach for his golf clubs or his fishing tackle and disappear for the day. Then came the time when he had no way of getting to his favorite fishing haunt, or to his golf course and so the family got better acquainted. Smart wives saw to it that their husbands really enjoyed the change. A nice Sunday dinner, the family around at the table, walks in the park in the afternoon, meeting up with the neighbors, friends and relatives dropping in to visit. All those things were mighty pleasant. And you ladies have an added responsibility with a man around the house - more than usual. But then, I'm quite sure that you were able to suggest ways of helping pass the time both quickly and pleasantly.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 19, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: Speaking of suggesting, since most of you ladies are so
(CONTD) careful, in investigating the basic quality of anything you
buy for your home or 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. Now, you've
agreed with us that independent tobacco experts -- buyers,
auctioneers, and warehousemen -- should know tobacco. Well,
then, if such men who know tobacco best, prefer Luckies two
to one, it's a clear indication to me that Lucky Strike is
a fine cigarette and you must agree on these things, because
so many women today are relying on Luckies for their smoking
pleasure. Yes sir, 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. Ask for a Lucky Strike
in a smart white package with the striking red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 19, 1942 (Evening)
2nd Run: October 19, 1943 (Evening)

AS BROADCAST

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

ATX01 0236000

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 28, 1943 (Morning)
2nd Run - August 14, 1943 (Evening)
3rd Run - October 20, 1943 (Morning)

AS BROADCAST

BLOCK: You know, all the talk about food rationing and fuel rationing, 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 nice 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, wait until another coupon goes into effect. Yes sir, 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 in 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. You know that in any food product you buy, it's the ingredients that count. So, it must have been pretty obvious to you that it's the tobacco that counts when searching for cigarettes that will give you greater smoking enjoyment. Now, ladies and gentlemen, Lucky Strike means fine tobacco - so round, so firm so fully packed, so free and easy on the draw. Independent tobacco experts -- buyers, and auctioneers, and warehousemen -- men who earn their living by their knowledge of tobacco -- prefer Luckies by an overwhelming majority. So, for your greater smoking pleasure, light a Lucky. And to increase the smoking pleasure of your friends and family, suggest a Lucky.

ATX01 0236001

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 30, 1942 (Morning)
2nd Run: October 20, 1943 (Evening)

AS BROADCAST

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

RTX01 0236002

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 29, 1943 (Morning)
2nd Run - August 16, 1943 (Evening)
3rd Run - October 21, 1943 (Morning)

BLOCK: You know, not so very long ago there was a very interesting little book 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? Now immediately you picture someone going to work with a pick and a shovel. But really all that means is - do you understand what I'm saying? Do you get me? Another one of the funny expressions - In the groove, on the beam - both of course, which mean just about the same ... It means that everything's O. K. - hunky dorey - going along as it should. There's some really strange expressions in the jitterbug dictionary. You know, to me a cat was always a four-legged animal that meows at the wrong time. And according to the jitterbug - a cat is a jitterbug who really knows what it's all about. And an Icky - an Icky ... well, 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, 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 and buying that fine, light, naturally mellow tobacco that goes into each Lucky you smoke. Independent tobacco experts - buyers, auctioneers, and warehousemen - can see who buys what tobacco at auctions they attend. Such men prefer Luckies by an overwhelming majority. Now these are the 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 0236003

x LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 21, 1943 (Evening)

AS BROADCAST

BLOCK: I imagine everyone listening to me now has at least heard of "ham" radio operators ... I was one of these "hams" (no wisecracks, please!) before the war and many a night I've spent by my set until the wee hours of the morning talking to this guy on his boat out in the Pacific Ocean or someone down in Cuba, or boy up in Alaska ... Of course, since the war my set as well as those of all the other "hams" -- even some of the "hams" themselves -- are working for the Signal Corps of the Army. Until then it was really my hobby. I can hardly wait to do it again. We "hams" had a language all our own ... "88" - you know you send "88's" - love and kisses, "73" - goodbye ... Well, the tobacco business has a language all its own, too ... It's the chant of the tobacco auctioneer. And that chant heard at tobacco auctions all over the South, means another basket of fine tobacco has been sold American. It's recognized and understood by independent tobacco experts -- auctioneers, buyers, and warehousemen. Now, these independent experts must know tobacco ... they've been buying and selling and handling tobacco for a good many years ... and they certainly should know the kind of tobacco they want to smoke. And at auctions they attend they can see Lucky Strike buy that fine tobacco -- riper, more mellow leaf. So it's not hard to understand that Luckies have, among such independent tobacco experts more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now, why don't you, too, discover and understand the real meaning of smoking pleasure by making that next pack Luckies -- the cigarette that means fine tobacco.

ATX01 0236004

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 31, 1943 (Morning)
2nd Run - August 17, 1943 (Evening)
3rd Run - October 22, 1943 (Morning)

AS BROADCAST

BLOCK: How many of you folks ever knew that Abraham Lincoln once operated a grocery store? He did. Back in the days when Abe had that grocery store, shopping was a lot different from what it is nowadays. In those days the housewife would go into the store ... and kind, genial Abe would greet them from in back of the counter. The lady would say, "Mr. Lincoln, let me have ten pounds of sugar, two pounds of coffee, a dozen cakes of soap." She'd go through her entire shopping list never mentioning a single brand name. You see, back in those days, soap was soap, coffee was coffee, shortening was shortening. It didn't make a bit of difference to the housewife who made it or what name was on it. 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 kind of soap or that kind of coffee. Why? Well, I guess it's because she's tried many different brands and found that one particular one suited 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. Well, The American Tobacco Company is mighty proud of the name, "Lucky Strike," and doubly proud of the quality of Lucky Strike Cigarettes. Believe me friends, we guard that quality jealously. Our buyers scour the markets to select and buy the fine, light, naturally mellow tobacco that makes possible that mild, fresh, clean taste that goes with smoking a Lucky. We're proud to present Luckies to you in the 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. 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 a pack of cigarettes, ask for Luckies.

ATX01 0236005

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

AS BROADCAST

BLOCK: You know, many's the time I've wanted to play a little trick on you folks out there listening. Many's the time I've wanted to play a whole evening's program of records and never once announce the band or the singer ... and just prove a little theory of mine. Because I'll bet that if I played fifteen minutes of, say, oh - Frank Sinatra, it wouldn't take you any longer than you can say Hit Parade to know that that's who's singing. And I'll bet the same would be true of Tommy Dorsey, or Kay Kyser or Bing Crosby or the Andrews Sisters or even Spike Jones (hump, that wouldn't be very hard at all!) ... But any of the hundreds and hundreds of artists who entertain you daily on your Make Believe Ballroom. Why is this? Why it's because they've got that certain something that makes them particularly outstanding -- something you recognize in a minute ... and the same is true of Lucky Strike Cigarettes. They, too have something particularly outstanding ... and that's fine tobacco. For years our buyers have scoured market after market and auction after auction throughout the South to buy for Luckies fine tobacco -- that riper, more mellow tobacco ... and this same fine tobacco is permitted to age in huge storage sheds and then is blended into your Lucky Strike Cigarettes -- so round, so firm, so fully packed, so free and easy on the draw. And because of this the very name Lucky Strike has come to mean fine tobacco ... it's something you don't have to be told ... it's something you'll recognize in a minute with your very first puff of a Lucky. Try them tonight -- Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236006

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 1, 1943 (Morning)
2nd Run - August 18, 1943 (Evening)
3rd Run - October 23, 1943 (Morning)

BLOCK: You know, I can remember clearly the very first radio broadcast I ever heard. . . . Sitting at home, I had one of those little crystal sets, with a 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 -- of course. all of this proved untrue. 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. The psychological reason for that is that it's one thing to sit at home in your living room alone and listen to a famous band -- it's another thing to go with your friends and join the thousands of other people in mutual admiration for the beautiful music being performed. People like to congregate and to share with each other 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 mellow tobacco carefully aged and blended in Luckies. But your enjoyment of the fine smoking qualities of Lucky Strike Cigarettes is multiplied when you know that you've been responsible for introducing to your friends a better smoke in Luckies.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - June 1, 1943 (Morning)
2nd Run - August 18, 1943 (Evening)
3rd Run - October 23, 1943 (Morning) (CONTD)

BLOCK: (CONTD) Now 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 Luckies, tell your friends about them. Each and every Lucky is uniform in quality -- the first, the hundredth, the thousandth -- Lucky Strike is chock full of that finer smoking tobacco. Always remember, that with independent tobacco experts -- auctioneers, buyers, and warehousemen -- with men who know tobacco best, it's Luckies two to one. To increase your own smoking enjoyment, light a Lucky and to introduce your friends to greater smoking enjoyment, suggest a Lucky.

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

AS BROADCAST

BLOCK: You know, the other night I ran into an old friend of mine who I hadn't seen for a long time. When I asked him what he'd been doing lately, I expected the usual answer, "Same old thing." But he told me ^{that} he was taking night courses learning foreign languages. He had studied Latin years ago, and from that basic background - a language that hasn't been commonly spoken for hundreds of years - he'd completed a course in Spanish and French and was going to study Italian and Portuguese. I asked him frankly how he had acquired that knowledge in such a comparatively short time ... and his reply was quite amazing ... He said that Latin is the basic language for all those languages ... that because he had a background of Latin, the rest was more or less easy to acquire because they were fundamentally based on it. You know, that reminded me very much of Lucky Strike Cigarettes. Anything that's stood the test of time has to be good ... has to be basically sound ... because the basic ingredient is the most important thing. The makers of Luckies fully realized this the very first time they started making Lucky Strike Cigarettes ... they realized that no cigarette could be any better than the tobacco from which it was made and so they made it their prime concern to select and buy that fine tobacco -- the basic ingredient in any cigarette -- for Luckies -- fine tobacco, riper, naturally mellow tobacco that makes Luckies such an outstanding smoke. Independent tobacco experts -- auctioneers, buyers and warehousemen can see our buyers at market after market throughout the South purchasing this finer leaf, and with such men who know tobacco best, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. For in Luckies that fine tobacco is translated into a fine cigarette. Why don't you learn for yourself and translate to your friends the real smoking enjoyment that comes from Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236009

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 2, 1943 (Morning)
2nd Run - August 19, 1943 (Evening)
3rd Run - October 25, 1943 (Morning)

BLOCK: You know, really I think every woman, at heart, is a match-maker. After she's 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 is suited to each other. And that's understandable - because having found great happiness with the man of her choice, well she wants to see her girl friend just as happy; when she comes across an eligible young gentleman, the first thought that comes into her mind is. "Say, he'll make a swell husband for so-and-so." And 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 -- auctioneers, buyers, and warehousemen -- men who earn their living through their knowledge of tobacco -- prefer by an overwhelming majority. That cigarette is Lucky Strike. Personally, I think Luckies have all the qualifications to make a pleasant smoke ... finer, lighter, naturally mellow 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 smart 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 0236010

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - August 13, 1942 (Evening)
2nd Run - October 25, 1943 (Evening)

AS BROADCAST

BLOCK: You know, some things are a matter of taste or whim or fancy .. like the kind of movies you like or the kind of flowers you send your best girl, or the baseball team you root for, but some things are facts. They don't change no matter who you are or what you are. You toss a ball up into the air and it comes down to the earth, the seasons follow each other, summer, fall, winter, spring, no matter what. These are facts, they can't be altered. I guess by this time you folks out there listening know that it's a fact that no cigarette can be any better than the tobacco it contains. Under any circumstances, no matter what the wrapper looks like, no matter where they're sold, no matter who buys them, cigarettes can't be any better than the tobacco from which they're made. And all those independent tobacco experts, auctioneers, buyers and warehousemen who attend auctions all over the South - well, they can see the makers of Luckies select that fine, light, mellow, better-tasting leaf. They can see basket after basket of that fine tobacco going for Lucky Strike Cigarettes - time and time again. So it's no surprise at all that sworn records show that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. You can see and it's a fact that Lucky Strike makes sure of getting that finer tobacco that makes a better smoke. There's no use quibbling about it - it's absolutely true! If you want the utmost in smoking pleasure, the peak in smoking enjoyment - well, here's the best axiom you can learn. It's simple, as one and one make two! Just walk into your favorite tobacco store and say ... Luckies, please!

ATX01 0236011

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - June 4, 1943 (Morning)
2nd Run - August 21, 1943 (Evening)
3rd Run - October 26, 1943 (Morning)
last week

BLOCK: One 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 parlor and have this one certain girl take care of her hair. 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 ... she could go to that beauty parlor and relax, and know that her hair would look just so when she left the shop. She had faith in the quality of the work of that operator ... and she knew from past performance 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, well, afterwards I kind of figured it out and I discovered that the average woman knows that she wants the finest she can afford and she usually knows where to get it. And I believe that's why many women today are choosing Lucky Strike as their cigarette. There's only one way to make a truly fine cigarette and that's/ ^{to} use fine tobacco -- the kind of fine tobacco that the makers of Luckies buy at sales throughout the South ... The kind of fine tobacco that independent tobacco experts - buyers, auctioneers and warehousemen - can see purchased year in and year out. And such independent tobacco experts -- these men who know tobacco best -- these men who make their living by handling tobacco -- prefer Luckies by an overwhelming majority.

(MORE)

ATX01 0236012

BLOCK: Knowing that you want quality in a cigarette and knowing that
(CONTD) 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 ... And ask for Luckies -- so round,
so firm, so fully packed, so free and easy on the draw. You'll
like the smart white package ... and you'll like their superior
smoking quality ... you'll like their clean fresh taste too.
Smoking Luckies can't help but increase your smoking pleasure
... Suggesting Luckies will do the same for your friends.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - July 20, 1942 (Evening)
2nd Run - October 26, 1943 (Evening)

AS BROADCAST

BLOCK: You know there is an old saying about 'shoemaker stick to thy last.' Now there's only five words in that saying but I think if everybody paid attention to it there'd be a lot less trouble. Just to give you a little example, I remember several years ago, I'd been given a pretty good watch. One day the watch started gaining. It picked up about ten minutes every hour - you know, a little on the fast side. I didn't think there were anything very complicated about adjusting a watch so I proceeded to open the back and go to work on it. Well, brother, after about five hours of work and eye-straining effort, I gave up in disgust. I just couldn't get all the parts back together again, no matter how many times I put it together I always had a few parts left over. A perfectly good watch was ruined. How much easier it would have been, how much simpler to have taken that watch to a watchmaker and let him adjust it. I just forgot to stick to my last. Now friends, really we can't all hope to be experts, particularly tobacco experts, because there's so many things to know about tobacco. So it's certainly only natural when you want to know anything about the basis of every cigarette that you should go to a tobacco expert for that information. These independent tobacco experts, auctioneers and buyers and warehousemen can see who buys what tobacco at auctions they attend. They can see what tobacco is bought for Lucky Strike. So it's important to wise smokers to know that sworn records show that such experts prefer Luckies by an overwhelming majority. Now, remember, tobacco experts seldom if ever attempt to be butchers, or bakers, or candlestick makers, or even shoemakers. They stick to their last. They're tobacco experts first and last. And I think we could all do well to take their tip in choosing the cigarette designed to give us more smoking enjoyment. If you want to smoke the smoke tobacco experts smoke you need only say to the man behind the counter... "Make this pack Luckies!"

ATX01 0236014

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - June 5, 1943 (morning)
2nd run - August 23, 1943 (evening)
3rd run - October 27, 1943 (morning)

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. It was quite obvious - from the ad they had read, that 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 - she said they couldn't pay me to wear one of those dresses. Now, 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're 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, 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 their knowledge of tobacco, Luckies ^{over} have/twice as many exclusive smokers as have all other brands combined. Now they must know, as we 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 0236015

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - March 6, 1943 (Evening)

2nd Run - October 27, 1943 (Evening)

BLOCK: You know, the other night leaving the Make Believe Ballroom after the broadcast. I hopped on a bus to go uptown, it was jammed - packed right up to the door. So I stood up right near the bus driver and watched him. He manipulated that heavy bus as if it were a toy. Stopped for lights, avoided a cab that turned out sharply, opened and closed the doors, made change, gave directions to a lost passenger. Was he busy! Hum, 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 greater smoking pleasure. Now 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 ... his many years of matured judgment and experience buying at auction sales throughout the South explain why Luckies always get you to that destination of greater smoking pleasure. Yes, sir, in a cigarette it's the tobacco that counts, and we know that 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. Just remember with independent tobacco experts, auctioneers, buyers and warehousemen, with men who know tobacco best, it's Luckies two to one!

ATX01 0236016

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - June 7, 1943 (Morning)
2nd Run - August 24, 1943 (Evening)
3rd Run - October 28, 1943 (Morning)

AS BROADCAST

BLOCK: Did you ever stop to think about the modern stenographer? The other day I was visiting a large office in New York where hundreds of young ladies are 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 could still find the time to keep themselves delightfully feminine. And, in addition, to that, have hours a week to devote to war work, too. 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. These girls work hard for every penny they make -- 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 from that fine tobacco - the cigarette that independent tobacco experts, buyers, auctioneers and warehousemen ... men who earn their living through their knowledge of tobacco - prefer for their own smoking pleasure by an overwhelming majority. Now, since Lucky Strike means fine tobacco, Lucky Strike can't help but give you increased smoking pleasure. I know 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 0236017

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - July 31, 1942 (Evening)
2nd Run - October 28, 1943 (Evening)

AS BROADCAST

BLOCK: You know, this world/^{today}is very signal conscious. In fact, we all live under a system of signals. You ever stop to think about that? An alarm clock bell goes off in the morning ^{it means} -/it's time to get up; whistling teapot - breakfast's ready; ringing telephone bell - somebody wants to talk to us; green light - you can cross the street; the International Code - a ship at sea with a message. And then in specialized industries there are different signals which outsiders find very bewildering. For example, if you were to wander through the great warehouses in the South while a tobacco sale was in progress you mightn't be able to detect exactly who wants what tobacco. It might take you a while to catch on to signals used by tobacco buyers which the auctioneers interpret so readily, but it wouldn't take you long at all to catch on to the familiar "Sold American" as one basket after another of fine tobacco leaf changed hands. You'd soon notice time and time again The American Tobacco Company selecting and buying that fine, mellow tobacco that you smoke in your Lucky Strike Cigarettes. You don't have to join the Signal Corps to find out that Lucky Strike means fine tobacco. Just take a tip from the independent tobacco experts, the auctioneers, buyers and warehousemen - men who make their living in tobacco, and can see who buys what leaf. Yes, sir, among such men who know tobacco best it's Luckies two to one. And just as your alarm clock bell means wake up, Lucky Strike means fine tobacco. And next time you walk up to your tobacco counter, give the signal that's going to bring you complete smoking enjoyment. All you have to do is say ... Luckies, please!

ATX01 0236018

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: September 7, 1943 (Evening)
2nd Run: July 20, 1943 (Morning)
3rd Run: October 29, 1943 (Morning)

AS BROADCAST

BLOCK: You know, I have one pet peeve in this world, and that's to come home at night and find that somebody's gotten a hold of my evening paper before I got to it. Not only do they pull it to pieces, but they very often - and if they is listening, they knows who I mean - they very often take a pair of scissors and clip things out of it, and invariably what they've clipped out is just at the end of some story that's of interest to me. Happened just the other night. So out of curiosity, I turned over the page to see what was so vital that it had to be cut out. You know what it was? It was a recipe! I don't know what for -- I was too mad about it to ask. One thing I never can understand ... at least I never could understand ... until I stopped to think about it -- And that was how a woman can look at a few lines of type in a recipe and simply from reading it, know just how it's gonna turn out, exactly how it'll taste, and whether the family is going to enjoy it or not. I guess it's a knack that all women acquire from years of cooking. The same knack that the tobacco buyers for Lucky Strike cigarettes have developed through years of training and experience. The American Tobacco Company buyers buy only for The American Tobacco Company, and their livelihood is dependent upon their selecting the right kind of tobacco for Luckies. And since they know that in a cigarette it's the tobacco that counts, our buyers select and buy only the finer, riper, naturally mellow tobaccos that make Luckies a cleaner, fresher-tasting cigarette ... the kind of cigarette you know you'd choose. Next time you shop, buy Luckies in the smart white package with the striking red bull's eye. And discover for yourself that the fine tobacco recipe for Lucky Strike definitely meets with your approval.

ATX01 0236019

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run: August 12, 1942 (Evening)
2nd Run: October 29, 1943 (Evening)

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

ATX01 0236020

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run: May 22, 1943 (Morning)
2nd Run: June 10, 1943 (Morning)
3rd Run: August 27, 1943 (Evening)
4th Run: October 30, 1943 (Morning)

BLOCK: You know folks, honestly 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 ones, and you're much less liable to use them in the wrong place. Now for the past few months, I've been emphasizing the fact that discriminating smokers smoke Luckies. That word "discriminating" is a pretty big word; so the other day I looked it up in the dictionary. You know what the dictionary says? Discriminating means- "To discern or select; to observe or note a difference." Man oh man! That really clears things up. 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, more mellow 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 ... 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 see us buy that fine tobacco at auctions they attend all over the South. So it's no wonder that with such men who know tobacco best it's Luckies two to one. And regardless of how discriminating you may be, we invite you to subject Luckies to any and every test. Next time get Luckies in that bright white package with the red bull's eye and you'll agree that Lucky Strike means fine tobacco.

AIK01 0236021

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial-1st Run: August 7, 1942 (Evening)
2nd Run: October 30, 1943 (Evening)

AS BROADCAST

BLOCK: The average person attempting to select a brand of cigarette is something like a - like a man lost in the woods. No matter which way he looks, all he can see is more trees. While he knows which way he wants to go, he knows what he wants to get to, he doesn't know which way is north, east, south and west. Of course, you know that you could take an expert woodsman, put him down in the middle of any woods, and tell him that all he has to do is walk to the north in order to get where he has to go and he'd know just which way to go and how to get there in no time. But a city-bred fellow, he'd have his troubles. There are many sign posts that point out the correct direction to an accomplished woodsman - the stars at night, the sun in the daytime, the moss growing at the base of a tree. But, to a city man these sign posts would be invisible and he'd just wander around in circles and never reach his destination. It's little wonder then that I say that to the average smoker the selection of a cigarette is like a man lost in the woods. But, you know, there are sign posts that also point clearly to the cigarette you want to smoke. And you don't have to be an expert to be able to read them, if you'll just remember that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco. Lucky Strike is the cigarette that independent tobacco experts, auctioneers, buyers and warehousemen - men who know tobacco best - prefer by an overwhelming majority. So, if you're looking for the right direction to greater smoking enjoyment - Remember, on every sign post you'll find the two words - Lucky Strike - pointing the sure way to greater smoking enjoyment - because Lucky Strike truly means fine tobacco.

ATX01 0236022

RTK01 0236023



LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 9, 1943 (Morning)
2nd Run - August 25, 1943 (Evening)
3rd Run - November 1, 1943 (Morning)

WOCK: You know that old saying about beauty being only skin deep.
'Tain't so. There's a lot of things that are beautiful on the
outside - they're even more attractive when you get below the
surface. You take a pack of Lucky Strike Cigarettes - the
smart package - crisp and white with the striking red bull's
eye. You open that pack and as you get below the surface, you
run into the finest 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, more mellow 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 - prefer Luckies by an overwhelming
majority. Now, for some reason or ther, 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, you'll find you've got it in Luckies.
In fact, millions of you have already found that to be a fact.
And that's why smart shoppers and smart smokers are turning
to Lucky Strike Cigarettes - the cigarette that means fine
tobacco. Make your next pack - Luckies.

ATX01 0236024

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - March 5, 1943 (Evening)
2nd Run - November 1, 1943 (Evening)

AS BROADCAST

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 light from search lights somewhere around the city seemed to probe the clouds with their beams, looking for planes, I guess. As I watched the lights flickering over the sky, exploring surely and thoroughly, I felt pretty good/^{about}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 on 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 and compare the leaf and select, only that tobacco which comes up to Luckies' high standards - fine, light, mellow, ripe tobacco - And that's the protection Lucky Strike offers us average smokers - the protection of fine tobacco ... the guarantee of a fine cigarette. And that's why thousands have entrusted their smoking contentment to Lucky Strike - the cigarette that means fine tobacco. 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 a cigarette, ask for Luckies ... your by-word for greater smoking enjoyment.

ATX01 0236025

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 11, 1943 (Morning)
2nd Run - August 26, 1943 (Evening)
3rd Run - November 2, 1943 (Morning)

BLOCK: A good many years ago, my mother used to manage a millinery shop down in Washington. Several times a year I'd visit her for a few days ... and naturally I spent a great deal of time in the shop. Well, she had several salesgirls, and 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, the sides; she'd take it off; she'd try on another hat; look at it again from all angles; take that one off; pick out five or six more hats, go through the same thing all over again. Many times I wondered at the patience of those girls and the patience of the shopper too; 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; workmanship; long-wearing ability; 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 finer tobacco that our buyers, with their many years of experience, purchase at tobacco sales through the South ...

(MORE)

ATX01 0236026

LUCKY STRIKE "MAKE BELIEVE" BALLROOM
Commercial - November 2, 1943 (Morning) (CONTD) AS BROADCAST

BLOCK: Workmanship -- Well, you know how many times I've told you how
(CONTD) Luckies are so round, so firm, so fully packed, so free and
easy on the draw ... Long wearing -- Well, you'll find -- just
as independent tobacco experts - warehousemen, buyers,
suctioneers, men who make their living by knowing tobacco --
have found that Luckies are a long-time friend, because with
such men, it's Luckies two to one ... And as far as I'm
concerned, well, that good looks is well taken care of --
because, you just look for a pack of Luckies the next time you
go shopping. And 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 -- the cigarette that means
fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - March 2, 1943 (Evening)
2nd Run - November 2, 1943 (Evening)

AS BROADCAST

BLOCK: You know, in my home town there's an old postman. He's a great old guy - a bit of a thinker, too. We were pretty good friends. When I was a kid, I used to walk around with him on the route when he delivered the mail. We used to talk about a lot 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 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. Then when you've made your decision act immediately. You know, even in everyday things 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, knowing this, carefully selects and quickly buys that fine, light, mellow leaf for your smoking satisfaction. Now, they buy at public tobacco sales which are held in the South. And these sales are attended by independent tobacco experts. They're auctioneers, buyers and warehousemen who can see who buys what tobacco! And it's significant that among such independent tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now there's the evidence the choice of men who know tobacco best ... and Lucky Strike means fine tobacco. Now, remember that - the other half of that motto. Remember? You've deliberated slowly over the soundness of the Lucky Strike way of smoking enjoyment - the way of fine tobacco. Now, execute promptly. Walk to your favorite tobacco store and just say to the man behind the counter ... Luckies, please! That's your byword for greater smoking enjoyment.

ATX01 0236028

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 20, 1943 (Morning)
2nd Run - June 9, 1943 (Morning)
3rd Run - August 28, 1943 (Evening)
4th Run - November 3, 1943 (Morning)

BLOCK: You know, when this war is over, volumes and volumes will be written preserving for posterity the historic deeds that helped us win the 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've 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. Then I guess women have a way of taking things in their stride. Shopping used to be very simple ... You'd 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 and you paid him and that was that. Nowadays the housewife has to carefully choose and change and interchange, and count points, and watch prices, if she's gonna keep her family well-fed and stay within the budget. 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.

-(MORE)

ATX01 0236029

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - November 3, 1943 (Morning) (CONTD)

BLOCK: Of course, I'll admit that you can't look at a cigarette and
(CONTD) tell how it'll 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 and remember that
with independent tobacco experts - buyers, auctioneers,
warehousemen, who can 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 them to the cleaner, fresher
taste of Lucky Strike Cigarettes, made possible by the use of
that finer, lighter, more mellow tobacco, you'll find that
every time you light a Lucky, you'll like a Lucky. Remember
to look for the smart white package with the striking red
bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - February 18, 1943 (Evening)
2nd Run - November 3, 1943 (Evening)

BLOCK: You know, the other day a window cleaner came into our studio and he started polishing up all the windows. And out on the window ledge he stood, fourteen stories above the street. Hmm, just made me dizzy. 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, the makers of Lucky Strike cigarettes 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 of tobacco to be used in Luckies. You see, Lucky Strike realizes that no cigarette can be any better than the tobacco it contains. So obviously, since in a cigarette it's the tobacco that counts, we make sure of selecting finer, lighter, more mellow 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 pleasure. Now, why don't you make sure that you get Luckies next time? Start getting your share of that finer tobacco that makes Luckies a superior smoke.

ATK01 0236031

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - April 22, 1943 (Evening)
2nd Run - June 12, 1943 (Morning)
3rd Run - August 30, 1943 (Evening)
4th Run - November 4, 1943 (Morning)

BLOCK: Did you ever stop to think very much about a trade-mark? My good old, trusty 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, the 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 millions 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.

RTX01 0236032

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - February 15, 1943 (Evening)
2nd Run - November 4, 1943 (Evening)

BLOCK: You know, when I think back to 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 either. I never could get through my head the difference between a verb, and an adverb, and a preposition and a conjunction. The adjectives used to particularly throw me with their positive, and comparative and superlatives. 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're the best! We're 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 to remind you that in a cigarette it's the -- 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, the auctioneers, buyers and warehousemen because it clearly indicates 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, then the next time you think of buying cigarettes, think of Lucky Strike, the cigarette that speaks for itself.

ATX01 0236033

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 14, 1943 (Morning)
2nd Run - August 31, 1943 (Evening)
3rd Run - November 5, 1943 (Morning)

BLOCK: You ever started out on a shopping trip with^a man who wanted to buy a complete outfit? Well, he'll go into the store -- nine chances out of ten, he'll pick out a brown suit, a grey suit, or a blue suit ... You can bet it'll be one of the three ... 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'll usually make up his mind in about fifteen minutes. Then, if he's selected a brown suit, he'll walk over to the hat department, he'll try on a brown one for size; and he goes to the shoe department, picks out a pair of brown shoes; and there he is ready to step out in a new outfit! But it's sure enough isn't that way with women -- oh, no! A woman will spend days and days dreaming and studying and 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 the cigarette you're going to smoke? You, of course, 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.

(MORE)

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ATX01 0236034

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 3rd Run - November 5, 1943 (Morning) CONTD)

BLOCK: You know that in a hat, it's the styling that counts -- styles
(CONTD) designed and selected by experts. And 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 such
men think of Lucky Strike 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. 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 -- for always Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - February 4, 1943 (Evening)
2nd Run - November 5, 1943 (Evening)

BLOCK: Do you like dogs? I love them ... big ones, little ones, medium ones, thoroughbreds and 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, the auctioneers, buyers and warehousemen ... who can see how Lucky Strike buyers consistently select fine, ripe, mellow tobacco. These men, mature with years of experience and training in tobacco naturally must be good judges. And so when among such 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 ... Lucky Strike truly means fine tobacco.

ATX01 0236036

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - June 15, 1943 (Morning)
2nd Run - September 1, 1943 (Evening)
3rd Run - November 6, 1943 (Morning)

BLOCK: You know, I can remember so well when I used to pick up the telephone around six at night, call my house, get my wife on the phone, say, "Look dear, bringing home a couple of the boys for dinner tonight!" She'd say, "Fine, bring them on!" I guess those days are just about gone for awhile. Not that my wife has said anything to me about bringing home unexpected guests, but, when I was home the other day watching the procedure in the house ... getting the meals ready, I watched my wife as she made up three menus a day for three days in advance -- carefully counting out the ration points -- 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, nothing left over. I just figure there's no more entertaining friends at a steak dinner with a lot 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 sitting around and chatting, maybe playing a little gin-rummy. There is, however, one thing that 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 -- prefer by an overwhelming majority. Yes, 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. So make sure that in your home there's a plentiful supply of Luckies made from the fine, the ripe, the naturally mellow tobacco that can't help but produce a fine smoke.

ATX01 0236037

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - February 8, 1943 (Evening)
2nd Run - November 6, 1943 (Evening)

HART: Couple of years ago, when I was down in Washington, I went all through the vaults of the Library of Congress where they keep a great many of the country's most valuable books. I've never in my life seen such gorgeously bound books. Some of them had jewels on the cover, some were done in velvet and satin, some had gold leaf on the pages. Very often the printing was hand-done in bright colors and very elaborate. 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 what's in it, 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 to 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. And I know that our Lucky Strike buyers buy riper, milder, more mellow 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 the fine tobacco in every single Lucky you light.

ATX01 0236038

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - June 16, 1943 (Morning)

2nd Run - September 2, 1943 (Evening)

3rd Run - November 8, 1943 (Morning)

BLOCK: You know, I can very well remember the days when keeping your finger on the pulse of events applied strictly to politicians, analysts and men in public life. But 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. 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 fine, ripe, more mellow tobacco. And Lucky Strike means fine tobacco. Now we know that the buyers for Lucky Strike Cigarettes have never permitted anything to interfere with their buying 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. Now 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 of course appearances count, too, and certainly Luckies in their smart white package with the striking red bull's eye will appeal to anyone. 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 0236039

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - January 5, 1943 (Evening)
2nd Run - May 18, 1943 (Evening)
3rd Run - November 8, 1943 (Evening)

BLOCK: You know, I can very well remember the days when keeping your finger on the -- on the pulse of events ... Now wait a minute -- I was telling you about that this morning, wasn't I? Sure enough, I was. What I want to tell you about tonight ... it was about the other evening when I was sitting in a chair after dinner listening to the radio, and my favorite news commentator was on the air. I was thinking to myself what it would be like to be a commentator. You know, a commentator has to do a lot more than just read the newspapers, and a few magazines the way we do. He has to see all the news dispatches and 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. And 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 very much the same with your choice of a cigarette. 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, buyers and auctioneers - they have no axe to grind - they can just see who buys what leaf.

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(MORE)

ATX01 0236040

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 3rd Run - November 8, 1943 (Evening) (CONT'D)

BLOCK: And they can see Lucky Strike buying finer, lighter, more
(CONT'D) mellow tobacco time after time. No wonder then, that with
such men who really know tobacco - with such men Luckies have
more than twice as many exclusive smokers as have all other
brands of cigarettes combined. And that's why I say, friends,
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.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - June 17, 1943 (Morning)
2nd Run - September 3, 1943 (Evening)
3rd Run - November 9, 1943 (Morning)

BLOCK: And now if you ladies don't mind, I'd 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 -- maybe the 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 dress for this occasion ... would you go to the telephone and call the dress shop and say, "Send me over a blue dress size sixteen?" You know, now that I've asked that question I think it's a little too silly. I shouldn't have asked it ... naturally you wouldn't. You're going to go out and shop around and carefully inspect every dress before you finally make up your mind. You're going to make sure that it suits you ... 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 fine cigarette can only be attained through the use of fine tobacco. Now you may not always be able to judge the quality of tobacco, although 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 see who buys what tobacco at auctions they attend, Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined. Now this fact should be of great importance to you if you're looking for a fine 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" -- yes ma'am, that's Lucky Strike.

AIK01 0236042

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - April 23, 1943 (Evening)

2nd Run - November 9, 1943 (Evening)

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. All of a sudden a letter I'd 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, got a hold of a copy of the letter. And there it was in black and white - a true copy of the original, no mistake could be made. And just as quickly as that, we cleared up the few points which had arisen about that letter. And I guess you could say ... you know that. You know how that's done ... you've worked in offices in your day, and you've seen carbon copies of letters. All right, maybe you want to know what that has to do with Lucky Strike cigarettes. Well, it's just this: Each and every Lucky Strike you smoke is as true to the original, high Lucky Strike standard as if it were a clear carbon copy. No mistaking about 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 and every Lucky you buy. Twenty cigarettes to a pack - ten packs to a carton and every Lucky "tops" in condition ... every Lucky "tops" in taste and aroma. 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 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 tonight, won't you? And man, I'd like to be able to send a carbon copy of your smoking satisfaction to everyone listening to me right now.

ATX01 0236043

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - July 19, 1943 (Morning)
2nd Run - September 4, 1943 (Evening)
3rd Run - November 10, 1943 (Morning)

BLOCK: Ladies, do you know how to make a good cup of coffee? But really, I'm not kidding, I'm serious about it, because I'm sure that if I ran a contest here at the Make Believe Ballroom and asked you ladies how to make a good cup of coffee, if a thousand ladies wrote in and told me how to do it, each one of the thousand would have a different method. Every housewife has her own theory as to how to brew a good cup of coffee. Yes, and the makers of Lucky Strike cigarettes have their own theory as to how to make a better cigarette. Now there may be a wide divergence of opinion as to how to make a cup of coffee, there's only one way to make a good cigarette, and that's to use fine tobacco, because no cigarette can be any better than the tobacco from which it's made. Now, you must admit the truth of this statement, and in admitting it, you'll be interested in noting that tobacco buyers for Lucky Strike Cigarettes are experts at examining, inspecting, grading and choosing tobacco leaf. They make sure that they buy only the finer, riper, naturally mellow tobacco for Lucky Strike. The soundness of this policy is indicated by the fact that with independent tobacco experts - auctioneers, buyers, and warehousemen - men in no way connected with any cigarette company, yet earning their living through their knowledge of tobacco - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now we're not going to have any coffee-making contest here, because I'm ready and willing to admit that you know how to make a good cup of coffee. I sure hope you'll do as much for the makers of Luckies, and admit the soundness of their method of making Luckies - by making your cigarette Lucky Strike. I know you'll enjoy the clean, fresh taste of Luckies ... I know you'll admire the smart white package with the striking red bull's eye. I know when you light a Lucky, you'll like a Lucky.

ATK01 0236044

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - April 28, 1943 (Evening)
2nd Run - June 14, 1943 (Evening)
3rd Run - May 5, 1943 (Morning)
4th Run - November 10, 1943 (Evening)

BLOCK: You know, a couple of days ago when the sun finally came out after that rainy spell we had, I went downstairs out of the studio for a walk. And I was walking along the sunny side of the street ... I guess I just wasn't used to the sun or something because there was a shadow walking along side of me. A funny thing ... it might - it might be almost anybody walking there in the shadow. No distinguishing marks about the hat or the coat flapping in the breeze. In silhouette, even that Lucky Strike that I held in my hand might have been any cigarette. 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 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 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. Just remember Lucky Strike means fine tobacco. Try Luckies tonight, won't you?

ATX01 0236045

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - July 21, 1943 (Morning)
2nd Run - September 6, 1943 (Evening)
3rd Run - November 11, 1943 (Morning)

BLOCK: If you ladies have ever done much traveling around New York, maybe you've noticed as I have the many public playgrounds; and I'm sure you will agree with me that they're a wonderful idea; because I know you can all remember back to the days when the kiddies wanted to play, there was just no place available for them but the hard, hot sidewalks and streets of the city. But our good Park Commissioner here in New York, changed all that; and today no matter where you live, you're bound to find a public playground where you can put the kiddies for the day, and know that they'll have proper supervision, and know that they'll be safe from the dangers of the city streets. All of which, of course, is going to produce better behaved, healthier, happier children. Now, I have a reason for mentioning this -- I want to illustrate to you how proper care and supervision can be so helpful. You've heard me say time and time again that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. And that fine tobacco, carefully selected by our able buyers, purchased at tobacco sales throughout the South; is gently cared for and permitted to age and mellow in specially designed sheds and then properly blended. Yes, Luckies are truly the result of painstaking effort and care in the selection of fine tobacco, care in aging care in blending, care in manufacture. And just as you wouldn't make your child play on the street if there was a playground handy - just so I don't think you'd be satisfied with anything but tops in smoking quality ... the kind of smoking pleasure available to you, and you, and yes, especially to you ... when you ask for Lucky Strike in the smart white package with the striking red bull's eye. Lighting a Lucky increases your smoking pleasure -- suggesting a Lucky does the same for a friend. Let's all get our share of the cigarette that means fine tobacco -- Lucky Strike.

RTX01 0236046

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 7, 1943 (Evening)
2nd Run - November 11, 1943 (Evening)

AS BROADCAST

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 - a simple lyric, a tune that was so catchy that it made it stand out from all the rest. And you know, it's just about the same with any product that stands 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. Independent tobacco experts, auctioneers, buyers and warehousemen have made Lucky Strike "their" cigarette by an overwhelming majority. Why don't you make Lucky Strike "your" cigarette tonight!

ATX01 0236047

LUCKY STRIKE "MAKE BELIEVE BELLROOM"

AS BROADCAST

Commercial - 1st Run - July 22, 1943 (Morning)
2nd Run - September 8, 1943 (Evening)
3rd Run - November 12, 1943 (Morning)

BLOCK: You know, the other day I saw a very enlightening little article in the paper. It had to do with the best seller books all over the country. In almost every city from coast to coast, Wendell Willkie's book, "One World," was leading. Now, you notice I say in almost every city. In one city in the midwest, however, the best seller of all wasn't Wendell Willkie's "One World;" it wasn't any of the better known modern fiction novels; it wasn't a war story; it was, of all things, a cook book! And maybe that represents the beginning of a new era -- one that bodes well for us men. Maybe more women are going to discover the way to a man's heart is through his stomach. Yes, I firmly believe that in every young lady's trousseau there should be a good cook book, because cooking, as you know, is an art. And I think every good cook will agree with me that success depends on the quality of the ingredients used. And just as the most important thing in making a cigarette is the quality of the tobacco you start out with ... and that, of course, explains why Lucky Strike tobacco buyers devote their time and effort in searching out the finer, riper, naturally mellow tobacco for Lucky Strike Cigarettes. The independent tobacco experts, the auctioneers, buyers and warehousemen who attend the auctions can see our buyers select, time and time again, that quality leaf for Lucky Strike. And such men who know tobacco best, prefer Luckies by an overwhelming majority. And just as the proof of the pudding is in the eating -- the proof of a fine cigarette is in the smoking. So, make that next pack Lucky Strike in the smart white package with the striking red bull's eye -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 023604B

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 4, 1943 (Evening)
2nd Run - November 12, 1943 (Evening)

AS BROADCAST

BLOCK: You know, friends, a couple of days ago, I was walking over on Broadway, and I noticed a crowd of people standing in front of a store window. Now, I was curious, so 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 strokes, he drew that 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 did look very much like the sitter. As I walked away from that window, and took a puff on the Lucky Strike Cigarette I had in my hand, I began to think how a caricaturist could draw the true picture of a Lucky ... emphasizing the important features. Of course, 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 you can believe the fact that Lucky Strike means fine tobacco. Now the next time you buy cigarette buy Luckies, the cigarette the men who know tobacco best -- independent tobacco experts, auctioneers, buyers and warehousemen -- prefer by an overwhelming majority. 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?

ATX01 0236049

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

Commercial - 1st Run - July 23, 1943 (Morning)
2nd Run - September 9, 1943 (Evening)
3rd Run - November 13, 1943 (Morning)

BLOCK: About a year and a half now, I guess it's been, that I've been talking to you ladies from the Ballroom here about Lucky Strike cigarettes. And honestly, in that period of time, I have done my level best to tell you the truth about Luckies ... to give you plain, unvarnished pictures of why Luckies are a better cigarette. You've been good listeners, and I don't doubt for a minute that lots of times you've said to yourself, "Well, Martin, maybe you've got something there ... and I will try Luckies!" When the time came to buy your next pack of cigarettes, you forgot all about your good intentions and so you just haven't gotten around to doing what your own common sense dictated was the smart thing to do. Of course, I know how those things happen. It's happened to me lots of times. I remember once my wife gave me a letter to mail ... in fact, she even put it in my outside coat pocket and said, "Now don't forget it!" When the suit came back from the cleaners two weeks later, there was the letter pinned on my lapel. I know, the best of intentions "aft gang awry." And so this morning, ladies, I just want to give you once again that gentle reminder to choose the cigarette independent tobacco experts, auctioneers, buyers and warehousemen prefer two to one! ... choose Luckies -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. You can't help but like the clean fresh taste of Luckies, made possible through the use of finer, riper, naturally mellow tobacco. You'll not only like the contents of every pack of Luckies, you'll like the package, too -- smart, firm, pure white ... distinguished, of course, by that striking red bull's eye. Keep your promise to yourself to take advantage of the fine tobacco in Luckies by remembering to ask for them next time.

ATX01 0236050

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 11, 1943 (Evening)
2nd Run - November 13, 1943 (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 oh -- months and months. While it wasn't a long or lengthy letter, as I read it, it seemed to me ^{that} 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'd 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. See, he put his own personality down in black and white. 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, more mellow 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 - well - 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 0236051

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - July 24, 1943 (Morning)
2nd Run - September 10, 1943 (Evening)
3rd Run - November 15, 1943 (Morning)

BLOCK: Now, I'm sure that many ladies listening to me right now prefer Lucky Strike Cigarettes. I'm sure you've all seen a package of Lucky Strike Cigarettes. To my way of thinking, there's something promising in just looking at a pack of Luckies ... the smart white package with the striking red bull's eye gives promise of a truly pleasant smoke; and when you open that good-looking package, believe me, ladies, the promise is fulfilled! No matter how much you like the package in which you buy your Lucky Strike Cigarettes, unless the cigarette itself is smooth, fresh, clean-tasting, you'd never make your cigarette Luckies time and time again; and knowing this, our buyers are instructed when attending the public tobacco sales down South to purchase for Luckies the finer, riper, naturally mellow tobacco that can't help but make a better smoke. You see, our reason for constantly talking about the quality of tobacco in Luckies is because of that old, old saying that no cigarette can ever be any better than the tobacco from which it's made. Truly, in a cigarette, it's the tobacco that counts, and Luckies' year round concentration on that finer tobacco is responsible for our saying that Lucky Strike means fine tobacco. Next time look for Luckies in the smart white package with the striking red bull's eye ... and look inside that package for increased smoking pleasure -- thanks to the finer Lucky Strike tobacco.

ATX01 0236052

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 10, 1943 (Evening)
2nd Run - November 15, 1943 (Evening)

AS BROADCAST

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 - well, 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, that lowered the value considerably." Well, you know, 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 can't fool an expert. Similarly, you can't fool independent tobacco experts, auctioneers, buyers and warehousemen, when it comes to fine tobacco. They've made it their business to know tobacco - buying, selling, handling it at markets all over the South ... And when you know that with men who know tobacco best, it's Luckies two to one, you know you're getting the very best buy in smoking enjoyment. So, why not take a tip from the experts and make your next pack Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236053

LUCKY STRIKE "MAKE BELIEVE BALLROOM

AS BROADCAST

Commercial - 1st Run - July 26, 1943 (Morning)
2nd Run - September 21, 1943 (Evening)
3rd Run - November 16, 1943 (Morning)

BLOCK: I imagine that every lady listening has had an experience something like this one ... you've gone into a store and you've bought a dress; you paid a good price for it; took the dress home; the first time you wore it, you didn't like it -- it didn't look good on you. You went into another store; you bought another dress; you paid the same price for it. You took that dress home and it looked simply gorgeous ... the dress just seemed to be made for you. Now, you paid the same price for both dresses. One gave satisfaction and the other one didn't. Why? Well, it might have been the material, the style, color or the workmanship. One dress that you liked so well had that one particular something that made you like it ... made it look good on you. Now, that not only applies to dresses, ladies, it applies to almost everything in the world -- and it particularly applies to cigarettes. Why do you think the makers of Luckies constantly remind you of the fact that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco? It's because it's the one sure way of convincing you that Luckies are the cigarette for you. You can't help but appreciate the fact that since Luckies are made from the finer, lighter, naturally milder tobaccos, especially selected by our buyers at public tobacco sales, Luckies must be a finer cigarette; Luckies must have that particular something. Independent tobacco experts who also attend auctions - by independent tobacco experts, I mean auctioneers, buyers, and warehousemen who really and truly should know tobacco - well, these men can see our buyers as they select this finer tobacco. With independent tobacco experts, it's Luckies two to one - or being even more specific, with such men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. You see, ladies, it's quality that counts. To increase your own smoking pleasure, light a Lucky - to do the same for a friend, suggest a Lucky in the smart white package with the striking red bull's eye.

ATX01 0236054

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - May 12, 1943 (Evening)
2nd Run - November 16, 1943 (Evening)

AS BROADCAST

BLOCK: It seems that everybody today is trying to do something to help our country at war - not only by buying Bonds, but by serving in Civilian Defense, rolling bandages for the Red Cross, 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, of course, if you're an Air Raid Warden you 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 fine, mellow, better-tasting tobacco that'll insure your greater smoking pleasure and contentment. Now, at markets all over the South, the makers of Lucky Strike Cigarettes select that fine, light, mellow leaf because they realize that no cigarette can be any better than the tobacco it contains. And the independent tobacco experts - the auctioneers, and buyers and warehousemen who attend these auctions can see who buys what tobacco. So it's small wonder that among such 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, light up a Lucky and enjoy your share of that finer tobacco.

ATX01 0236055

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 22, 1943 (Morning)
2nd Run - June 10, 1943 (Morning)
3rd Run - July 27, 1943 (Morning)
4th Run - August 27, 1943 - (Evening)
5th Run - November 17, 1943 (Morning)

BLOCK: I don't know why it is, but for some reason or other, I've never liked big words. Seldom ever hear me use any word over three syllables, because, well because, I think it's just as easy to use little words as it is to use big ones, and you're much liable to use them in the wrong place. I admit for the past few months, I have been emphasizing the fact that discriminating smokers smoke Luckies. Now that word -- discriminating is a pretty big word. So I took down the old dictionary and looked it up. And the definition reads this way ... to discern or select - to observe or note a difference. You know, that really clears things up. Because while in Lucky Strike Cigarettes you can't see any difference, man oh man, the first puff sure 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 discriminating. Hackneyed phrases no longer convince. You can tell a woman that a certain baking powder is better, but she'll never believe it 'til 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 fine cigarette is to use fine tobacco. Independent tobacco experts, auctioneers, buyers and warehousemen can see us buy fine tobacco at auctions they attend all over the South. There's no wonder that with 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 smart white package with the red bull's eye. Believe me, you'll like the clean, fresh taste of the finer, lighter, naturally milder tobacco in Lucky Strikes. 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 0236056

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - May 13, 1943 (Evening)
2nd Run - November 17, 1943 (Evening)

BLOCK: Friends, if you were going to buy a house, wouldn't you insist upon knowing that the quality of the wood and the brick and the plumbing, the electric wiring, 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 know that little poem in school about 'little drops of water, 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 a house or an automobile or anything else you might ever buy. You see, 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 fine, light, mellow tobacco, that insures a fine smoking cigarette. So may I invite you to get more smoking pleasure from your smoking dollar with Lucky Strike ... the cigarette that means fine tobacco.

ATX01 0236057

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - July 28, 1943 (Morning)
2nd Run - November 18, 1943 (Morning)

BLOCK: I guess just about every lady at some time or another has attended a fashion show ... and since fashion shows are so well attended, well, I decided to find out just what it was about a fashion show that made it so attractive. Well, believe me, it didn't take long. There's really a great difference between seeing a beautiful new creation in a dress (now, don't take me wrong -- I meant just what I said -- not what you think) a beautiful new creation in a dress on a dummy and seeing the same dress on a living model. When a fashion designer creates a new model, it has to be shown off to the best advantage, and the best way to see what a dress would look like is to see it on someone -- someone who's moving -- someone who's alive. You know, just looking at a Lucky Strike Cigarette wouldn't tell anyone that it was made of fine tobacco ... You have to try a cigarette to find that out. And my only reason for emphasizing the fine tobacco used in Luckies is to create in your mind a desire to smoke a Lucky. I know that once you've done that, the fine tobacco will speak for itself. There's a good reason why the makers of Lucky Strike Cigarettes instruct their buyers so carefully to comb the tobacco markets for finer, lighter, naturally milder tobacco that gives Luckies a cleaner, fresher taste. The main reason is that we realize it's easy to get a person to try a cigarette once; but to make permanent friends -- that cigarette must fulfill the promise of quality, the promise of fine quality tobacco in Luckies is evidenced in every Lucky Strike Cigarette -- so round, so firm, so fully packed, so free and easy on the draw. Be sure to look for Lucky Strike Cigarettes in the smart white package with the striking red bull's eye. And ladies, I don't know whether you like fashion shows, but I should know that you'll like Luckies. Try them next time, won't you?

ATX01 0236058

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - August 10, 1942 (Evening)

2nd Run - May 17, 1943 (Evening)

3rd Run - November 18, 1943 (Evening)

BLOCK: Do you folks like detective stories? I do. Got stacks of them piled up at home. And I 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 murder - 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 finer, riper, naturally mellow 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 such independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands 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 0236059

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - July 29, 1943 (Morning)
2nd Run - November 19, 1943 (Morning)

BLOCK: You know, ladies, if I live to a hundred, honestly I'll never be able to figure out some of the things that women do! For example, I never could understand why a woman always bought her fur coat in the summer time ... A lot of them do, you know ... Never understand why she wears heavy sport shoes in hot summer months and on a cold winter evening, shoes that are so out out they seem to be nothing but a sole and a heel ... I never could understand why she wears a sweater to play tennis on a hot summer day and an evening dress with nothing here and still less there on the coldest winter night ... Or why it would be all right to wear a velvet evening dress in December and January, and all wrong to wear it in February and March. You gals seem to do the funniest things at the funniest times! One thing, whatever you do, it's always fashionable -- it's always correct ... Which makes Lucky Strike Cigarettes a good year round bet. 365 days out of a year -- Luckies are always right. Made that way intentionally through the use of the finer, lighter, naturally milder tobaccos which our buyers select at public tobacco sales throughout the South. Yes, sir, it takes a fashion expert to know what's correct in women's apparel ... it takes a tobacco expert to determine quality tobacco; and when independent tobacco experts -- auctioneers, buyers, and warehousemen -- prefer Luckies for their own smoking pleasure by an overwhelming majority -- well, ladies, I guess that's a pretty good tip to you that Luckies are a year round pleasant smoke. You're always in style with Luckies in the smart white package with the striking red bull's eye.

ATX01 0236060

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - January 5, 1943 (Evening)
2nd Run - May 18, 1943 (Evening)
3rd Run - July 20, 1943 (Evening)
4th Run - November 19, 1943 (Evening)

■LOCK: You know the other night I was sitting in a chair after dinner listening to the radio. One of my favorite news commentators was on the air. I was just thinking to myself what it would be like to be a commentator. You know, a commentator has to do a lot more than just read the newspapers, and a few magazines the way most of us do. He has to look at 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 international figures. And then he has to digest all he knows and reads and prepare summaries based on his experience and knowledge. But you and I, on the other hand, we're 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 very much the same with choice of cigarettes. We can't all get down 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 their judgment because - well, they've made tobacco their business. The independent warehousemen, buyers and auctioneers - they have no axe to grind - they can just naturally see who buys what leaf. And they can see Lucky Strike buying finer, riper, naturally mellow tobacco time and again. No wonder then that with such men who really know tobacco - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And that's why I say, 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 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.

ATK01 0236061

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - July 30, 1943 - (Morning)
2nd Run - November 20, 1943 (Morning)

BLOCK: You know, any time my wife says to me, "Let's take a walk down Fifth Avenue," I have a stock answer -- I say, "Don't you think it would be much nicer to walk up Fifth Avenue into the park?" I have a reason for that ... I know that every woman likes to window-shop, and while she's window-shopping, she's just bound to see something she likes; and when she sees something she likes, she's bound to want it; and when she wants it, she's bound to get it. So, as a matter of self-preservation, I always like to walk up Fifth Avenue and into the park. I never could understand how you girls could be content to just walk by and look in the windows of the stores. Then again, maybe it helps to give you ideas as to what you will buy in the future. Speaking of window-shopping, I've sometimes wished there could be a window in the side of the smart white package with the striking red bull's eye that holds twenty Lucky Strike Cigarettes, because that would enable you to get a pretty good idea of what it means to have always at your disposal, Luckies - so round, so firm, so fully packed, so free and easy on the draw. I know you wouldn't be content with just looking - you'd want to try them; and in trying them, you'd discover what so many have discovered - that Lucky Strike means fine tobacco. The clean, fresh taste of Lucky Strike Cigarettes is the best proof that the finer, lighter, naturally milder tobaccos are used in making them. And when you add together the good looks of the package and the fine smoking quality of Luckies, it's a dead-sure bet that Luckies will be your Cigarette. Next time you go shopping, remember to get Luckies. Because to light a Lucky is to like a Lucky; to suggest a Lucky reflects your own keen judgment.

ATX01 0236062

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - April 6, 1943 (Evening)
2nd Run - May 22, 1943 (Evening)
3rd Run - November 20, 1943 (Evening)

BLOCK: You know, 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 little 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, Lucky Strike actually has come to mean fine tobacco - 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, riper, more mellow leaf for Lucky Strike. Now, brother, when the independent tobacco experts who attend the public tobacco sales and can see 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.

ATX01 0236063

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 13, 1943 (Morning)
2nd Run - July 31, 1943 (Morning)
3rd Run - November 22, 1943 (Morning)

HART: Well, today I have a little confession I'd like to make. All my life I've been what is known as a gadgeteer! 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. That's me. I think I must have 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, buying a manufacturer's sample of a wrist watch for a dollar. And as I walked away from the sidewalk hawker with my bargain (?), I found it was made of paper; of course, I was too embarrassed to go back. I even ^{remember} buying an electric tooth brush once. Every time I come home with a new gadget my wife just looks at me in that mournful sort of way, and says -- what, again! And I've often wondered why it was she never falls for any of those little gadgets herself. Whenever she puts in a day of shopping she always seems to come home with sane, sensible things, things that can be used around the house - and always well worth what she paid for them. I guess it's because most women have a real sense of value. I also 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. They appreciate the fact that fine tobacco properly aged 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, a gadgeteer - such as I am - or a smart buyer - I know that if you'll smoke a Lucky it will meet with your most critical approval.

ATK01 0236064

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - November 7, 1942 (Morning)

2nd Run - May 27, 1943 - (Evening)

3rd Run - November 22, 1943 (Evening)

BLOCK: You know, there's a certain amount of satisfaction that comes from work well done, no matter what you're doing - working in a war plant, or 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 a pay check. A little pink or blue or a white 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, it's your boss' promise to pay you your salary in cash. If you didn't think the boss' check wasn't 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 is, you've been working there a long time - and he has the foundation of solidity in his business - you have faith in his check. And 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. Now, I know you wouldn't accept somebody's check without thinking it over, so it's only fair that you think over our promise. We'll let the records speak for themselves. Sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - 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 fine, ripe, mellow 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 promise 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 0236065

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - August 2, 1943 (Morning)
2nd Run - November 23, 1943 (Morning)

BLOCK: You know, a very famous man once said that, "The finest compliment that can be paid to a woman of sense is to address her as such." You know, ladies, as that saying came back to my mind, it suddenly occurred to me that I've been really paying you a lot of compliments these past few months, because certainly what I've been telling you about Lucky Strike Cigarettes makes sense. And as a sensible woman, you can't help but appreciate that fact. It's just good common sense that since the main ingredient in a cigarette is tobacco, the quality of the tobacco determines the quality of the cigarette. It's just good common sense that independent tobacco experts -- auctioneers, buyers and warehousemen -- men who earn their living through their knowledge of tobacco -- should know what kind of tobacco they want to smoke. And when these men attend public tobacco sales in the South -- they can see the buyers for Lucky Strike purchasing the finer, lighter, naturally mellow tobacco. So, it's little wonder that with such men who know tobacco best, it's Luckies two to one. Yes, all these things make sense -- and definitely compliment you as a sensible woman. The greatest compliment that can be paid to your appreciation of fine things is the actual smoking of Lucky Strike Cigarettes. Next time, ask for Luckies in the smart white package with the striking red bull's eye.

ATX01 0236066

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - November 7, 1943 (Evening)
2nd Run - May 28, 1943 (Evening)
3rd Run - November 23, 1943 (Evening)

BLOCK: You know, a little while ago - a few weeks ago, I went out to LaGuardia Field to meet an Army friend of mine who was coming in on a midnight plane from Washington. That airport at night is certainly one of the most impressive sights I've ever seen. Got out there real early - and walked up and down the ramp, overlooking the field and the hangars. And my, what activity. Passengers would scurry away and half a dozen men would go to work equipping the big craft 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 signal - a direction signal showing the planes the location of the airport. You know, there's a direction beam for all of you average smokers out there too. Yes sir, when it comes to choosing your brand of cigarettes, that direction signal is the opinion of the independent tobacco experts - auctioneers, buyers and warehousemen who prefer Luckies two to one. These tobacco experts who attend the public tobacco auctions in the great warehouses look over the leaf and they can see who buys what tobacco and so it's pretty significant that with such 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. Now that's the beam to all you average smokers ... the beam to guide you to that fine, light, naturally mellow 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!

ATX01 0236067

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run - August 4, 1943 - Morning
2nd run - November 24, 1943 - Morning

AS BROADCAST

BLOCK: I wonder how many of you mothers have a good encyclopedia in the house? A good one, I mean. You should have one -- especially if there are growing children around. I had something very funny happen the other evening. My son came to me and said, "Dad, what is an autocracy?" Now, let me tell you what ran through my mind when he asked that question. I thought I knew what an autocracy was, but I wasn't sure that I could explain to him what it was ... I didn't want to be embarrassed by telling him the wrong thing. I didn't want him to think that I didn't know, either; I wanted to be sure that when he did find out, he wouldn't forget. So quick-like I said, "Well, Gene, in the bookcase you will find a nice, big encyclopedia. Go look it up for yourself; read it out loud. If you do that you'll never forget it!" Sure enough, he took out the encyclopedia, looked up "autocracy"; came back to me two or three minutes later and said, "It was there, Dad. It means 'Government by one person'." So you see how valuable an encyclopedia is. It enables Dad to save his face and it enables the growing members of the family to get first-hand information in a way that they'll never forget. You may say, what's all this got to do with Lucky Strike Cigarettes?

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(MORE)

ATX01 0236068

LUCKY STRIKE "MAKE BELIEVE BALLROOM" -2- AS BROADCAST
Commercial - 1st run - August 4, 1943 - Morning
2nd run - November 24, 1943 - Morning

BLOCK: Simply this: No matter how many times I tell you that
(CONTD)
in a cigarette it's the tobacco that counts - that Lucky
Strike means fine tobacco and that our buyers search the
markets for the finer, lighter, naturally mellow crops -
no matter how many times I tell you that independent
tobacco experts - auctioneers, buyers and warehousemen -
prefer Luckies 2 to 1 - none of these things will make
as deep an impression on you as looking it up for
yourself ... not in a book ... not in an encyclopedia ...
but in a store that sells cigarettes. You'll get the
answer in a smart white package with the striking red
bull's-eye and the words "Lucky Strike" printed right in
the center. The surest way for you to learn and remember
that Lucky Strike means fine tobacco is to smoke a
Lucky. Try one, won't you?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run - February 18, 1943 - Evening

2nd run - May 29, 1943 - Evening

3rd run - November 24, 1943 - Evening

BLOCK: Did you ever hear the old saying that every cook praises his own broth? There's 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 cigarette, it's just 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 the 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 by an overwhelming majority. These men make their living dealing in tobacco - they must know tobacco. While attending the public tobacco sales, they can see tobacco being sold and they can see Lucky Strike buyers, time and time again, buying milder, better-tasting, better-smoking leaf. So, when such 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, 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? Choose Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236070

"MAKE BELIEVE BALLROOM"

NOVEMBER 25, 1943

NO COMMERCIALS - MORNING OR EVENING BROADCASTS

RTX01 0236071

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - September 5, 1942 (Morning)
2nd Run - August 6, 1943 (Evening)
3rd Run - August 9, 1943 (Morning)
4th Run - November 26, 1943 (Morning)

BLOCK: Say, I wonder if you remember that old riddle about which came first, the chicken or the egg? I know - it's as old as the hills but as ancient as it is, there's still no answer to it. We could argue about it for days. There are just some questions that are unanswerable. They'll always remain a riddle. But take a different type of question - where does the sun rise every day? Naturally, you've got the answer right there on the tip of your tongue. The sun rises in the East - no matter what! There are some questions whose answers are undisputed. Now, there's another question I might ask you. And you don't have to hesitate a bit over the answer to this one, either. If I were to ask you ... what's the most important thing in a cigarette, you'd answer just as I would and millions of others... why, the tobacco, of course! Yes, the most important thing in a cigarette is the tobacco from which it's made, and no cigarette can hope to be any better than the tobacco from which it's made, no cigarette can hope to be any better than the tobacco it contains. And that's why the manufacturers of Lucky Strike Cigarettes send buyers into the tobacco country to buy at public sales all over the South the finer, milder, lighter Lucky Strike tobacco. Now these buyers constantly watch and carefully select baskets of fine mellow leaf for your smoking pleasure.

ATX01 0236072

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 4th Run - November 26, 1943 (Morning) CONTD)

BLOCK: And the independent tobacco experts - warehousemen,
(CONTD) auctioneers, and buyers - can see these auctions in progress,
and they can see who buys what tobacco. And these men who
know tobacco best prefer Luckies two to one. Yes sir, among
such experts Luckies have more than twice as many exclusive
smokers as all the brands of cigarettes combined. Well,
obviously, these men know just as you and I know that in a
cigarette, it's the tobacco that counts. You know, friends,
this is no riddle without a solution. When the man behind the
counter asks, what's yours, please? -- the only answer - if
you want to treat yourself to increased smoking pleasure -
to the cigarette that means fine tobacco - is, Luckies, please!

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - April 5, 1943 (Evening)
2nd Run - June 2, 1943 (Evening)
3rd Run - November 26, 1943 (Evening)

BLOCK: You ever hear that old expression about getting a bird's-eye view of something. Ever fly over New York and see the wonderful bird's-eye view you have 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, the park, the Hudson and the East Rivers, 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 that cigarette is made. After all, a cigarette is tobacco. There's no doubt of that. And 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 tobacco 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 - because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0236074

A LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - August 7, 1943 (Morning)
End Run - November 27, 1943 (Morning)

BLOCK: Well, ladies, here it is Saturday again. Saturday has, by tradition, become a shopping day -- a very important shopping day. You girls who work five days a week have all Saturday off to do your shopping ... you girls who work until noon on Saturday have a half a day to do your shopping; and you housewives - well - you have to do your shopping on Saturday, so that you'll have sufficient food in for the weekend. Since today is known as shopping day, I'd like to suggest you add to your shopping list a carton of Lucky Strike Cigarettes. Now, if you do that, you'll accomplish several things. First of all, you'll be making sure that you and your family will be enjoying the cigarette that means fine tobacco -- especially selected for your greater smoking pleasure by experienced tobacco buyers. You'll know that you're enjoying the cigarette preferred two to one by independent tobacco experts -- auctioneers, buyers, and warehousemen -- who, of course, can see the makers of Lucky Strikes buying that finer, lighter, naturally milder tobacco at sales they attend throughout the South. But there's a third thing you'll accomplish -- you know it's no fun to have Sunday night come along and discover you're fresh out of cigarettes and all the stores are closed -- Remember one thing, you never want a cigarette half as badly as you want one when you haven't got one -- so remember today when shopping to buy a carton of Luckies containing ten smart white packages with the striking red bull's eye; and in each of the ten packs, you'll find twenty Lucky Strike cigarettes, so round, so firm, so fully packed, so free and easy on the draw. Ask for Luckies -- the cigarette that means fine tobacco.

ATX01 0236075

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - March 3, 1943 (Evening)
2nd Run - June 5, 1943 (Evening)
3rd Run - November 27, 1943 (Evening)

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 the makers of Lucky Strike Cigarettes year after year, at the public tobacco sales down South consistently select and buy finer, 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 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 0236076

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

AS BROADCAST

BLOCK: Friends, you know there's just twenty-three shopping days until Christmas. Now, Christmas gifts this year as always should be selected with an eye to usefulness as well as pleasure. In other words, giving men and women something they can use, and something that will, at the same time, give pleasure. Every man and woman who smokes can use a carton of Luckies, and the pleasure they get from smoking the fine, light, more naturally mellow tobacco in Luckies will definitely prove to them your consideration. Certainly no gift is more acceptable ... no gift offers so much for so little. Be sure to see the new Lucky Strike Christmas carton that costs not a penny extra ... a pure white package, handsomely embossed, and inside and out expressing the Christmas spirit. Printed on the carton it says, "Merry Christmas," and the two hundred Luckies contained therein are two hundred individual Christmas gifts. A Christmas carton of Luckies will prove to be the gift hit of the year in Cigarettes ... for Lucky Strike is the cigarette that means fine tobacco.

ATX01 0236077

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - April 30, 1943 (Evening)
2nd Run - May 7, 1943 (Morning)
3rd Run - June 10, 1943 (Evening)
4th Run - November 29, 1943 (Evening)

AS BROADCAST

BLOCK: You know, there's a lot of talk nowadays about butter. People don't talk about anything until it becomes rather difficult to obtain. Then it becomes the center of all activity. Well, I'll bet there's a lot of folks who don't know how butter was first made. You know? 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. Now many good things are often stumbled upon by accident. And 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 from which it's made. And 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, lighter, naturally mellow 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 in to 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.

ATX01 0236078

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

AS BROADCAST

BLOCK: Well, here I am again to remind you that there's just twenty-two shopping days until Christmas. No doubt by this time you've made out your Christmas shopping list, and included in that list are names of many people whom you wish to remember at Christmastime with a truly pleasurable yet inexpensive Christmas thought. Let me assure you that to a smoker, there isn't a nicer way of saying "Merry Christmas," than by giving a carton of Luckies -- the cigarette that means fine tobacco ... so round, so firm, so fully backed, so free and easy on the draw. Now, why not take that Christmas list right this minute and check over those names. Then place your order today for those cartons of Luckies to bring true smoking pleasure to your many friends. Realizing that millions of people are in the habit of giving Luckies at Christmas time, we have, this year, prepared an extremely handsome embossed packing at no extra cost. It's a pure white Merry Christmas carton - the gift hit of the year in Cigarettes. And with just twenty-two more shopping days, remember it's easy to say, "Merry Christmas," to all your friends with Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236079

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

AS BROADCAST

BLOCK: Well, here I am again to remind you that there's just twenty-two shopping days until Christmas. No doubt by this time you've made out your Christmas shopping list, and included in that list are names of many people whom you wish to remember at Christmastime with a truly pleasurable yet inexpensive Christmas thought. Let me assure you that to a smoker, there isn't a nicer way of saying "Merry Christmas," than by giving a carton of Luckies -- the cigarette that means fine tobacco ... so round, so firm, so fully backed, so free and easy on the draw. Now, why not take that Christmas list right this minute and check over those names. Then place your order today for those cartons of Luckies to bring true smoking pleasure to your many friends. Realizing that millions of people are in the habit of giving Luckies at Christmas time, we have, this year, prepared an extremely handsome embossed packing at no extra cost. It's a pure white Merry Christmas carton - the gift hit of the year in Cigarettes. And with just twenty-two more shopping days, remember it's easy to say, "Merry Christmas," to all your friends with Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236079



0236080 01X01

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

AS BROADCAST

BLOCK: Time really flies, doesn't it? Just twenty-one more shopping days until Christmas -- twenty-one ... twenty-one ... twenty-one ... You know, friends, that reminds me to remind you that with independent tobacco experts, auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one. And your many smoking friends will sure appreciate your forethought in giving them at Christmas time a cigarette that's so pack-jam full of smoking enjoyment. Give a carton of Luckies at Christmas, because they can't help but remind your friends for many days after Christmas has come and gone of the kindness of your thought for them. If you're already a Lucky/^{Strike} smoker, you know and appreciate the fine, light mellow tobacco in Luckies. If your friends haven't as yet met up with Luckies - well - they'll have the double pleasure of knowing that you have introduced them to a truly fine cigarette. No gift is more acceptable than a carton of cigarettes, and no cigarette offers more in smoking pleasure than Lucky Strike. You know, this season, Luckies come to you in an extremely handsome, embossed package at no extra cost. It's a pure white Merry Christmas carton. Yes, with men who know tobacco best, it's Luckies two to one, and there's just twenty-one shopping days until Christmas. It's smart to say, "Merry Christmas," to all your friends with Luckies -- the cigarette that means fine tobacco.

RTX01 0236081

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - October 2, 1943 (Morning)
2nd Run - December 1, 1943 (Evening)

AS BROADCAST

BLOCK: You know, friends, the selection of a fine cigarette is not difficult as long as you keep in mind two important facts. First, that millions of people have achieved the ultimate in smoking pleasure through Lucky Strike Cigarettes depending upon that fine, light, naturally mellow tobacco in Luckies for their smoking enjoyment; and second, with independent tobacco experts -- auctioneers, buyers, and warehousemen -- with men who know tobacco best Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now, these two facts added up indicate one thing -- in a cigarette it's the tobacco that counts; and that's the reason why our buyers at public tobacco sales buy the kind of tobacco that makes Luckies a better smoke. In Luckies the emphasis is always on the tobacco -- beginning with its original purpose, then on through the years of aging and mellowing and finally to that package containing twenty Luckies -- so round, so firm, so fully packed, so free and easy on the draw. For your greater smoking enjoyment smoke the smoke tobacco experts smoke. Smoke Lucky Strike -- the cigarette that means fine tobacco.

RTX01 0236082

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

AS BROADCAST

BLOCK: Well, there are just twenty days left in which to do your Christmas shopping; and as each day, you're reminded that another day has gone, I suppose you get to think it's the Voice of Doom -- but I'm really not ... because I'm really more like the Voice of Experience. You know, it's always been my experience that at Christmas time, there's no more acceptable gift than a carton of cigarettes. It's also too much to hope to be able to give expensive gifts to everyone on your shopping list; and realizing that it's not the amount of money you spend, but the thought that goes behind the selection that really counts, you can make a lot of people happy this Christmas by giving an extra-special carton of Lucky Strike Cigarettes. Luckies' Christmas carton is handsomely embossed with the words, "Merry Christmas," -- bright red on a snowy white background. And inside of every carton of Luckies, there are two hundred individual Merry Christmases -- two hundred extra fine Lucky Strike Cigarettes -- so round, so firm, so fully packed, so free and easy on the draw. Now, with only twenty shopping days left until Christmas, say "Merry Christmas" to all your friends with Lucky Strike -- the cigarette that means fine tobacco.

ATX01 02360B3

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - October 4, 1943 (Morning)

2nd Run - December 2, 1943 (Evening)

BLOCK: "With independent tobacco experts, with men who know tobacco best, it's Luckies two to one." That statement of fact, ladies and gentlemen, is of extreme importance to you as a smoker of cigarettes. The independent tobacco experts, auctioneers, buyers and warehousemen attend public tobacco sales, and they can see who buys what tobacco, long before that tobacco has been blended into a cigarette. And they can see our buyers purchase fine tobacco - the light, mellow Lucky Strike tobacco. You, however, as a smoker of Luckies can only begin to appreciate this fine tobacco once you light a Lucky. Then it can't help but make itself evident in a fine, light, mellow smoke. And who knows better than the independent tobacco experts, the auctioneers, buyers, and warehousemen, among whom Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Yes, friends, 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. No wonder that with men who know tobacco best, it's Luckies two to one.

ATX01 0236084

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

AS BROADCAST

BLOCK: Just nineteen days to go -- to go where? Why, to go to the stores and do your Christmas shopping, of course. It's not such a good idea to leave Christmas shopping to the last minute, because there's something mighty satisfying in knowing that a week or two before Christmas rolls around, you've remembered all your friends and loved ones with appropriate gifts; to know that there's gonna be no last-minute rush -- and no last-minute selection. I can give you folks a swell suggestion right now that will simplify your Christmas shopping no end. Give your smoking friends and acquaintances an introduction to real smoking pleasure. Present them with that special Merry Christmas carton of Lucky Strike Cigarettes -- the cigarette that means fine tobacco -- a cigarette so round, so firm, so fully packed, so free and easy on the draw that every time they light one, they can't help but think kindly of your thoughtfulness in providing them with a better smoke. And by the way, there's no extra charge whatsoever for the handsome holiday packing. It's a snowy white, embossed package that perfectly expresses the thought, "Merry Christmas." So with only nineteen days in which to complete your Christmas shopping -- opposite the name of each of your smoking friends, make a little note that only takes two letters, L. S. Say "Merry Christmas" with Lucky Strike, the cigarette that means fine tobacco.

ATX01 0236085

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 5, 1943 (Morning)
2nd Run - December 3, 1943 (Evening)

BLOCK: You know, the next time you step up to a tobacco counter to buy a pack of cigarettes, you'll find it much easier to select a cigarette that'll give you a maximum of smoking enjoyment, if you'll just stop a moment and realize that what you're really paying your money for ... what you are actually depending on for greater smoking pleasure is quality tobacco. You can't make a fine cigarette with anything but fine tobacco. And your choice will be further helped if you will remember that Lucky Strike means fine tobacco. Our buyers never lose sight of the fact that only through their selection of fine, light, naturally mellow leaf will we ever be able to give you in Luckies, so round, so firm, so fully packed, so free and easy on the draw, a cigarette designed for your maximum smoking pleasure. Independent tobacco experts, auctioneers, buyers and warehousemen, men who know tobacco best, have signified their preference for Luckies by an overwhelming majority. Remember that next time, and ask for the smoke tobacco experts smoke. Try Luckies, the cigarette that means fine tobacco.

ATX01 0236086

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

AS BROADCAST

BLOCK: Well, friends, three weeks from today -- Christmas -- three weeks from today Santa Claus will have come down a lot of chimneys and left a lot of happy people in his wake. It's a pleasant thought -- the only fly in the ointment is that there's only eighteen shopping days to make up your mind just what you're going to give to your many friends. Now, I can make that excellent suggestion that'll prove of great help to Santa -- -- because - well, I know it'll make all those people very happy. The makers of Lucky Strike Cigarettes have really helped to simplify Christmas shopping by packing round, firm, fully packed Luckies in a beautifully embossed snowy white Christmas package at no extra cost. Now, just to look at it, perfectly expresses your thoughtfulness at Christmas time. And when the recipient opens it and starts smoking those Luckies made from fine, ripe, naturally mellow tobacco, well - it's like having someone say "Merry Christmas" to you two hundred times. They can't help but appreciate your thoughtfulness in remembering them at Christmas with Luckies -- the cigarette that means fine tobacco -- a specially good cigarette especially packed to convey the cheeriest Christmas greetings. Say Merry Christmas to all your friends with Lucky Strike.

ATX01 0236087

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 6, 1943 (Morning)
2nd Run - December 4, 1943 (Evening)

BLOCK: A very famous gentleman, who upon being asked by an interviewer to what he attributed his success, replied, "the way of achieving success is to have the right thing at the right time in the right place." You know, friends, if having the right thing at the right time in the right place was ever responsible for success, it certainly explains the success of Lucky Strike Cigarettes. The right thing in a cigarette is fine tobacco, and when you have aged and blended that fine tobacco into a cigarette so round, so firm, so fully packed, so free and easy on the draw, you have that right tobacco in the right place. Now it becomes perfectly obvious that the only thing left is that the right time for your enjoyment of Luckies is right now. And it's not by accident that that right tobacco gets into Luckies. It's only through careful selection on the part of our buyers, trained for years to recognize true Lucky Strike tobacco, that we acquire that fine leaf, that makes possible in Luckies a truly quality smoke. Now, I am sure that you'll agree with me that no cigarette can ever be any better than the tobacco from which it's made. Certainly the overwhelming preferences for Luckies of independent tobacco experts, the auctioneers, buyers and warehousemen can be used by average smokers as an unfailing guide to greater smoking pleasure. The first time you light a Lucky, you'll have no difficulty in recognizing the reason for it's success. That fine tobacco in Luckies will do more to convince you of Lucky Strike quality than anything else. Make your next pack Lucky Strike.

ATX01 0236088

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 7, 1943 (Morning)
2nd Run - December 6, 1943 (Morning)

BLOCK: The dictionary says that a cigarette is cut tobacco, rolled in paper, used for smoking. You see even a dictionary which merely gives a cold definition of the words in the English language, places its emphasis on the word, "tobacco." Even a dictionary recognizes that the all-important thing in a cigarette is tobacco. The thing that counts in determining the quality of a cigarette is the quality of the tobacco it contains. That Luckies are made from the fine, light, naturally mellow tobacco is evident in the fact that independent tobacco experts, auctioneers, buyers, and warehousemen -- men who know tobacco best -- have by an overwhelming majority indicated their preference for Luckies. In fact, with such men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And, please remember that these men should know how tobacco will smoke. Tobacco is their business, it's their livelihood. And when they prefer Luckies for their own personal enjoyment, you can't go wrong when you make their preference your preference. To increase your own smoking pleasure, there's just one thing to remember. You can't help but agree that since in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco, as witness the fact that with men who know tobacco best, it's Luckies two to one, that Luckies are equipped to give you the maximum in smoking pleasure. To light a Lucky is to like a Lucky -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0236089

BLOCK: Well, friends, here I am again to remind you that there are just seventeen shopping days until Christmas. But just because there are only seventeen days to go, don't wait until the last day to complete your shopping. You can bring extra pleasure to the many friends on your shopping list by giving a Christmas-y carton of Lucky Strike Cigarettes. Now, when you do that, you're not only saying Merry Christmas in a very appropriate way, but you're also introducing your friends to greater smoking enjoyment ... You're introducing them really to a life-time friend, so that your Christmas greeting will live throughout the years. Yes, of course, you know how well Lucky Strikes smoke, because you know that no cigarette can be any better than the tobacco from which it's made, and Lucky Strike means fine tobacco. But here's a chance to bring increased smoking pleasure to your friends at Christmas time, and to do it most appropriately with a special Christmas package of Luckies ... a snowy white carton, beautifully embossed, that says, "Merry Christmas!" And, incidentally, there's no extra charge for that special carton, containing two hundred Lucky Strike Cigarettes -- the cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - October 8, 1943 (Morning)
2nd Run - December 7, 1943 (Morning)

AS BROADCAST

BLOCK: This morning I'm going to ask you to try and picture row upon row of baskets of tobacco, standing on a warehouse floor. No two baskets of tobacco exactly alike. A tobacco expert with his knowledge of tobacco gained over a period of many years steps up to one of these baskets of tobacco, removes a hand of it, and examines it carefully. That hand is made up of fine, center leaves ... bright, mellow tobacco. Not a trace of green. Tobacco, so fine and silky that as he holds the individual leaf to the light, he can see his hand clearly through its silken texture. It's that kind of tobacco, friends, fine, ripe, naturally mellow tobacco that makes Luckies such a wonderful cigarette. Independent tobacco experts - auctioneers, buyers and warehousemen, attending auctions can see who buys what leaf, and they can see the makers of Luckies buying that fine, better-smoking tobacco. Now, if you'll just remember that with these men who know tobacco best, with such independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, then you'll have no difficulty selecting the cigarette designed to give you increased smoking pleasure. It's that cigarette that means fine tobacco ... Lucky Strike ... so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0236091

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 7, 1943 (Evening)

AS BROADCAST

BLOCK: Well, folks -- there are just sixteen more shopping days until Christmas -- I'll bet you still have a lot of gifts to buy. Christmas gifts this year, as always, should be selected with an eye to usefulness as well as pleasure. Give your friends something that they can use -- something that at the same time will bring them the greatest of pleasure. Now, every smoker will sure enough appreciate a carton of Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike -- the cigarette that means fine tobacco. And remember that when you give Luckies for Christmas, you really introduce your friends to greater smoking enjoyment. They'll be thankful not only for the gift itself, but for that introduction to greater smoking pleasure. And this year Luckies are beautifully packaged for Christmas at no extra cost -- two hundred fine cigarettes in a snowy white, handsomely embossed package that says "Merry Christmas." Look over your Christmas shopping list now; I'm sure you will find many names after which you can put "L. S. " -- the abbreviation, of course, for Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236092

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 9, 1943 (Morning)
2nd Run - December 8, 1943 (Morning)

BLOCK: Friends, many times on this broadcast, you've heard me say that in a cigarette, it's the tobacco that counts ... a statement which no one can doubt. And it's the quality of the tobacco used in Lucky Strikes that accounts for their fine smoking. When baskets of tobacco are offered for sale at auctions, our buyers have just one thought in mind ... if it's quality tobacco, buy it for Luckies, as witness the fact that at tobacco sales all throughout the South, independent tobacco experts attending auctions have heard this familiar chant time and time again.

AUCTIONEER: (CHANT - ENDING SOLD AMERICAN)

BLOCK: Let that historic chant remind you that the by-words of our representatives at the tobacco sales have always been "Quality Tobacco." These men in their many years of experience have learned that no cigarette can be any better than the quality of the tobacco it contains. Years of careful training have been required to enable our buyers to recognize the quality of tobacco that smokes best. And the most conclusive evidence that fine tobacco is in Luckies lies in the smoking. You have only to light a Lucky to understand that with men who know tobacco best ... independent tobacco experts, auctioneers' buyers and warehousemen, it's Luckies two to one. As more and more people today recognize the importance of quality tobacco in a cigarette, Luckies are making new friends all over the world. Have you tried a Lucky lately?

ATX01 0236093

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 8, 1943 (Evening)

AS BROADCAST

BLOCK: Say, you know, there's only fifteen days to go ... that's right, just fifteen shopping days until Christmas ... and you with a Christmas list a mile long! Ah, but don't let it worry you ... The main idea at Christmas time is to give something useful, but at the same time, something that thoroughly expresses your good wishes for the Christmas season. And to your friends who smoke cigarettes your consideration in giving them a Christmas-y carton of Luckies will be doubly appreciated. By that I mean they'll appreciate your thinking of them at Christmas time, and they'll certainly appreciate the finer, lighter, more naturally mellow tobacco, so carefully blended into each and every Lucky Strike Cigarette, so round, so firm, so fully packed, so free and easy on the draw. And really friends, you can't give a better cigarette than Luckies. Just remember that independent tobacco experts -- auctioneers, and buyers, and warehousemen -- men who know tobacco best -- prefer Luckies two to one. Your choice of Luckies as a Christmas gift is bound to please. And best of all, this year you can buy Luckies in their special Christmas-y packing -- a snowy white, beautifully embossed Christmas package that says, "Merry Christmas." So, with just fifteen more shopping days until Christmas, glance over that list now, and opposite the names of your friends who smoke, put the letters, L. S. - that's short for Lucky Strike ... but long on smoking pleasure.

AIK01 0236094

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 1, 1943 (Morning)
2nd Run - December 9, 1943 (Morning)

BLOCK: You know, it was just a little while ago that I finally got to see that new show "Oklahoma" -- well, it was really worth waiting for -- good story, unusual dances, talented artists. The one thing that impressed me most of all was the fact that there wasn't even a mediocre tune in the whole show, every one of them was a hit ... that's what made this show just a little bit better. Good music, hit music, is the foundation for the success of a musical show. And you know you can apply that same thinking to the success of Lucky Strike Cigarettes, too. The only foundation for a fine cigarette is fine tobacco ... and friends, Lucky Strike sure enough means fine tobacco. At tobacco auctions all over the South, the buyers for Lucky Strike are right there selecting that fine, ripe, naturally mellow tobacco ... to go into each and every Lucky -- so round, so firm, so fully packed, so free and easy on the draw. And you know, just as "Oklahoma" has won the acclaim of critics, so Luckies have won the acclaim of men who know tobacco best ... 'cause independent tobacco experts, auctioneers, buyers and warehousemen prefer Luckies 2 to 1. Get yourself a ticket to real smoking pleasure ... next time ask for Lucky Strike ... the cigarette that means fine tobacco.

ATX01 0236095

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 9, 1943 (Evening)

Tom Ruggiano
AS BROADCAST

BLOCK: Well, friends, you know, I don't want to be a kill-joy or anything but there's just exactly fourteen days left in which to decide what you're going to give your friends and loved ones for Christmas. At Christmas time we like to give the best we possibly can; and yet without spending any great amount of money you can give the best in smoking pleasure by giving a Christmas-y carton of Lucky Strike Cigarettes. Inside of that snowy white, beautifully embossed carton you will find two hundred round, firm, fully-packed Lucky Strike Cigarettes ... Two hundred individual Christmas greetings to your friends who smoke. Lucky Strike smokers are bound to appreciate a carton of Luckies for Christmas, because it's surely obvious to them that no cigarette can be any better than the tobacco from which it's made ... They can appreciate that Lucky Strike means fine tobacco. After all, they smoke Luckies throughout the year. And to your friends who haven't met up with Luckies' finer, lighter, more naturally mellow tobacco you'll be doing them a great favor by introducing them to Luckies. Because of your thoughtfulness they'll meet up with a long-time friend. You can really simplify your Christmas shopping problems by taking your list to the nearest store that sells cigarettes, and to your most discriminating friends say Merry Christmas with a carton of better-than-ever Lucky Strike Cigarettes.

ATX01 0236096

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: September 29, 1943 (Morning)
2nd Run: December 10, 1943 (Morning)

AS BROADCAST

BLOCK: No question about it, friends, experience is the best teacher ... and no question that independent tobacco experts -- auctioneers, buyers, and warehousemen -- have had years of experience in recognizing fine quality tobacco when they see it. And when they can see basket after basket of that fine, light, mellow tobacco "Sold American," it becomes pretty easy to understand that with such men who know tobacco best, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined ... yes, with men who know tobacco best, it's Luckies 2 to 1. Now you may not be experienced in the purchasing, or selling or handling of tobacco, but is there any reason under the sun why you shouldn't let the preference -- of these independent tobacco experts -- guide you to a more enjoyable smoke? Your first puff of a Lucky Strike Cigarette will tell you that it's truly said that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Yes, remember the next time you step up to a cigarette counter, to ask for Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Your first experience with Luckies will teach you that it takes fine tobacco to make a fine smoke ... and Lucky Strike means fine tobacco.

ATX01 0236097

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

AS BROADCAST

BLOCK: Do you know two weeks from tomorrow it will be Christmas Day? Christmas gifts will have been exchanged, and lots of folks I'm afraid will be thinking about taking many of their useless gifts they received back where they were bought and exchanging them for something they can really use. If more people would only realize that at Christmas time it's not the size of the gift you give or the amount you spend for it, but the sheer pleasure that that gift will bring to the recipient that really counts, why many, many more people could simplify their Christmas shopping problem by giving a carton of Lucky Strike Cigarettes. Luckies for Christmas fulfill every requirement -- reasonable in cost, and bringing to the smoker a truly grand cigarette ... Lucky Strike -- the cigarette that means fine tobacco ... This year Luckies are specially packed in a snowy white, handsomely embossed packing that truly expresses the Season's sentiment with just two words in holiday red -- those two words are "Merry Christmas." This year, say "Merry Christmas" with Lucky Strike.

ATX01 0236098

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - September 28, 1943 (Morning)
2nd Run - December 11, 1943 (Morning)

BLOCK: I have often noticed that when a man starts out to buy a suit of clothes or a woman goes out to buy a dress the very first thing they look at is the quality of the material from which it's made. You see the finest workmanship in the world, the best styling means absolutely nothing unless the basic material is of fine quality. If, upon examining the material, you notice immediately that it's more or less shoddy, you automatically expect poor workmanship; and so from the beginning you know that that garment will not give satisfaction. For some reason or another good quality of materials and good workmanship usually go hand in hand. And so it's little wonder then, that every Lucky Strike Cigarette is so round, so firm, so fully packed, so free and easy on the draw ... you expect such extreme care in manufacturing when you know from the beginning that the basic ingredient - tobacco, is of fine quality ... quality assured by careful selection at public tobacco sales throughout the South. Independent tobacco experts, auctioneers, buyers and warehousemen can understand the importance of quality tobacco in a cigarette, and so it's little wonder that with such men who know tobacco best, it's Luckies two to one. Yes, friends, Luckies are truly tailored to your smoking enjoyment -- made from that fine, ripe, more naturally mellow tobacco that can't help but suit you. Next time you step up to that tobacco counter, remember that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

RTX01 0236099

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

AS BROADCAST

BLOCK: Well, there's just eleven more shopping days 'til Christmas, and you know, when you say, "eleven more shopping days," that sounds like a lot of time. But really, nowadays, with all of us so busy doing so many things to try and help win the war, we don't find too many hours in each day to devote to Christmas. Well, this Christmas why not give a gift that thoroughly expresses your liking and affection for the person to whom you're giving it? A gift that shows you've really given careful consideration to your selection -- a gift that will bring endless hours of true smoking enjoyment -- Now, the gift I mean is a carton of Lucky Strike Cigarettes -- especially packed for Christmas in a snowy white, handsomely embossed carton that says, "Merry Christmas" both inside and out. It's printed clearly on the carton, and the pleasure derived from those two hundred Luckies made from fine, ripe, naturally mellow tobacco inside the carton are actually two hundred individual Christmas greetings. Discriminating people give and smoke Lucky Strike Cigarettes ... the cigarette that means fine tobacco. Why don't you say "Merry Christmas" with Lucky Strike!

ATX01 0236100

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

AS BROADCAST

BLOCK: Well, there's just eleven shopping days left 'til Christmas.

Now let me remind you once again, don't put off your Christmas shopping until the last minute. I have a personal reason for saying that too ... I've been out shopping around myself. And you know, the one sure way of staying out of a last-minute Christmas crush. One sure way of giving a gift that's bound to meet with approval. Your nearest tobacco store can supply it. It's a special Christmas carton of Lucky Strike Cigarette handsomely printed and embossed, containing two hundred Luckies, packed full of finer, riper, naturally mellow tobacco ... The same cigarette preferred by the overwhelming majority of independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who know tobacco best. Look over your shopping list now. You're bound to find many names of friends and acquaintances who are sure to enjoy the greater smoking pleasure that comes from lighting a Lucky. To them, let Lucky Strike say "Merry Christmas" for you.

ATX01 0236101

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run: September 23, 1943 (Morning)

2nd Run: December 13, 1943 (Evening)

BLOCK: You know, I have one very peculiar habit. I don't know of many other people who have the same habit. Several times a week I read the dictionary. Now you wouldn't think you'd find much reading matter in the dictionary -- or fascinating stories. But you do. You can learn a lot reading that dictionary and every once in a while I'll pick it up and start looking through a page or two. The other day I came across the word "friend" ... f-r-i-e-n-d. The dictionary said that a friend was an intimate acquaintance. Imagine describing a friend in three words -- an intimate acquaintance. It seems pretty cold to me. But I can't think of any warmer word in the entire English language or any word that's more misused than the word "friend." Speaking of friends, do you remember what Emerson said? He said the only way to have a friend is to be one. And in those few words we have the real answer as to why Lucky Strike Cigarettes have so many friends. The expert buyers for Lucky Strike are constantly searching for and buying the ripe, fine, naturally mellow leaf ... so that every time you light a Lucky you have at your finger tips the enjoyment of fine tobacco. Truly, Luckies are the friendly type of smoke. When you have a problem, you can relax with a Lucky and think it out. And every Lucky Strike cigarette you light always offers that same sure, friendly smoke....never varying in quality. Now if you haven't as yet made friends with Luckies, come on, get acquainted tonight. You can't help but enjoy the clean fresh taste of the fine, ripe, naturally mellow tobacco in Luckies -- and you'll agree with the millions who say "Lucky Strike means fine tobacco."

ATX01 0236102

BLOCK: Ten more shopping days until Christmas! Say, you know it seems as though it was yesterday I was telling you it was twenty-three more shopping days until Christmas. Gosh! How time flies! We're rapidly approaching the shopping deadline. And I'll bet there are lots of people on their list to whom you haven't decided what you're going to give for Christmas. Well, if there are any Lucky smokers, they'll appreciate your thoughtfulness in giving them a carton of Luckies. If they haven't become Lucky smokers yet, make Christmas the occasion for introducing them to the cigarette preferred by men who know tobacco best. Introduce them to Luckies -- the cigarette that means fine tobacco. Yes, with only ten more shopping days until Christmas, you can really simplify your shopping by giving a special Christmas carton of Luckies. It's smart, and, incidentally, easy to say "Merry Christmas" with Lucky Strike, the cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run: September 22, 1943 - morning
2nd run: December 14, 1943 - evening

BLOCK: No doubt about it -- certain sounds have certain significances -- for example, if you're walking along the street and you hear the clanging of the fire engines, immediately you know there's a fire some place or there's just been one. And if you're riding along in a motor car and you hear a siren, you know what that means -- it means pull over to the side and stop -- where do you think you're going -- to a fire? Well, if it's summertime and you hear a tingling of bells coming down the street, that could be the ice cream man. And here's another sound that is truly significant to cigarette smokers ... (CHANT - SOLD AMERICAN). Yes, ladies and gentlemen, the chant of the tobacco auctioneer -- that living symbol of Lucky Strike quality should remind you that in every Lucky you light you'll find the fine, the ripe, the naturally mellow tobacco that makes Luckies an outstanding cigarette. Now just as you've heard the chant of the tobacco auctioneer through your radio set, so auctioneers, buyers and warehousemen -- tobacco experts -- men who know tobacco -- have heard it at tobacco sales in the South. And when they hear the two words, "Sold American," well, they can't help but know that the makers of Luckies have bought another basket of fine, mellow leaf. And with such men who know tobacco best -- it's Luckies two to one. Now it's a sure bet that you'll join the ranks as a regular smoker of Luckies once you give that real Lucky Strike tobacco a chance to show you just how good a cigarette can be. Remember next time to ask for Lucky Strike -- the cigarette that means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0236104

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

...S BROADCAST

BLOCK: Well friends, there's just nine more shopping days until Christmas ... nine more days to puzzle your little head about what you're going to give and who you're going to give it to. Now, just whose names you're going to put on your Christmas shopping list, I can't tell you; but I can suggest what to give to a great many of those names. If they are smokers, they're sure to appreciate a special Christmas carton of Lucky Strike Cigarettes. When you give Luckies, you know you're giving a fine cigarette; because, after all, you have the example of independent tobacco experts -- auctioneers, buyers, and warehousemen -- to go by. These men make it their business to know tobacco; they earn their living through their knowledge of tobacco -- and as you've heard many times, with such independent experts, it's Luckies two to one. And it's two to one there'll be no more acceptable gift on your Christmas list than a carton of Luckies -- a special carton -- snowy white, handsomely embossed, bearing a dignified expression of the Christmas spirit. When you give a carton of Luckies at Christmas, you say Merry Christmas two hundred times ... Two hundred Christmas greetings conveyed with the cigarette that means fine tobacco. Now, with only nine shopping days to go, remember it's smart and incidentally easy to say Merry Christmas to all your friends with Lucky Strike.

ATX01 0236105

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run: September 21, 1943 (Morning)
2nd Run: December 15, 1943 (Evening)

AS BROADCAST

BLOCK: Say, do you like detective stories? So do I. Every chance I get I bury my nose deep into one of those thrillers and follow it through to the bitter end. I guess the one nice thing about detective stories is they keep you guessing. You never know who did the dirty work. Now, while I like being kept guessing about who killed Mrs. DePeyster and made off with the family jewels, as a cigarette smoker I don't want to guess. I want to know that the cigarette I smoke is made from fine tobacco because sure enough in a cigarette it's the tobacco that counts. That's why I choose Lucky Strike for my cigarette. There's no guess-work in the selecting of the tobacco for Luckies. Our buyers at public sales in the South have explicit instructions -- attend those sales and buy that Lucky Strike tobacco. That they fulfill this order is made clear the first time you light a Lucky. You can't miss the fragrance, the freshness, the mellowness that's in every Lucky Strike cigarette you smoke. It's there awaiting the light and the very first time you light a Lucky it'll be a real enlightenment to you. Now, the makers of Lucky Strike Cigarettes know that no cigarette can be any better than the tobacco from which it's made. Independent tobacco experts, auctioneers, buyers and warehousemen ... men who know tobacco best ... prefer Luckies two to one. And all of this should tell you that Lucky Strike does mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Next time - try Luckies.

ATX01 0236106

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 16, 1943 - morning

AS BROADCAST

BLOCK: Well, there's just eight more shopping days until Christmas. That's all. Now if you had nothing else to do but Christmas shopping, I suppose you could take care of a shopping list twice as long as yours, and do it without too much rush. But the big trouble is that we all have so many other important things to do. Christmas shopping this year has to be fitted into the few leisure hours we may have in a day. No one likes to do last minute shopping, because, well, you're never sure you're going to get exactly what you want -- especially when you don't really know exactly what you want. But you do know that if you're thinking of something to give to someone who smokes cigarettes, there could be no more thoughtful gift than a carton of Lucky Strike Cigarettes. Lucky Strike means fine tobacco -- ^{and} fine tobacco means a finer smoke. So this Christmas introduce your friends to Luckies in the special Christmas carton -- snowy white and handsomely embossed -- and let Luckies say Merry Christmas for you.

ATX01 0236107

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st Run - September 20, 1943 (Morning)
2nd Run - December 16, 1943 (Evening)

AS BROADCAST

BLOCK: While that last record was playing you know, my mind was wandering a little bit and I was just thinking about the many trips I have made in the past year or two, to the auctions down South where tobacco is sold; to the storage sheds where Lucky Strike tobacco ages and to the huge factories where every care is taken to correctly blend that Lucky Strike tobacco into a cigarette so round, so firm, so fully packed, so free and easy on the draw. You know, after seeing everything that enters into making a Lucky Strike cigarette the superlatively good smoke it is, the most impressive of all is the one fact that can be stated in a single sentence -- in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. In the entire making of Lucky Strike Cigarettes the emphasis is always on the tobacco and for a darned good reason -- You -- you just take any cigarette and split it down the middle and what do you see in the paper? -- tobacco. Without that tobacco you wouldn't have a cigarette. Unquestionably, the quality of the cigarette is determined by the quality of the tobacco. And that's why our buyers are constantly on the alert for the fine, ripe, naturally mellow tobacco. That's why they're always in there buying that Lucky Strike leaf at tobacco auctions throughout the South. And don't think the independent tobacco experts, the auctioneers, buyers and warehousemen present can't see who's buying what tobacco. They can. Little wonder then that with such men who know tobacco best it's Luckies 2 to 1. The only thing that I do wonder about is -- are you getting your share of that finer tobacco in Luckies? It's your one sure way to greater smoking pleasure. Now if you agree that in a cigarette the all-important thing is the tobacco; then get your share of that fine Lucky Strike tobacco and buy Luckies next time.

ATK01 0236108

BLOCK: Well, friends, you've just seven days left in which to complete your Christmas shopping...seven little days lined up in a row -- my! how fast those seven days will go! No matter where you go to do your Christmas shopping, you can't buy a more considerate or thoughtful gift for your many friends than the strikingly beautiful Christmas-y carton of Lucky Strike Cigarettes. A specially embossed carton -- snowy white and bearing a Christmas message printed in holiday red and inside of each one of these Christmas cartons are two hundred Luckies, -- two hundred individual Christmas gifts -- that say to your friends, "I made sure this Christmas that you'd like your present, so I selected for your smoking enjoyment the cigarette preferred by independent tobacco experts -- auctioneers, buyers, and warehousemen -- men who know tobacco best. Now, I think you, too, will get the maximum of smoking pleasure every time you light a Lucky." You know, friends, such a gift can't help but be appreciated. So, to provide real smoking enjoyment and real Christmas spirit for the many people still on your Christmas shopping list, remember to say "Merry Christmas" to all your friends with Lucky Strike -- the cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run: September 16, 1943 - morning

2nd run: December 17, 1943 - evening

BLOCK: You know, I think one of the most fascinating stories in all of American History is the one about Paul Revere...How he had agreed with his neighbors that with the approach of the enemy he'd give the signal from the belfry of a church, flashing his lantern -- remember, if by land once -- and twice if by sea ... and how having given that signal and realizing that every man had to be on the job, he got on his horse; and rode through every village and town, spread the alarm that the red-coats were coming! You know, had the red-coats been able to accomplish their mission with no word of warning being given, our entire history might have been changed. But because one man spread the word, a battle was won. And strange as it may seem, very often I feel like Paul Revere, in spite of the fact that I have no horse .. oh, it takes a good deal of horse-power to operate WNEW's transmitter which enables me to come into your home and spread the word about Lucky Strike Cigarettes .. to remind you that the only sure way to select a quality cigarette is to buy the one that's made from fine tobacco -- the ripe, the naturally mellow Lucky Strike tobacco -- tobacco which we buy at public tobacco auctions in the South where independent tobacco experts ... auctioneers, buyers and warehousemen .. can see who buys what tobacco. Now please remember these men know tobacco ... they earn their livelihood through their knowledge, and so it's little wonder that with such men who know tobacco best it's Luckies two to one. Now my spreading of this good word about Lucky Strike Cigarettes cannot affect the destiny of this Nation, but it sure can affect your future smoking pleasure. So try and remember next time to buy Luckies ... try Luckies...get your share of that fine Lucky Strike tobacco that means greater smoking enjoyment.

RTX01 0236110

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 18, 1943 - morning

AS BROADCAST

BLOCK: Well, here it is Saturday morning -- the last week-end before Christmas. That's right, there are just six days in which to complete your Christmas shopping. You know, friends, you can simplify your Christmas shopping and still give people as nice a gift as you'd like to give them. Let me suggest that you give a handsome Christmas carton of Luckies as a gift -- and call the attention of your friends to a truly fine cigarette. I think it's a mighty friendly gesture on your part to introduce them to the finer, riper, naturally mellow tobacco in Luckies. And I know that they'll appreciate it -- not for a day -- not for a week ... but for the years of smoking pleasure that are yet to come. Remember when you give Luckies, you're giving the cigarette that means fine tobacco ... you're giving the cigarette preferred by independent tobacco experts -- auctioneers, buyers and warehousemen -- men who know tobacco best. With such men it's Luckies two to one, and it's two to one your smoking friends will have a very Merry Christmas if you give Luckies in the special Christmas carton. Remember to say Merry Christmas to all your friends with Lucky Strike.

ATX01 0236111

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st run: September 13, 1943 (morning)

2nd run: December 18, 1943 (evening)

BLOCK: You know you can remember once in the past commenting on the fact that many of the popular sayings that are frequently used nowadays always have another popular saying that contradicts them. Now I think I pointed out one in particular ... Somebody said, "A penny saved is a penny earned;" and then somebody else said, "Never be penny wise and pound foolish." But there's one famous saying, that has never been contradicted -- "Experience is the best teacher." We can all acquire a certain amount of knowledge from the things that we are told and the things that we read, but the surest way to become acquainted with any fact or anything is to experience it; so that anything I ever say to you about Lucky Strike Cigarettes -- about the fact that Luckies are made from the fine, naturally mellow tobacco purchased by our buyers at public auction sales in the South ... that independent tobacco experts, auctioneers, buyers and warehousemen, who attend these sales can see who buyers what tobacco, and that with such men Luckies have more than twice as many exclusive smokers as have all other cigarettes combined -- and that's only intended to accomplish one thing, and that one thing is to get you to experience for yourself the extra pleasure that comes from smoking extra-fine tobacco. There's real pleasure in store for you the next time you step up to a tobacco counter and say, "Luckies, please."

ATX01 0236112

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - December 4, 1943 (Morning)
2nd Run - December 20, 1943 (Morning)

BLOCK: Well, well, well, well, well! This Saturday Santa Claus will come down a lot of chimneys and left a lot of happy people in his wake. It's a pleasant thought -- the only fly in the ointment is that there's only five shopping days to make up your mind just what you're going to give to your many friends. Now, I can make that excellent suggestion that'll prove of great help to Santa -- because - well, I know it'll make all those people very happy. The makers of Lucky Strike Cigarettes have really helped to simplify Christmas shopping by packing round, firm, fully packed Luckies in a beautifully embossed snowy white Christmas package at no extra cost. Now, just to look at it, perfectly expresses your thoughtfulness at Christmas time. And when the recipient opens it and starts smoking those Luckies made from fine, ripe, naturally mellow tobacco, well - it's like having someone say "Merry Christmas" to you two hundred times. They can't help but appreciate your thoughtfulness in remembering them at Christmas with Luckies -- the cigarette that means fine tobacco -- a specially good cigarette especially packed to convey the cheeriest Christmas greetings. Say Merry Christmas to all your friends with Lucky Strike.

ATX01 0236113

BLOCK: Monday evening ... Christmas week ... and just four days left to finish that Christmas shopping. My! How time does fly! And your feet are going to have to fly from store to store if you're going to get all that shopping done. Of course, there's one way of buying lovely gifts for every one of your smoking friends without having to run around at all; and that's simply to visit your nearest neighborhood tobacco store and buy cartons of Lucky Strike Cigarettes. Oh, not just regular cartons, but special Christmas cartons -- snowy white, handsomely embossed, and truly expressing the Christmas sentiment both inside and out ... both in print and in two hundred Luckies made from finer, riper, naturally mellow tobacco. Now there may be some people listening who think they've already completed their Christmas shopping, but invariably there'll be last-minute names to add. Now I know you wouldn't want a gift that just shrieked, "I thought of you at the last minute, and bought this in a hurry." So, for those last-minute names give one of these Christmas cartons of Lucky Strike Cigarettes. Because when you give Luckies, the cigarette preferred by independent tobacco experts, you're giving the cigarette that with such men -- auctioneers, buyers, and warehousemen has more than twice as many exclusive smokers as have all other brands of cigarettes combined. So, with four shopping days until Christmas, it's smart and incidentally easy to say Merry Christmas with Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run: December 6, 1943 -
2nd run: December 21, 1943 - morning

AS BROADCAST

BLOCK: Well, friends, here I am again to remind you that there are just four shopping days until Christmas. But even though there are four days to go, there's still time for "the perfect gift." You can bring extra pleasure to the many friends on your shopping list by giving a Christmas-y carton of Lucky Strike Cigarettes. Now, when you do that, you're not only saying Merry Christmas in a very appropriate way, but you're also introducing your friends to greater smoking enjoyment ... You're introducing them really to a life-time friend, so that your Christmas greeting will live throughout the years. Yes, of course, you know how well Lucky Strikes smoke, because you know that no cigarette can be any better than the tobacco from which it's made, and Lucky Strike means fine tobacco. But here's a chance to bring increased smoking pleasure to your friends at Christmas time, and to do it most appropriately with a special Christmas package of Luckies . . . a snowy white carton, beautifully embossed, that says, "Merry Christmas!" And, incidentally, there's no extra charge for that special carton, containing two hundred Luckies. Say "Merry Christmas" to your friends with Lucky Strike -- the cigarette that means fine tobacco.

RTX01 0236115

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 21, 1943 - evening

AS BROADCAST

BLOCK: Wednesday, Thursday, Friday -- three to go -- three days left to finish your Christmas shopping. And there's bound to be a lot of last-minute rush ... there's bound to be a lot of last-minute names added to that Christmas list of yours ... names that you didn't deliberately forget, but names you just, well you just overlooked. Now, there could be no more acceptable gift than a handsome, Christmas-y carton of Lucky Strike Cigarettes ... the cigarette that means fine tobacco. And Luckies this year are packed in the snowy white, handsomely embossed Christmas package that truly expresses the Season's Greetings. Remember in every carton there are two hundred Lucky Strike Cigarettes, so round, so firm, so fully packed, so free and easy on the draw. Christmas provides a mighty good opportunity for introducing your friends to Luckies. Say Merry Christmas with Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236116

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - December 1, 1943 (Morning)
2nd Run - December 22, 1943 (Morning)

BLOCK Time really flies, doesn't it? Just three more shopping days until Christmas -- only three ... You know, friends, that reminds me to remind you that with independent tobacco experts, auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one. Now, there's still time to give a carton of Luckies for Christmas, and they can't help but remind your friends for many days after Christmas has come and gone of the kindness of your thought for them. If you're really a Lucky Strike smoker, you know and appreciate the fine, light mellow tobacco in Luckies. If your friends haven't as yet met up with Luckies - well - they'll have the double pleasure of knowing that you've introduced them to a truly fine cigarette. No gift is more acceptable than a carton of Luckies. Luckies are pack-jam full of smoking enjoyment. You know, this season, Luckies come to you in an extremely handsome, embossed package at no extra cost. It's a pure white Merry Christmas carton. It's smart to say, "Merry Christmas," to all your friends with Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236117

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

AS BROADCAST

BLOCK: You see, there's ^{just} two more shopping days until Christmas. That's all. Well, I'm sure that in spite of the fact that most of you folks are pretty well through with your Christmas shopping, you're - well you're bound to think of a few last minute names that have to be added to that list. And it's to you folks that I want to suggest the giving of Lucky Strike Cigarettes. There's nothing "last-minute-y" about receiving a carton of Luckies, because when you give the, the person who gets them knows that you've taken the trouble to ask for the cigarette that means fine tobacco. And the very first time they light a Lucky, they'll understand why every time they tune in the Ballroom, or the Kysar Show, or the All-Time Hit Parade, or Your Hit Parade on Saturday night, they're always bound to hear, "In a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco." They'll better understand why with auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies two to one. Yes, you prove your discrimination when you give Luckies at Christmas. Be sure to see that special Christmas Carton that costs no more -- snowy white, handsomely embossed, thoroughly expressive of the true Christmas sentiment. Say "Merry Christmas" to all your friends with Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236118

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 10, 1943 (Evening)
Rad Run - December 23, 1943 (Morning)

AS BROADCAST

BLOCK: Forty-eight hours from now it'll be Christmas Day. Christmas gifts will have been exchanged, and speaking of exchange, lots of folks I'm afraid will be thinking about taking many of the useless gifts they received back where they were bought and exchanging them for something they can really use. If more people would only realize that at Christmas, time it's not the size of the gift you give or the amount you spend for it, but it's the sheer pleasure that gift will bring to the recipient that really counts, I think many, many more people could simplify their Christmas shopping problem by giving a carton of Lucky Strike Cigarettes. Luckies for Christmas fulfill every requirement -- reasonable in cost, and bringing to the smoker a truly grand cigarette, Lucky Strike -- the cigarette that means fine tobacco. This year Luckies are specially packed in a snowy white, handsomely embossed packing that truly expresses the Season's sentiments with just two words in holiday red -- those two words are "Merry Christmas." With just two days to go, remember, there's still time to say, "Merry Christmas" with Lucky Strike.

ATX01 0236119

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 23, 1945 (Evening)

BLOCK: Well, friends it's my solemn duty to remind you - as if anyone needs reminding! That you have just one day in which to complete your Christmas shopping. And last minute shopping need not be a headache if you rely on Lucky Strike in that handsome Christmas package to express your good wishes at Christmas time. In each special Christmas carton -- snowy white and handsomely embossed at no extra cost, are two hundred Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Two hundred Luckies made from fine, ripe, naturally mellow leaf that are two hundred individual Christmas greetings to all who receive a carton at Christmas time. Luckies are definitely a thoughtful Christmas gift. More than that, saying Merry Christmas with Lucky Strike assures a New Year made happier through the discovery of their fine smoking qualities. Yes, when you give Luckies you say Merry Christmas. When you smoke Luckies, you start the New Year right. Lots of your friends who get Luckies for Christmas will be enjoying Luckies right through the New Year -- for they'll discover that Lucky Strike is truly the cigarette that means fine tobacco.

ATX01 0236120

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

AS BROADCAST

BLOCK: Friday morning -- the day before Christmas. They wrote a poem about the night before Christmas when all through the house not a creature was stirring -- not even a mouse. Someone should write a poem about the day before Christmas, because that's the day when you're actually facing the barrier -- just a day to go, and everything that's left undone has to be done. Packages wrapped, food to buy for that big Christmas dinner, the tree has to be put up and trimmed -- all, of course, along with the other many household duties that fall to the lot of every housewife. And in addition to all these things, there's always bound to be last-minute names, someone you forgot. I don't know whether you do things at your house on Christmas day the way we do them, but we always have sort of open house, and friends and relatives drop in all day, inevitably someone arrives whose name was unintentionally omitted from the list. Well, relax. Waiting for you at the nearest cigarette counter, is that pure white, handsomely embossed Lucky Strike Christmas carton -- with two hundred truly fine Lucky Strike Cigarettes inside -- the gift hit of the year in cigarettes. So for that last-minute shopping and for unexpected visitors have ready that special attractive Christmas carton of Lucky Strike Cigarettes -- the cigarette that means fine tobacco.

ATX01 0236121

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

AS BROADCAST

BLOCK: It's dark outside and it's cold ... but in millions of homes tonight there are bright lights and a warm glow. Not only from fires burning on open hearth, but because the spirit of Christmas burns in the hearts of all freedom-loving people. Tonight it's a tree to be decorated ... gifts to be wrapped ... friends and loved ones to be greeted. And I have never yet seen it fail that just as the last gift is all tied up someone says, "What did we get for Cousin Jim?" Lo and behold! Cousin Jim's name was not on the list. Maybe Cousin Jim's going to be better off than some of the folks whose names you had on that list -- especially when you remember that there's nothing more appropriate than that handsome, snowy-white, Christmas-y carton of Lucky Strike Cigarettes -- saying Merry Christmas with the cigarette that means fine tobacco. It's a gift that's sure to be appreciated by any discriminating smoker. I know there will be many, many of those special Christmas cartons of Luckies under Christmas trees this year. So don't forget for that real Christmas spirit -- there's still time to say Merry Christmas with Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236122

"MAKE BELIEVE BALLROOM"

DECEMBER 25, 1943

NO COMMERCIALS - MORNING OR EVENING BROADCASTS

RTX01 0236123

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run: October 12, 1943 - morning
2nd run: December 27, 1943 - morning

AS BROADCAST

BLOCK: You know, ladies, I've noticed something very interesting here of late. Whenever we go out to visit with friends in their home, and I've walked into a really beautifully furnished room, the room that's really furnished in good taste and is a delight to the eye and gives you a sense of well-being is the one that's been planned around one truly lovely piece of furniture. It may be a grand old chest or a big roomy modern divan or even an unusual mirror or draperies at the window, but immediately it strikes you as the most important thing in the room the one thing that stands out ... Well, ladies, that's the way the makers of Lucky Strike Cigarettes plan Luckies ... they plan them around one important thing ... the most important thing in any cigarette ... fine tobacco. They know that no cigarette can be any better than the tobacco from which it's made; and so they've instructed our buyers who attend tobacco sales throughout the South to select only fine tobacco -- the ripe, naturally mellow leaf to go into Luckies -- so round, so firm, so fully packed, so free and easy on the draw. And that's why today the name Lucky Strike has come to mean fine tobacco. And that's why today you'll find greater smoking enjoyment if you ask for Luckies in the smart white package with the striking red bull's eye, because to light a Lucky is to like a Lucky. See for yourself that that most important ingredient is evidenced in every Lucky you smoke -- fine tobacco -- yes, Lucky Strike means fine tobacco.

ATX01 0236124

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run: December 28, 1942 - morning
2nd run: October 12, 1943 - evening
3rd run: December 27, 1943 - evening

AS BROADCAST

BLOCK: Well, I don't think there's anything more fascinating than to watch a juggler at work. I guess W. C. Fields was one of the best I've ever seen. He could take five or six billiard balls, or oranges, or anything - it didn't make any difference to him what they were - keep them spinning up there in the air for minutes at a time, and keep up a steady stream of chatter. I couldn't do that no matter how hard I tried. I can't even keep one dish from hitting the floor when I help do the dishes - when I can't get out of helping. And believe me, when I drop one, well, there's plenty of chatter going on - but I don't do it. A skillful juggler can juggle anything, that is almost anything. I don't think anyone in the world can juggle facts. You can't manipulate facts no matter how nimble you are. They're always there and they can't be moved or changed. Now 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, that's the fact that's really the basis of Lucky Strike's success with smokers who are looking for increased smoking enjoyment. You see, realizing that in a cigarette it's the tobacco that counts, our keen-eyed buyers at public tobacco auctions select fine, light, naturally mellow leaf - truly Lucky Strike tobacco for your Lucky Strike Cigarettes. Independent tobacco experts, auctioneers, and buyers, and warehousemen attending these auctions can see who buys what tobacco ... and with such men it's Luckies 2 to 1.

(MORE)

ATX01 0236125

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 27, 1943 - evening

AS BROADCAST

BLOCK: We know that it takes fine tobacco to make a fine cigarette
(Cont.) and that's why I suggest that you stop juggling your smoking
pleasure, and recognize these down to earth facts which can't
be manipulated. In a cigarette, it's the tobacco that
counts, and Lucky Strike means fine tobacco - make your
next pack Luckies - so round, so firm, so fully packed, so
free and easy on the draw.

ATX01 0236126

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - July 24, 1943 (Morning)
2nd Run - September 10, 1943 (Evening)
3rd Run - November 15, 1943 (Morning)
4th Run - December 28, 1943 (Morning)

BLOCK: Now, I'm sure that many ladies listening to me right now prefer Lucky Strike Cigarettes. I'm sure you've all seen a package of Luckies. To my way of thinking, there's something promising in just looking at a pack ... the smart white package with the striking red bull's eye gives promise of a truly pleasant smoke; and when you open that good-looking package, believe me, ladies, the promise is fulfilled! No matter how much you like the package in which you buy your Lucky Strike Cigarettes though, unless the cigarette itself is smooth, fresh, clean-tasting, you'd never make your cigarette Luckies time and time again; and knowing this, our buyers are instructed when attending the public tobacco sales down South to purchase for Luckies the fine, ripe, naturally mellow tobacco that can't help but make a better smoke. You see, our reason for constantly talking about the quality of tobacco in Luckies is because of that old, old truth that no cigarette can ever be any better than the tobacco from which it's made. Truly, in a cigarette, it's the tobacco that counts, and Luckies' year round concentration on that fine tobacco is responsible for our saying that Lucky Strike means fine tobacco. Next time look for Luckies in the smart white package with the striking red bull's eye ... and look inside that package for increased smoking pleasure -- thanks to Lucky Strike - the cigarette that means fine tobacco.

ATX01 0236127

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - December 24, 1942 (Morning)
2nd Run - October 13, 1943 (Evening)
3rd Run - December 28, 1943 (Evening)

BLOCK: Say, you know that old saying about - 'It takes more than one swallow to make a summer.' Well, I think you'll agree it's perfectly true. It's the same as saying one snowflake doesn't make a blizzard. In other words it doesn't do for us to leap to conclusions in any case ... in the case of one swallow, or one snowflake, or one smoker. Now, I'm not asking you to smoke Lucky Strike Cigarettes because I smoke them, because after all I'm just one average smoker. ... But I do like to point out to you that among independent tobacco experts, auctioneers, buyers and warehousemen, men who can see who buys what leaf at the great tobacco auctions, Lucky Strike has more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, when such tobacco experts ... men who know tobacco and earn their living in tobacco ... prefer Luckies ... two to one ... that fact is worth noting. When a whole flock of swallows migrate north it's a pretty sure sign that summer's on the way. When there's ten inches of snow on the ground, brother, that looks like a blizzard. And similarly, when sworn records show that independent tobacco experts prefer Luckies by an overwhelming majority, well, don't you think it's just common sense to follow that tip and next time you buy cigarettes ask for Luckies. You're bound to like Luckies because they're made from fine tobacco.

ATX01 0236128

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - 1st run: October 13, 1943 - morning
2nd run: December 29, 1943 - morning

AS BROADCAST

BLOCK: You know, a very famous man once said that, "The finest compliment that can be paid to a woman of sense is to address her as such!" And you know, ladies, as that saying comes back to mind, it occurs to me that I've been really paying you a lot of compliments these last few months, because certainly what I've been telling you about Lucky Strike Cigarettes makes sense. And as a sensible woman, you can't help but appreciate the fact. It's just good common sense that since the main ingredient in a cigarette is tobacco, the quality of the tobacco determines the quality of the cigarette. It's just good common sense that independent tobacco experts -- auctioneers, buyers and warehousemen -- men who earn their living through their knowledge of tobacco -- should know what kind of tobacco they want to smoke. And when these men attend public tobacco sales in the South -- they can see the buyers for Lucky Strike buying the fine, light, naturally mellow tobacco. So, it's little wonder that with these men who know tobacco best, it's Luckies two to one. Yes, all these things make sense -- and definitely compliment you as a sensible woman. The greatest compliment that can be paid to your appreciation of fine things is the actual smoking of Lucky Strike Cigarettes. And if one good compliment deserves another -- they call that a "Trade last," don't they? Remember to compliment your friends by suggesting Luckies in the smart white package with the striking red bull's eye.

ATX01 0236129

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - December 26, 1942 (Morning)

2nd Run - October 14, 1943 (Evening)

3rd Run - December 29, 1943 (Evening)

BLOCK: You know, once upon a time there lived in Africa a rich Dutch farmer who one day had his fortune told by a Gypsy who was passing by. "You are going to be even more wealthy than you are now," she predicted. "And you will make your great money in diamonds." Well, of course, the farmer got very excited and the very next day he sold his farm and took the money he got for it and started out to seek his fortune in diamonds. He bought first one piece of land and then another until he had used up all his money and he was quite poor. But he found no diamonds. But the man to whom he had sold his prosperous farm, one day while he was plowing, came across a brilliant pebble, and soon he found he had one of the largest diamond mines in the world on his farm land. Of course, friends, there's a moral to a story like that. We often have fortune right in our own backyards. We don't have to wander far afield. It reminds me to ask you: How are your smoking fortunes lately? Are you wandering far afield trying to find greater smoking satisfaction? If you are, you can stop searching. Because right in your own backyard at your favorite tobacco counter are those Lucky Strikes - so round, so firm, so fully packed, so free and easy on the draw, so full of fine naturally mellow tobacco. Now, if you're a smoker searching for increased smoking enjoyment, you'll be rich indeed when you discover that every time you light a Lucky, you'll like a Lucky because Lucky Strike truly means fine tobacco.

ATX01 0236130

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 26, 1943 (Morning)
2nd Run - August 12, 1943 (Evening)
3rd Run - October 18, 1943 (Morning)
4th Run - December 30, 1943 (Morning)

BLOCK: You know, the other day I stopped in the market down the street from the house to bring home a few things. While I was in there I couldn't help but overhear a conversation between a housewife and the man behind the fruit and vegetable counter. She wanted about a dozen apples. So, the clerk took the paper bag, and whisked it through the air to open it - you know, you've seen him do it time and time again. He reached into the box, picked up three apples at a time and before you could say Lucky Strike, there was a dozen apples in that bag. Quick as a flash the lady said: "Wait a minute, you put two bad apples in there. At least they didn't look good to me." That woman was not an expert in the cultivation of apples. But through her long years of buying and giving them to her family she knew a good apple from a bad one. She was able to select those which she knew were best for the 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 that certain amount of common sense. It's not hard for us to realize that men who've spent a life-time in the buying and selling of tobacco certainly should be able to recognize the fine, light, naturally mellow leaf. And it's not hard to realize that these independent tobacco experts -- buyers, auctioneers, and warehousemen -- can see at auctions they attend the makers of Luckies buying that fine tobacco. So it really means something when we tell you that such independent tobacco experts themselves prefer Luckies by an overwhelming majority. Now while I'll admit there's definitely a difference between apples and cigarettes, shouldn't you use the same discrimination in the selection of a cigarette as you would use in any other article? Next time you buy cigarettes ask for Lucky Strike, the cigarette that really means fine tobacco.

RTX01 0236131

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - December 15, 1942 (Morning)

2nd Run - October 15, 1943 (Evening)

3rd Run - December 30, 1943 (Evening)

BLOCK: Say, have you ever felt when you're playing a game like cards or tennis or football, without a goal or a score to strive for, the game would be very dull? You might find that you weren't playing as well as you could. In other words, in order to produce your best work, you have to have a purpose. The purpose of actors in a play is to bring you several hours of relaxation. The purpose of a letter carrier is to see that the mail reaches you. The purpose of football is to score as many points as possible. The makers of Luckies have a purpose to fulfill, too. The purpose of Luckies is to bring you real smoking enjoyment. That's the purpose that keeps us constantly striving, and consistently selecting at public tobacco auctions, the light, mild, naturally mellow leaf -- the kind of tobacco that means greater smoking satisfaction. Yes, sir, in a cigarette it's the tobacco that counts. And it takes fine tobacco to make a fine cigarette. And that tobacco is in the Luckies you buy today. That tobacco is in the Lucky Strike that independent tobacco experts, auctioneers, buyers and warehousemen prefer by an overwhelming majority. Now, I have only one purpose in urging you to try a pack of Luckies. I want you to start getting your share of that fine leaf -- of that increased smoking enjoyment in every Lucky you light. I've found it -- I guess that millions of other smokers have found it, too ... whenever you light a Lucky you'll like a Lucky.

ATK01 0236132

LUCKY STRIKE "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - 1st Run - October 22, 1943 (Evening)
2nd Run - December 31, 1943 (Evening)

BLOCK: You know, lots of time I've wanted to play a little trick on you folks out there listening. Yes, many's the time I've wanted to play a whole evening's program of records and never once announce the band or the singer ... and just prove a little theory of mine. I bet if I played fifteen minutes of, oh, Frank Sinatra, it wouldn't take any longer than you can say Hit Parade to know that that's who'd^{be}/singing. And I'll bet the same would be true of Tommy Dorsey, or Kay Kyser or Bing Crosby or the Andrews Sisters, or Spike Jones (that wouldn't be very hard, would it!) ... Any of the hundreds and hundreds of artists who entertain you daily on your Make Believe Ballroom. You know why that is? It's because they've got that certain something that makes them particularly outstanding -- something you recognize in a minute ... and the same is true of Lucky Strike Cigarettes. They, too, have something particularly outstanding ... and that's fine tobacco. For years our buyers have scoured market after market and auction after auction throughout the South to buy for Luckies fine tobacco -- that ripe, mellow tobacco ... and this same fine tobacco is permitted to age in huge storage sheds and then is blended into your Lucky Strike Cigarettes -- so round, so firm, so fully packed, so free and easy on the draw. And because of this the very name Lucky Strike has come to mean fine tobacco ... it's something you don't have to be told ... it's something you'll recognize in a minute with your very first puff of a Lucky. Try them tonight -- Lucky Strike -- the cigarette that means fine tobacco.

ATX01 0236133

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

AS BROADCAST

Commercial - 1st Run - May 28, 1943 (Morning)

2nd Run - August 14, 1943 (Evening)

3rd Run - October 20, 1943 (Morning)

4th Run - December 31, 1943 (Morning)

BLOCK: Well, we've had food rationing and fuel rationing and gasoline rationing ... lots of hardships that have been put on us because of the war ... But 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 nice and tasty, and she and the family are perfectly happy. So, she can't buy a pair of new shoes right now ... she'll make the old ones do and wait until another coupon comes into use. 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, well, that's when we can appreciate her talent for finding real quality in 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. And we accept it as a real compliment. You know that in any food product you buy, it's the ingredients that count. So, it must have been pretty obvious to you that it's the tobacco that counts when searching for cigarettes that will give you greater smoking enjoyment. Now, friends, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Independent tobacco experts -- buyers, and auctioneers and warehousemen -- men who earn their living by their knowledge of tobacco -- prefer Luckies by an overwhelming majority. So, for your greater smoking pleasure, light a Lucky. And to increase the smoking pleasure of your friends and family, suggest a Lucky.

ATX01 0236134