

AMERICAN TOBACCO COMPANY  
NETWORK RADIO ADVERTISING

TO APRIL 1933

COMPILED FOR  
CLARK WELER

I have had assembled here for you a compilation of data on the Network Radio activities of The American Tobacco Company.

I hope it will provide for you a ready reference and a handy record of dates, programs, networks, etc. Some of our records are not complete; we hope none are in error. We would be grateful for any additional data your own files might contribute.

To me this is more than a mere statistical compilation; it is the record of a pioneer and a trail-blazer; a record of accomplishment and attribute to a man and his associates.

For him and for them we have assembled this with keen respect and sincere admiration.

John McNeil

*June 1, 1939*

NETWORK RADIO ADVERTISING

BY

AMERICAN TOBACCO COMPANY

*NBC Statistical Department*

*April 1939*

## AMERICAN TOBACCO COMPANY

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## AMERICAN TOBACCO COMPANY

## INTRODUCTION

This is one of a series of reference works, prepared by the NBC Statistical Department, on the use of Network Radio as a National Advertising Medium. It contains complete details relative to the Network Activities of the American Tobacco Company.

The analysis gives, for each American Tobacco Campaign, the Program Details, the Network Used, the Time of Broadcast, the Campaign Period, the Agency Handling the Account and the Gross Expenditures for the Network Facilities.

The American Tobacco Company used Network Radio long before the formation of the National Broadcasting Company. It sponsored a program called "Nathan Glantz and His Men" from July 14, 1923-January 5, 1924. The program consisted of dance music and was broadcast on Saturday nights over the WEAf network.

## AMERICAN TOBACCO COMPANY

## PROGRAM LIST

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AMERICAN TOBACCO COMPANY  
SUMMARYCOMPANY  
SUMMARYCAMPAIGN PERIODS

NBC September 15, 1928 - June 29, 1933  
 October 7, 1933 - April 7, 1934  
 February 6, 1935 - Still active April 1939

CBS March 2, 1931 - February 27, 1932  
 May 2, 1935 - Still active April 1939

MBS November 2, 1937 - July 8, 1938

EXPENDITURES FOR NETWORK FACILITIES

YEAR	NETWORK			TOTAL
	NBC	CBS	MBS	
1928	\$ 143,470	\$ ---	\$ ---	\$ 143,470
1929	494,369	---	---	494,369
1930	842,020	---	---	842,020
1931	1,605,082	1,168,254	---	2,773,336
1932	1,851,194	297,675	---	2,148,869
1933	697,178	---	---	697,178
1934	317,559	---	---	317,559
1935	640,148	---	---	640,148
1936	936,089	572,615	---	1,508,704
1937	772,374	1,562,480	5,600	2,340,454
1938	1,331,884	1,283,826	37,865	2,653,575
1939 (3 Mos)	354,035	399,177	---	753,212

NOTE: See individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
"CHANCELLOR" CIGARS

"CHANCELLOR"  
SUMMARY

<u>PROGRAM #</u>	<u>CAMPAIGN PERIOD</u>
NBC 1	March 13, 1929 - June 5, 1929

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK - NBC</u>
1929	\$21,497

NOTE: See individual program sheets for complete details relative to each campaign period.



AMERICAN TOBACCO COMPANY  
"CREMO" CIGARS

"CREMO"  
SUMMARY

<u>PROGRAM</u>	<u>CAMPAIGN PERIOD</u>
CBS 1	March 2, 1931 - October 31, 1931
2	November 2, 1931 - February 27, 1932

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK-CBS</u>
1931	\$1,168,254
1932	297,675

NOTE: See individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
 "HALF & HALF" TOBACCO

"HALF & HALF"  
 SUMMARY

<u>PROGRAM #</u>	<u>CAMPAIGN PERIOD</u>
NBC 1	February 7, 1935 - June 25, 1935
CBS 1	October 2, 1938 - Still active April 1939

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK</u>		<u>TOTAL</u>
	<u>NBC</u>	<u>CBS</u>	
1935	\$106,116	\$---	\$106,116
1938	---	83,025	83,025
1939 (3 Mos)	---	83,395	83,395

NOTE: See individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

"LUCKY STRIKE"  
SUMMARY

<u>PROGRAM</u>	<u>CAMPAIGN PERIOD</u>
NBC 1	September 15, 1928 - October 31, 1931
2	April 2, 1930 - November 13, 1930
3	November 3, 1931 - June 11, 1932
4	June 14, 1932 - April 4, 1933
5	June 16, 1932 - September 1, 1932
6	June 18, 1932 - February 11, 1933
7	June 21, 1932 only
8	September 8, 1932 - June 29, 1933
9	October 7, 1933 - December 23, 1933
10	December 25, 1933 - April 7, 1934
11-16	April 20, 1935 - December 1, 1937
17	December 8, 1937 - March 23, 1938
18	January 10, 1938 - April 4, 1938
19	March 30, 1938 - Still active April 1939
CBS 1	May 2, 1936 - May 1, 1937
2	April 5, 1937 - April 1, 1938
3	May 8, 1937 - Still active April 1939
MBS 1	November 2, 1937 - January 25, 1938
2	February 1, 1938 - March 22, 1938
3	April 11, 1938 - July 8, 1938

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK</u>			
	<u>NBC</u>	<u>CBS</u>	<u>MBS</u>	<u>TOTAL</u>
1928	\$ 143,470	\$ ---	\$ ---	\$ 143,470
1929	472,872	---	---	472,872
1930	842,020	---	---	842,020
1931	1,605,082	---	---	1,605,082
1932	1,851,194	---	---	1,851,194
1933	697,178	---	---	697,178
1934	317,559	---	---	317,559
1935	534,032	---	---	534,032
1936	936,089	572,615	---	1,508,704
1937	676,546	1,532,955	5,600	2,215,101
1938	1,074,549	1,112,343	37,865	2,224,757
1939 (3 Mos)	246,480	194,102	---	440,582

NOTE: See individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
"PALL MALL" CIGARETTES

"PALL MALL"  
SUMMARY

<u>PROGRAM #</u>	<u>CAMPAIGN PERIOD</u>
NBC 1	August 6, 1937 - May 27, 1938
2	January 4, 1938 - May 24, 1938
3	September 5, 1938 - Still active April 1939

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK - NBC</u>
1937	\$ 95,828
1938	257,335
1939 (3 Mos.)	107,555

NOTE: See Individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
"ROI-TAN" CIGARS

"ROI-TAN"  
SUMMARY

<u>PROGRAM #</u>	<u>CAMPAIGN PERIOD</u>
CBS 1	April 5, 1937 - July 2, 1937
2	October 5, 1937 - June 23, 1938
3	November 7, 1938 - Still active April 1939

EXPENDITURES FOR NETWORK FACILITIES

<u>YEAR</u>	<u>NETWORK - CBS</u>
1937	\$ 29,525
1938	88,458
1939 (3 Mos)	121,680

NOTE: See individual program sheets for complete details relative to each campaign period.

AMERICAN TOBACCO COMPANY  
 (AMERICAN CIGAR CO)  
 "CHANCELLOR" CIGARS

NBC "CHANCELLOR"  
 PROGRAM #1

*PROGRAM:* "Chancellor Dance Orchestra" - with Vincent Lopez Orchestra

*NETWORK:* (a) NBC Red - 12 Stations  
 (b) NBC Red - 17 Stations

*TIME:* Wednesday, 11:00 - 11:30 PM

*CAMPAIGN PERIOD:* (a) March 13, 1929 - April 24, 1929  
 (b) May 1, 1929 - June 5, 1929

*AGENCY:* Lord & Thomas and Logan

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC</u>
1929	\$21,497

AMERICAN TOBACCO COMPANY  
(AMERICAN CIGAR CO)  
"CREMO" CIGARS

CBS "CREMO"  
PROGRAM #1

*PROGRAM:* "Pryor's Cremo Band" - Concerts by Arthur Pryor's Band

*NETWORK:* CBS - 79 Stations

*TIME:* Daily except Sunday - 8:00 - 8:15 PM

*CAMPAIGN PERIOD:* March 2, 1931 - October 31, 1931

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1931	\$927,588

AMERICAN TOBACCO COMPANY  
 (AMERICAN CIGAR CO)  
 "CREMO" CIGARS

CBS "CREMO"  
 PROGRAM #2

*PROGRAM:* "Cremo Presents Bing Crosby" - with Orchestra conducted  
 by Carl Fenton

*NETWORK:* CBS - 79 Stations

*TIME:* Daily except Sunday, 7:15 - 7:30 PM

*CAMPAIGN PERIOD:* November 2, 1931 - February 27, 1932

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1931	\$240,666
1932	297,675



AMERICAN TOBACCO COMPANY  
 "HALF & HALF" TOBACCO

NBC "HALF & HALF"  
 PROGRAM #1

**PROGRAM:** "Red Trails - Dramatic story of Royal Northwest Mounted  
 Police - with full Military Band.

**NETWORK:** (a) NBC Blue - 16 Stations  
 (b) NBC Blue - 44 Stations

**TIME:** (a) Thursday, 8:30 - 9:00 PM  
 (b) Tuesday, 9:00 - 9:30 PM

**CAMPAIGN PERIOD:** (a) February 7, 1935 - March 28, 1935  
 (b) April 2, 1935 - June 25, 1935

**AGENCY:** N W Ayer & Son, Inc.

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC BLUE</u>
1935	\$106,116

AMERICAN TOBACCO COMPANY  
"HALF & HALF" TOBACCO

CBS "HALF & HALF"  
PROGRAM #1

*PROGRAM:* "Ben Bernie and All the Lads" - with Ben Bernie and  
Lew Lehr.

*NETWORK:* CBS - 52 stations

*TIME:* Sunday, 5:30 - 6:00 PM

*CAMPAIGN PERIOD:* October 2, 1938 - Still active April 1939

*AGENCY:* Young & Rubicam, Inc.

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1938	\$83,025
1939 (3 Mos)	83,305

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #1

**PROGRAM:** "Lucky Strike Dance Orchestra" with B A Rolfe's Orchestra and novelties such as Lew White at the organ, and South Sea Islanders, Weber & Fields.

**NETWORK:**

- (a) NBC Red - 47 Stations
- (b) NBC Red - 50 Stations
- (c) NBC Red - 41 Stations
- (d) NBC Red - 49 Stations

**TIME:**

- (a) Saturday, 10:00 - 11:00 PM
- (b) Thursday, 10:00 - 11:00 PM
- (c) Tuesday, 10:15 - 11:00 PM
- (d) Tuesday, 10:00 - 11:00 PM

**CAMPAIGN PERIOD:**

- (a) September 15, 1928 - October 31, 1931
- (b) November 20, 1930 - October 29, 1931
- (c) September 30, 1930 - December 23, 1930
- (d) December 30, 1930 - October 27, 1931

**AGENCY:** Lord & Thomas & Logan

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1928	\$ 143,470
1929	472,872
1930	637,015
1931	1,297,774

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM #2

*PROGRAM:* "Lucky Strike Dance Orchestra" - with B A Rolfe's  
 Orchestra and novelties.

*NETWORK:* (a) NBC Blue - 10 Stations  
 (b) NBC Blue - 30 Stations

*TIME:* (a) Wednesday, 9:30 - 10:30 PM  
 (b) Thursday, 8:00 - 9:00 PM

*CAMPAIGN PERIOD:* (a) April 2, 1930 - April 23, 1930  
 (b) May 1, 1930 - November 13, 1930

*AGENCY:* Lord & Thomas & Logan

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC BLUE</u>
1930	\$205,005

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #3

**PROGRAM:** "Lucky Strike Dance Orchestra" - with Walter Winchell as M C and guest orchestras; Wayne King, Andy Sannelia, Gus Arnheim, Eddie Duchin, Jack Denny, etc. Short talks by Senators added. 3/1/32

**NETWORK:** (a) NBC Red - 54 Stations  
(b) NBC Red - 51 Stations  
(c) NBC Red - 55 Stations

**TIME:** (a) Tuesday, 10:00 - 11:00 PM  
(b) Thursday, 10:00 - 11:00 PM  
(c) Saturday, 10:00 - 11:00 PM

**CAMPAIGN PERIOD:** (a) November 3, 1931 - June 7, 1932  
(b) November 5, 1931 - June 9, 1932  
(c) November 7, 1931 - June 11, 1932

**AGENCY:** Lord & Thomas & Logan

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1931	\$307,308
1932	857,692

Note: Louis Sobol M.C. 5/10/32 and after.

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM # 4

*PROGRAM:* "Lucky Strike Hour" - Dramatizations of NYC Police Cases  
 (U.S. Department of Justice Cases on and after 10/18/32)  
 Walter O'Keefe as MC to 12/6/32.

*NETWORK:* NBC Red - 53 Stations

*TIME:* Tuesday, 10:00 - 11:00 PM

*CAMPAIGN PERIOD:* June 14, 1932 - April 4, 1933

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1932	\$318,878
1933	172,609

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #5

*PROGRAM:* "Lucky Strike Hour" ——— Walter Winchell and His  
Winchellingo, guest orchestras, Walter O'Keefe, MC

*NETWORK:* NBC Red - 54 Stations

*TIME:* Thursdays, 10:00 - 11:00 PM

*CAMPAIGN PERIOD:* June 16, 1932 - September 1, 1932

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1932	\$130,737

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM # 6

PROGRAM: "Lucky Strike Hour" - with Bert Lahr in sketches "For  
 the Love of Tootsie" with guest Orchestras - Walter  
 O'Keefe as MC to 12/10/32

NETWORK: NBC Red - 53 Stations

TIME: Saturday, 10:00 - 11:00 PM

CAMPAIGN PERIOD: June 18, 1932 - February 11, 1933

AGENCY: Lord & Thomas

EXPENDITURES FOR TIME:

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1932	\$334,005
1933	71,850



AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #7

**PROGRAM:** "Snarkey-Schmelling Fight" - Announced by Graham McNamee.  
Fight won by Sharkey, 15 rounds, -decision. Held in Madison  
Square Bowl.

**NETWORK:** NBC Red - 53 Stations

**TIME:** Tuesday, 10:00 - 11:17 PM

**CAMPAIGN PERIOD:** June 21, 1932 only.

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1932	\$12,100

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM # 8

PROGRAM: "Lucky Strike Hour" - Jack Pearl as Baron Munchausen,  
 Guest Orchestra. Walter O'Keefe as M.C. to 12/8/32

NETWORK: NBC Red - 54 Stations

TIME: Thursday, 10:00 - 11:00 PM

CAMPAIGN PERIOD: September 8, 1932 - June 29, 1933

AGENCY: Lord & Thomas

EXPENDITURES FOR TIME:

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1932	\$197,782
1933	321,345

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM # 9

*PROGRAM:* "Lucky Strike Program" - with Jack Pearl as Baron  
Munchausen; Al Goodman's Orchestra and Guest Artists.

*NETWORK:* NBC Red - 51 Stations

*TIME:* Saturday, 9:00 - 9:30 PM

*CAMPAIGN PERIOD:* October 7, 1933 - December 23, 1933

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1933	\$92,952

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM #10

*PROGRAM:* "Metropolitan Opera Series" - operas from Metropolitan Opera House

*NETWORK:* (a-b) NBC Red - 62 Stations, plus  
 NBC Blue- 17 Stations

*TIME:* (a) Monday, 2:45 - 5:15 PM (approx)  
 (b) Saturday, 1:55 - 5:00 PM (approx)

*CAMPAIGN PERIOD:* (a) December 25, 1933 only  
 (b) December 30, 1933 - April 7, 1934

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC</u>		
	<u>RED</u>	<u>BLUE</u>	<u>TOTAL</u>
1933	\$ 28,757	\$ 9,665	\$ 38,422
1934	240,234	77,325	317,559

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM # 11

*PROGRAM:* "The Hit Parade" - Lennie Hayton's Orchestra, Warren Hull  
as M. C., Kay Thompson, Charles Carlisle, Melody Girls  
and Rhythm Kings.

*NETWORK:* NBC Red - 63 Stations

*TIME:* Saturday, 8:00 - 9:00 PM

*CAMPAIGN PERIOD:* April 20, 1935 - November 2, 1935

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1935	\$418,576

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTEE

NBC "LUCKY STRIKE"  
PROGRAM #12

**PROGRAM:** "Your Hit Parade" - with A. J. Goodman's Orchestra, Stuart Allen, Willie Morris, Loretta Lee, Melody Girls and Rhythm Boys.

**NETWORK:** NBC Red - 61 Stations

**TIME:** Saturday, 8:00 - 9:00 PM

**CAMPAIGN PERIOD:** November 9, 1935 - January 4, 1936

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1935	\$115,456
1936	14,250

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM #13

**PROGRAM:** "Your Hit Parade" - with Carl Hoff's Orchestra, Loretta Lee, Edith Dick, Bob Simmons, Basil Ruysdael.

**NETWORK:** NBC Red - 61 Stations.

**TIME:** Saturday, 8:00 - 9:00 PM

**CAMPAIGN PERIOD:** January 11, 1935 April 25, 1936

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1936	\$229,880

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM # 14

**PROGRAM:** "Your Hit Parade" - with various orchestras, Lynn Martin,  
Len Stokes, Songsmiths Quartet and guests.

**NETWORK:** (a) NBC Red - 63 Stations  
(b) NBC Red - 59 Stations and NBC Blue - 17 Stations

**TIME:** (a-b) Wednesday, 10:00 - 11:00 PM

**CAMPAIGN PERIODS:** (a) March 11, 1936 - June 3, 1936  
(b) June 10, 1936 - September 2, 1936

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

YEAR	NETWORK - NBC		
	RED	BLUE	TOTAL
1936	\$347,993	\$93,700	\$441,693

NOTE 1: Program title "Your Hit Parade and Sweepstakes" 6/10/36 and after

NOTE 2: Orchestras used - Ray Sinatras's 3/11/36 - 3/25/36  
Al Goodman's 4/1/36 - 6/3/36  
Carl Hoff's 6/10/36 - 9/2/36



AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #15

**PROGRAM:** "Your Hit Parade and Lucky Strike Sweepstakes" - with various orchestras, Edith Dick, Buddy Clark, Songsmiths Quartet and guests.

**NETWORK:** (a) NBC Red - 69 stations and NBC Blue - 17 Stations  
(b) NBC Red - 61 Stations  
(c) NBC Red - 64 Stations  
(d) NBC Red - 70 Stations

**TIME:** (a-b) Wednesday, 10:00 - 11:00 PM  
(c) Wednesday, 10:00 - 10:30 PM  
(d) Wednesday, 10:00 - 10:45 PM

**CAMPAIGN PERIODS:** (a) September 9, 1936 - September 30, 1936  
(b) October 7, 1936 - November 18, 1936  
(c) November 25, 1936 - March 24, 1937  
(d) March 31, 1937 - April 28, 1937

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - NBC</u>		
	<u>RED</u>	<u>BLUE</u>	<u>TOTAL</u>
1936	\$212,656	\$37,600	\$250,256
1937	184,080	---	184,080

NOTE: Orchestras used - Harry Sosnick's 9/9/36 - 10/28/36  
Freddie Rich's 11/4/36 - 12/2/36  
Al Goodman's 12/9/36 - 1/6/37  
Bob Haring's 1/13/37 - 2/24/37  
Abe Lyman's 3/3/37 - 4/28/37

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM # 16

PROGRAM: "Your Hit-Parade" - with various orchestras. Patricia Norman & Buddy Clark, vocalists (to 5/9/37); Freddie Gibson and Stuart Allen vocalists 6/16/37, and after), Songsmiths Quartet and guests.

NETWORK: NBC Red - 75 Stations

TIME: Wednesday, 10:00 - 10:45 PM

CAMPAIGN PERIOD: May 5, 1937 - December 1, 1937

AGENCY: Lord & Thomas

EXPENDITURES FOR TIME:

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1937	\$418,312

NOTE: Orchestras used: Mark Warnow's 5/5/37 - 6/2/37  
Harry Salter's 6/9/37 - 8/4/37  
Richard Humber's 8/11/37 - 10/13/37  
Leo Reisman 10/20/37 only  
Mark Warnow 10/27/37 - 11/3/37  
Leo Reisman 11/10/37 - 12/1/37

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #17

*PROGRAM:* "Your Hollywood Parade" - with Dick Powell, MC; Warner Brothers Stars; Rosemary Lane; Al Goodman's Orchestra.

*NETWORK:* NBC Red - 77 Stations

*TIME:* Wednesday, 10:00 - 11:00 PM

*CAMPAIGN PERIOD:* December 8, 1937 - March 23, 1938

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1937	\$ 74,154
1938	226,200

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
PROGRAM #18

*PROGRAM:* "Melody Puzzles" - with Fred Uttal, MC; Fredda Gibson  
& Buddy Clark, soloists; Harry Salter's Orchestra.

*NETWORK:* NBC Blue - 64 stations

*TIME:* Monday, 8:00 - 8:30 PM

*CAMPAIGN PERIOD:* January 10, 1938 - April 4, 1938

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC BLUE</u>
1938	\$ 92,952

AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

NBC "LUCKY STRIKE"  
 PROGRAM #19

*PROGRAM:* "Kay Kyser's College of Musical Knowledge" -  
 with Kay Kyser's Orchestra; Questions & Answers on  
 Musical subjects; Harry Babbitt, Virginia Sims;  
 Sully Mason.

*NETWORK:* (a) NBC Red - 82 stations  
 (b) NBC Red - 96 stations

*TIME:* (a-b) Wednesday, 10:00 - 11:00 PM

*CAMPAIGN PERIOD:* (a) March 30, 1939 - December 28, 1939  
 (b) January 4, 1939 - still active April 1939

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC RED</u>
1938	\$755,397
1939 (3 Mos)	246,480

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

CBS "LUCKY STRIKE"  
PROGRAM #1

**PROGRAM:** "Your Hit Parade" - with various orchestras, Buddy Clark, Margaret McCrae (5/2/36 - 8/15/36), Edith Dick (8/22/36 and after) and guests.

**NETWORK:** (a-c) CBS - 89 Stations

**TIME:** (a) Saturday, 10:00 - 11:00 PM  
(b) Saturday, 10:00 - 10:30 PM  
(c) Saturday, 10:00 - 10:45 PM

**CAMPAIGN PERIODS:** (a) May 2, 1936 - November 21, 1936  
(b) November 28, 1936 - February 13, 1937  
(c) February 20, 1937 - May 1, 1937

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - CBS</u>
1936	\$572,615
1937	246,176

NOTE 1: Program title "Your Hit Parade and Sweepstakes 6/13/36 - 9/5/36 and "Your Hit Parade and Lucky Strike Sweepstakes 9/12/36 - 5/1/37

NOTE 2: Freddie Rich's 5/2/36 - 8/15/36  
Harry Salter's 8/22/36 - 10/10/36  
Bob Haring's 10/27/36 - 11/7/36  
Al Goodman's 11/14/36 - 12/5/36  
Harry Salter's 12/12/36 - 1/23/37  
Carl Hoff's 1/30/37 - 3/27/37  
Mark Warnow's 4/3/37 - 5/1/37

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

CBS "LUCKY STRIKE"  
PROGRAM #2

*PROGRAM:* "Your News Parade" with Edwin C Hill, news commentator.

*NETWORK:* CBS - 92 stations

*TIME:* Monday through Friday, 12:15 - 12:30 PM

*CAMPAIGN PERIOD:* April 5, 1937 - April 1, 1938

*AGENCY:* Lord and Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1937	\$768,675
1938	263,550

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

CBS "LUCKY STRIKE"  
PROGRAM #3

**PROGRAM:** "Your Hit Parade" with various orchestras: Lanny Ross (11/10/38 & after); Patricia Norman (to 5/29/37), Fredda Gibson (6/5/37 & after); Buddy Clark (to 6/12/37) and 11/6/37-11/12/38) - Stuart Allen 6/19/37 - 10/30/37) Songsmiths Quartet and guests, W C Fields (10/15/38 - 11/11/38)

**NETWORK:** CBS - 95 Stations

**TIME:** Saturday, 10:00 - 10:45 PM

**CAMPAIGN PERIOD:** May 8, 1937 - Still active April 1939

**AGENCY:** Lord & Thomas

**EXPENDITURES FOR TIME:**

<u>YEAR</u>	<u>NETWORK - CBS</u>
1937	\$518,104
1938	848,793
1939 (3 Mos)	194,102

**NOTE: Orchestras Used:** Al Goodman 5/8/37 - 7/3/37  
Peter Van Steeden 7/10/37 - 8/7/37  
Mark Warnow 8/14/37 - 9/25/37  
Al Goodman 10/2/37 - 11/6/37  
Harry Salter 11/13/37 - 12/18/37  
Leo Reisman 12/25/37 - 1/8/38  
Richard Himber 1/15/38 - 2/26/38  
Carl Hoff 3/5/38 - 4/9/38  
Peter Van Steeden 4/16/38 - 7/30/38  
Carl Hoff 8/6/38 - 9/10/38  
Al Goodman 9/17/38 - 12/10/38  
Leo Reisman 12/17/38 - 1/28/39  
Mark Warnow 2/4/39 -



AMERICAN TOBACCO COMPANY  
 "LUCKY STRIKE" CIGARETTES

MBS "LUCKY STRIKE"  
 PROGRAM #1

*PROGRAM:* "Melody Puzzles" - with Richard Himber's Orchestra;  
 Stuart Allen; Alice Marion; Fred Uttal; Basil Ruysdael

*NETWORK:* MBS - 2 Stations

*TIME:* Tuesday, 8:00 - 8:30 PM

*CAMPAIGN PERIOD:* November 2, 1937 - January 25, 1938

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - MBS</u>
1937	\$5,600
1938	2,520

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

MBS "LUCKY STRIKE"  
PROGRAM #2

*PROGRAM:* "Kay Kyser's Kampus Klass" - novelty orchestra and question period on musical subjects with Harry Babbitt, Virginia Sims & Sully Mason.

*NETWORK:* MBS - 2 stations

*TIME:* Tuesday, 8:00 - 8:45 PM

*CAMPAIGN PERIOD:* February 1, 1938 - March 22, 1938

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - MBS</u>
1938	\$12,341

AMERICAN TOBACCO COMPANY  
"LUCKY STRIKE" CIGARETTES

MBS "LUCKY STRIKE"  
PROGRAM #3

*PROGRAM:* "Design for Happiness" - with Buddy Clark and Frank  
Novak's orchestra.

*NETWORK:* MBS - 2 stations

*TIME:* Mon., Wed., Fri., 6:45 - 7:00 PM

*CAMPAIGN PERIOD:* April 11, 1938 - July 8, 1938

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - MBS</u>
1938	\$23,004

AMERICAN TOBACCO COMPANY  
"PALL MALL" CIGARETTES

NBC "PALL MALL"  
PROGRAM #1

*PROGRAM:* "Dorothy Thompson" - Comments on people in the news.

*NETWORK:* NEC Red - 30 stations

*TIME:* Friday, 10:45 - 11:00 PM

*CAMPAIGN PERIOD:* August 6, 1937 - May 27, 1938

*AGENCY:* Compton Advertising, Inc.

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK-NBC RED</u>
1937	\$95,828
1938	93,163

AMERICAN TOBACCO COMPANY  
"PALL MALL" CIGARETTES

NBC "PALL MALL"  
PROGRAM #2

*PROGRAM:* "People in the News" -- with Dorothy Thompson, commentator.

*NETWORK:* NBC Blue - 7 Stations

*TIME:* Tuesday, 7:30 - 7:45 PM

*CAMPAIGN PERIOD:* January 4, 1938 - May 24, 1938

*AGENCY:* Compton Advertising, Inc.

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - NBC BLUE</u>
1938	\$28,632

AMERICAN TOBACCO COMPANY  
"PALL MALL" CIGARETTES

NBC "PALL MALL"  
PROGRAM #3

*PROGRAM:* "Pall Mall Program with Eddie Duchin" -  
with Eddie Duchin & his orchestra.

*NETWORK:* NBC Red - 53 stations

*TIME:* Monday, 9:30 - 10:00 PM

*CAMPAIGN PERIOD:* September 5, 1938 - Still active April 1939

*AGENCY:* Young & Rubicam, Inc.

*EXPENDITURES FOR TIME*

<u>YEAR</u>	<u>NETWORK -- NBC RED</u>
1938	\$135,540
1939 (3 Mos)	107,555

AMERICAN TOBACCO COMPANY  
"ROI-TAN" CIGARS

CBS "ROI-TAN"  
PROGRAM #1

*PROGRAM:* "Man to Man Sports Review" with Clary Settell.

*NETWORK:* (a-b) CBS - 5 Stations

*TIME:* (a) Monday, Wednesday, Friday, 7:30 - 7:45 PM PST  
(b) Sunday, Wednesday, Friday, 7:30 - 7:45 PM PST

*CAMPAIGN PERIOD:* (a) April 5, 1937 - May 28, 1937  
(b) May 30, 1937 - July 2, 1937

*AGENCY:* Lawrence C Gumbinner Advertising Agency

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1937	\$20,280

AMERICAN TOBACCO COMPANY  
"ROI-TAN" CIGARS

CBS "ROI-TAN"  
PROGRAM #2

*PROGRAM:* "Man to Man Sports" - with (a) Tom Lieb and Ken Frogley  
(b-d) Mark Kelly and Tom Hanlon.

*NETWORK:* (a-d) CBS - 4 stations

*TIME:*  
(a) Tuesday, 8:15 - 8:30 PM, PST  
(b) Wednesday, 6:45 - 7:00 PM, PST  
(c) Thursday, 7:00 - 7:15 PM, PST  
(d) Tuesday, 6:00 - 6:15 PM, PST

*CAMPAIGN PERIODS:*  
(a) October 5, 1937 - November 30, 1937  
(b) December 1, 1937 - December 29, 1937  
(c) January 6, 1938 - April 21, 1938  
(d) April 26, 1938 - June 28, 1938

*AGENCY:* Lawrence C Gumbinner Agency

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1937	\$ 9,245
1938	13,410



AMERICAN TOBACCO COMPANY  
"ROI-TAN" CIGARS

CBS "ROI-TAN"  
PROGRAM #3

*PROGRAM:* "Sophie Tucker and Her Show" - Variety Program.

*NETWORK:* CBS - 55 stations

*TIME:* Mon., Wed., Fri., 6:45 - 7:00 PM

*CAMPAIGN PERIOD:* November 7, 1938 - Still active April 1939

*AGENCY:* Lord & Thomas

*EXPENDITURES FOR TIME:*

<u>YEAR</u>	<u>NETWORK - CBS</u>
1938	\$ 75,048
1939 (3 Mos)	121,680