

CIRCULAR BOOK
SEPTEMBER 1, 1938
447 TO
DECEMBER 31, 1938

798070-008

THIS CIRCULAR MAILED
TO SECTIONS?

ASS'T SALES MANAGERS?

DIVISION MANAGERS?

DATE 9/2/38

DCM. CIGAR MEN?

OFFICE LIST?

RADIO GUEST APPEARANCE

"YOUR HIT PARADE"
SATURDAY, SEPTEMBER 3, 1938

NUMBER 131

(See Point No. 2 Outline of Sales Talk
for Phonograph dated July 11, 1938)

Norman Cordon, that all-around good fellow of the Metropolitan Opera, was guest star on "Your Hit Parade" Saturday, September 3. Mr. Cordon, who interrupted his vacation to appear on this program, can rightly be called "Open Golf Champion of the Metropolitan Opera." He shoots in the seventies, and his operatic score is as good. At the present time he has 75 operas in his repertoire. He spends all of his working time adding to his operatic repertoire and all of his leisure time subtracting from his golf score.

Mr. Cordon chose for his appearance a song he's very fond of - "Gypsy Love Song," and after finishing, held the following conversation with the announcers:

BARUCH: Thank you, Mr. Cordon. That was great. Right, Basil Ruysdael?

RUYSDAEL: It certainly was. Thank you, Mr. Cordon. And congratulations on your successful Summer concert tour about which we've heard so much. You know, because you were out of town most of the Summer, we took the liberty of asking some of your Metropolitan Opera friends whether you were still smoking as many LUCKIES as ever.

CORDON: Well, I average around a pack a day.

RUYSDAEL: Yes, Aime Gerber, the paymaster at the Met, told us he always sees you smoking LUCKIES.

CORDON: I've been a LUCKY fan for at least fifteen years now, Mr. Ruysdael. You see, singing as much as I do, I can't afford to take any chances with my throat. And I've always found that LUCKIES save me any worry on that score. Besides, I like the way LUCKIES taste.

RUYSDAEL: Thank you, Mr. Cordon. And thank you for your visit tonight.

CORDON: I enjoyed it. But now...I'm heading back for North Carolina...and some more golf. Goodnight everyone!

Client

Number

Date

Copy for LUCKY STRIKE "YOUR HIT PARADE"

2

8/18/38

GUEST APPEARANCE - NORMAN CORDON - September 3rd, 1938

18-28

BARUCH: On the golf links down at Blowing Rock, North Carolina this past week, many a golfer must have been startled to hear the rich baritone voice of Norman Cordon of the Metropolitan Opera. Mr. Cordon's song went as follows ...

CORDON: (VERY LOW) Forst Forst!

BARUCH: (GIGGLES) Thank you, Mr. Cordon. Ladies and gentlemen, Norman Cordon, who interrupted his vacation to appear on this program tonight, can rightly be called "Open Golf Champion of the Metropolitan Opera". He shoots in the seventies - and his operatic score is as good. At the present time he has 75 operas in his repertoire. He spends all of his working time adding to his operatic repertoire and all of his leisure time subtracting from his golf score. Ladies and gentlemen, Lucky Strike takes pleasure in presenting that all-around good fellow and great singer - Norman Cordon!

(APPLAUSE)

BARUCH: What's it to be tonight, Mr. Cordon?

CORDON: A song I'm very fond of ... and one I hope you all like... *"My Love Song"*

(CORDON SINGS - APPLAUSE)

BARUCH: Thank you, Mr. Cordon. That was great. Right, Basil Hysnahl?

HYSNAHL: It certainly was. Thank you, Mr. Cordon. And congratulations on your successful Summer concert tour about which we've heard so much. You know, because you were out of town most of the Summer, we took the liberty of asking some of your friends ~~about~~ (Metropolitan Opera) whether you were still smoking as many Luckies as ever.

CORDON: Well, I average around a pack a day.

HYSNAHL: Yes, *Alice Berlow* *Raymaster* the house manager at the Met, told us he always sees you smoking Luckies.

Client	Number	Date
Copy for LUCKY STRIKE "TOUR HIT PARADE"	1	8/17/38
GUEST APPEARANCE - NORMAN GORDON - September 5rd, 1938		

-2-

GORDON: I've been a Lucky fan, for (PAUSE) at least 15 years now, Mr. Ruydaal. You see, singing as much as I do, I can't afford to take any chances with my throat. And I've always found that Luckies save me any worry on that score. Besides, I like the way Luckies taste.

RUYSBAEL: Thank you, Mr. Gordon. And thank you for your visit tonight. (PAUSE)

GORDON: I enjoyed it. But now...I'm heading back for North Carolina...and some more golf. Goodnight everyone!

(APPLAUSE)

RUYSBAEL: Now let's put two and two together. Since Luckies ^{are easy on the} ~~have never bothered the~~ hard-working throat of Norman Gordon, surely they'll be easy on your throat, too. Just remember this fact: Lucky Strike is the only cigarette that gives you the throat-protection of the exclusive process "It's Toasted". This "Toasting" process takes out certain harsh throat-irritants found in all tobacco. And, with these impurities removed, the flavor of Luckies is naturally more mellow. But why not let your own throat prove this to you? Try Luckies for a week. Begin this personal test next time you buy cigarettes. Ask for a light smoke. Ask for Lucky Strike.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
TO SECTIONS?

12345

ASST SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

Yes

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

September 2, 1938
PUNCH HOLES

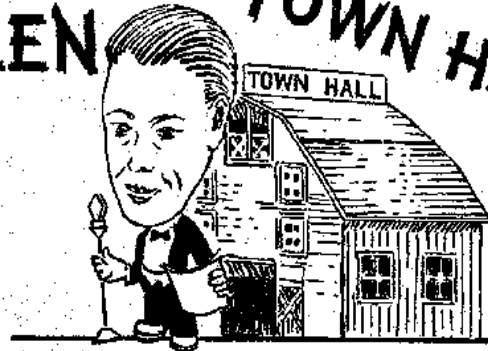
No

"SPEED"
RIGGS



VISITS

FRED AT
ALLEN TOWN HALL



TO THE ENTIRE SALES ORGANIZATION:

We know you will agree with us when we say, here's a 'natural'. This record has everything...Fred Allen's humor... "Speed" Riggs' superior chant... plenty of interesting information on tobacco markets and auctions. Here is not only an "attention-getter" but one of the best "attention-holders" you have in your folder.

You will notice that it has been necessary to utilize both sides of the record - this was done as we felt to omit anything from the original broadcast would weaken the interview between Allen and Riggs.

Play this recording only after an artist recording and one of the auctioneer records ("The Three Auctioneers" or "The Musical Auctioneer") have been played. Play it when and where, in your opinion, it will help you put across our story - the quality story of LUCKY STRIKE Cigarettes.

Upon receipt of this record, which is being shipped to you today, play it at once. This should convince you of its value more than anything we can express in words and, by the way, your reactions on previous recordings have been very helpful in the development of records - Keep 'em coming!

Very truly yours,
F. Fenneman

F. Fenneman
SALES DEPARTMENT

P.S. This recording will replace "Auctioneer Chant" by "Speed" Riggs.

RADIO GUEST APPEARANCE

NUMBER 132

"YOUR HIT PARADE"
SATURDAY, SEPTEMBER 10, 1938

THIS CIRCULAR MAILED
TO SECTIONS?

ASS'T SALES MANAGERS?

DIVISION MANAGERS?

DATE 9/9/38

DOM. CIGAR MEN?

OFFICE LIST?

(See Point No. 2 Outline of Sales Talk
for Phonograph dated July 11, 1938)

That famous singer, Frank Crumit, reappeared as guest artist, on "Your Hit Parade" Saturday, September 10. Mr. Crumit is known as "the man with a thousand songs and a million friends." These friends he has made during twenty-seven years in musical comedy, in vaudeville, and on the air.

For his appearance, Mr. Crumit selected a song he wrote for "Tangerine"... "Sweet Lady," and after completing the song, he conversed with the announcer as follows:

RUYSDAEL: Thank you, Frank Crumit...And, Ladies and Gentlemen, having just heard Mr. Crumit sing, I think you will understand why LUCKY STRIKE is proud of the following fact. Several months ago - before we approached Mr. Crumit for his first appearance on "Your Hit Parade"...and you'll be interested in this, too, Frank...a check was made among Mr. Crumit's friends and associates - people he has worked with over a period of years. This survey disclosed the fact that he is like so many other stars of radio, stage, opera and screen. He, too, smokes LUCKIES. Will you tell us just how long you have been a LUCKY STRIKE smoker, Frank?

CRUMIT: Well - seeing that you introduced me as a veteran, anyway, I don't mind saying, I started smoking LUCKIES nearly twenty years ago.

RUYSDAEL: Would you tell us your reasons for preferring LUCKIES?

CRUMIT: Why, I'll make a stab at it, Basil...Suppose - well, suppose you take that song I just sang and multiply it by about 80,000.

RUYSDAEL: All right - 80,000 songs.

CRUMIT: Well - that's just about the number of songs I figure I've sung in my twenty-seven years in the show business. So I've got to be careful of my throat, and LUCKIES never bother my throat, no matter how much I sing.

RUYSDAEL: Thank you, Frank Crumit, for telling us that. And we've enjoyed your visit tremendously.

CRUMIT: I got a real kick out of being back on "Your Hit Parade." But now, goodnight all.

RADIO GUEST APPEARANCE

NUMBER 132

"YOUR HIT PARADE"
SATURDAY, SEPTEMBER 10, 1938

DATE 9/9/38

(See Point No. 2 Outline of Sales Talk
for Phonograph dated July 11, 1938)

That famous singer, Frank Crumit,^{ne} appeared as guest artist on "Your Hit Parade" Saturday, September 10. Mr. Crumit is known as "the man with a thousand songs and a million friends." These friends he has made during twenty-seven years in musical comedy, in vaudeville, and on the air.

For his appearance, Mr. Crumit selected a song he wrote for "Tangerine"... "Sweet Lady," and after completing the song, he conversed with the announcer as follows:

RUYSDAEL: Thank you, Frank Crumit...And, Ladies and Gentlemen, having just heard Mr. Crumit sing, I think you will understand why LUCKY STRIKE is proud of the following fact. Several months ago - before we approached Mr. Crumit for his first appearance on "Your Hit Parade"...and you'll be interested in this, too, Frank...a check was made among Mr. Crumit's friends and associates - people he has worked with over a period of years. This survey disclosed the fact that he is like so many other stars of radio, stage, opera, and screen. He, too, smokes LUCKIES. Will you tell us just how long you have been a LUCKY STRIKE smoker, Frank?

CRUMIT: Well - seeing that you introduced me as a veteran, anyway, I don't mind saying, I started smoking LUCKIES nearly twenty years ago.

RUYSDAEL: Would you tell us your reasons for preferring LUCKIES?

CRUMIT: Why, I'll make a stab at it, Basil...Suppose - well, suppose you take that song I just sang and multiply it by about 80,000.

RUYSDAEL: All right - 80,000 songs.

CRUMIT: Well - that's just about the number of songs I figure I've sung in my twenty-seven years in the show business. So I've got to be careful of my throat, and LUCKIES never bother my throat, no matter how much I sing.

RUYSDAEL: Thank you, Frank Crumit, for telling us that. And we've enjoyed your visit tremendously.

CRUMIT: I got a real kick out of being back on "Your Hit Parade." But now, goodnight all.

OK
9/8

Client

Number

Date

Copy for LUCKY STRIKE "YOUR HIT PARADE"

4

7/5/58

GUEST APPEARANCE - FRANK CRUMIT - STAND-BY

12-ga

BOYSDAEL: ES states! ... 8,400 miles! ... 18,000 hot dogs! ... That's the way the famous singer, Frank Crumit, describes his recent motor trip to the Coast and back. To make it a real vacation Mr. Crumit traveled incognito - that is, until he got to Hollywood. There he was met by all his old cronies of Broadway - the friends he has made during 27 years in musical comedy, in vaudeville and on the air. And as he says himself: "I talked too much, ate too much, played too much, reminisced too much. And had a grand time!" Well, if you know Frank Crumit, you know he had a grand time. And, no doubt it is this quality which has won him the title of "the man with a thousand songs and a million friends." ... Ladies and gentlemen, Lucky Strike takes pleasure in welcoming back from his vacation that popular veteran of musical comedy and radio ... Frank Crumit!

(APPLAUSE)

BOYSDAEL: Well, Frank, tell us what you're going to sing tonight.

CRU Y I'd like to sing a song I wrote for "Fangeline" ... "Sweet Lady".

BOYSDAEL: Ah, the Number One hit tune of 1921!

(CRUMIT SINGS)

(APPLAUSE)

BOYSDAEL: Thank you, Frank Crumit ... And, Ladies and gentlemen, having just heard Mr. Crumit sing, I think you will understand why Lucky Strike is proud of the following fact. (PAUSE) Several months ago - before we approached Mr. Crumit for his first appearance on Your Hit Parade ... and you'll be interested in this, too, Frank ... a thorough check was made among Mr. Crumit's friends and associates - people he has worked with over a period of years. This survey disclosed the fact that he is like so many other stars of radio,

Client

Number

Date

Copy for

LUCKY STRIKE "YODE HIT PARADE"

4

7/5/58

GUEST APPEARANCE - FRANK CRUMIT - STAND-BY

12-24

RUYSDAEL:
(CON'TD)

stage, opera and screen. He, too, smokes Luckies. Will you tell us just how long you have been a Lucky Strike smoker, Frank?

CRUMIT:

Well - seeing that you introduced me as a veteran, anyway, I don't mind saying, I started smoking Luckies ^{nearly} 20 years ago.

RUYSDAEL:

Would you tell us your reasons for preferring Luckies?

CRUMIT:

Why, I'll make a stab at it, Basil....Suppose - well, suppose you take that song I just sang and multiply it by about 60,000.

RUYSDAEL:

All right - 60,000 songs.

CRUMIT:

Well - that's just about the number of songs I figure I've sung in my 27 years in the show business. So I've got to be careful of my throat, and Luckies never bother my throat, no matter how much I sing.

RUYSDAEL:

Thank you, Frank Crumit for telling us that. And we've enjoyed your visit tremendously.

CRUMIT:

I got a real kick out of being back on Your Hit Parade. But now, goodnight all.

(APPLAUSE)

RUYSDAEL:

Smokers...here, in a nut-shell, is the reason why Frank Crumit finds Luckies always easy on his throat....The exclusive process "It's Toasted" takes out certain harsh throat irritants found in all tobacco. With these impurities out, the flavor of the leaf is naturally more mellow. "Toasting" makes Luckies a light smoke, easy on any smoker's throat. You can test this for yourself. Beginning tomorrow, smoke Luckies steadily for one week. Find out for yourself about this throat-protection which only Lucky Strike offers you. Remember: Ask for Lucky Strike.

THIS CIRCULAR MAILED TO SECTIONS?

2345

RADIO GUEST APPEARANCE

ASST SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

"YOUR HIT PARADE"
SATURDAY, SEPTEMBER 17, 1938

DATE SENT 9/16/38

Yes

NUMBER 133

(See Point No. 2 Outline of Sales Talk for Phonograph dated July 11, 1938)

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

"Your Hit Parade" was indeed fortunate in again bringing to the microphone that internationally famous star of concert and opera whom all the world knows and loves - Madame Lotte Lehmann of the Metropolitan. Madame Lehmann will shortly take the first step toward becoming an American citizen and that will be a proud day for America and American music, for she is acknowledged to be one of the world's greatest singers.

PUNCH HOLES

No

Madame Lehmann chose as her selection for the evening "Schubert's Serenade" and after singing held the following conversation with the announcer:

RUYSDAEL: Thank you, Madame Lehmann. That was beautiful.

LEHMANN: You are very kind, Mr. Ruysdael.

RUYSDAEL: And LUCKY STRIKE is proud to learn from your many friends that you are still a regular LUCKY STRIKE smoker.

LEHMANN: That is true, Mr. Ruysdael. I have smoked LUCKIES for - let me see - at least four years now.

RUYSDAEL: Madame Lehmann, would you mind telling us again why you choose LUCKY STRIKE?

LEHMANN: Well, Mr. Ruysdael, I have simply found that LUCKIES and my throat agree perfectly. On my last tour in Australia ...I once sang thirty concerts in six weeks! But I enjoyed LUCKIES all that time and they never once affected my throat.

RUYSDAEL: Thank you, Madame Lehmann...And good luck on your forthcoming Australian tour.

LEHMANN: Thank you, Mr. Ruysdael. And goodnight everybody!

Client LUCKY STRIKE "YOUR HIT PARADE"
Copy for GUEST APPEARANCE - LOTTE LEHMANN

Number 1

Date 9/18/58

18-gu

BARUCH: All the world knows and loves her. And there is no country on earth that would not like to claim her for their own. But...shortly after this broadcast, our guest of the evening will take the first step toward becoming an American citizen. And that will be a proud day for America and American music for our guest is acknowledged to be one of the world's greatest singers. So, tonight, Lucky Strike is proud to present again that great artist and lovable character who is shortly to become one of us. Ladies and gentlemen, that internationally famous star of concert and opera - Madame Lotte Lehmann of the Metropolitan.

(APPLAUSE)

BARUCH: Madame Lehmann, what have you chosen to sing tonight?

LEHMANN: A song, Mr. Baruch, I am sure all of us love - "Schubert's Serenade".

(LEHMANN SINGS - APPLAUSE)

BUYSDAHL: Thank you, Madame Lehmann. That was beautiful.

LEHMANN: You are very kind, Mr. Buyssdahl.

BUYSDAHL: And Lucky Strike is proud to learn from your many friends that you are still a regular Lucky Strike smoker.

LEHMANN: That is true, Mr. Buyssdahl. I have smoked Luckies for - let me see - at least 4 years now.

BUYSDAHL: Madame Lehmann, would you mind ^{telling us again why you choose} repeating your reasons for choosing Lucky Strike?

LEHMANN: Well, Mr. Buyssdahl, I have simply found that Luckies and my throat agree perfectly. On my last tour in Australia...I once sang 50 concerts in 6 weeks! But I enjoyed Luckies all that time and they never once affected my throat.

LORD & THOMAS
NEW YORK

Copy for

Client	Number	Date
Copy for LUCKY STRIKE "YOUR HIT PARADE"	1	9/15/58
GUEST APPEARANCE - LOTTIE LEHMANN		12-58

-2-

REYSDAEL:

Thank you, Madame Lehmann...and good luck on your forthcoming Australian tour.

LEHMANN:

Thank you, Mr. Reydsael. And goodnight everybody!

(APPLAUSE)

REYSDAEL:

Smokers, one question: If Luckies are gentle on the throat of Madame Lehmann - a singer who is acknowledged as one of the world's greatest artists, won't they be easy on your throat, too? You see, Lucky Strike's exclusive process "It's Roasted" takes out certain harsh throat irritants that are found in all tobacco. With these impurities out, the flavor of the tobacco is naturally more mellow. You can prove this important smoking fact for yourself. Let your own taste and throat be the judges. Try Luckies for a week. Begin this personal test next time you buy cigarettes. Ask for a light smoke...easy on the throat. Ask for Lucky Strike.



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JERSEY CITY, N.J.

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
TO SECTIONS?

2349

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

Yes

DCM, CIGAR MEN?

No

OFFICE LIST?

Yes

PUNCH HOLES

No

September 16, 1938

TO THE ENTIRE SALES ORGANIZATION:

We are forwarding you, under separate cover today, two double-faced records containing the following selections:

1. "A-TISKET A-TASKET" (Number One song on "Your Hit Parade" for the past five weeks), sung by The Merry Macs - Fred Allen's "Town Hall" quartette.
"JERICHO" - "SOMETHING TELLS ME" played by Kay Kyser and his orchestra with Sully Mason singing "SOMETHING TELLS ME"
2. "DON'T DROP A SLUG IN A SLOT" sung by Ish Kabibble, popular singer of novelty numbers with Kay Kyser's orchestra.
"DON'T BRING LULU" played by Kay Kyser and his orchestra with vocal by Sully Mason

Both The Merry Macs and Ish Kabibble are newcomers to the list of artists we already include in "our army" of famous personalities who assist us in the presentation of our daily calls. We feel sure that your listeners, both retailers and consumers, will appreciate and enjoy these new artists.

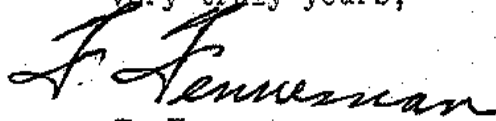
We wish, however, to bring to your attention the fact that these four recordings are all more or less "specialty" or "novelty" numbers and, in making your call, you should exercise good judgment in the selection and sequence of playing your records. By this I mean, DON'T PLAY ALL NOVELTY NUMBERS IN THOSE CALLS WHERE YOU PLAY MORE THAN ONE ARTIST RECORDING IN ADDITION TO ONE OF THE AUCTIONEER RECORDS. Play a record such as "Why Do I Love You" with Lanny Ross, or "One Alone" by Jan Peerce, which are straight melody tunes and then, for variety, play one of your "specialty" or "novelty" numbers. In this manner, you "put on your show" so that it will be of interest to both young and old.

To the Entire Sales Organization

September 16, 1938

Beginning with these two records, we will endeavor to furnish you with all double-faced records so that you will be able to carry twelve selections in your phonograph.

Very truly yours,



F. Fenneman
Sales Department

P. S. "Jericho" - "Something Tells Me", and "Don't Bring Lulu" were sent to you recently on single-faced records which you may now destroy. Also, please destroy the record "Cry, Baby, Cry".



CABLE ADDRESS
TOBACCO

The American Tobacco Company
Of The Pacific Coast

INCORPORATED

No. 1 South Park
San Francisco, California

September 19, 1938

File
9/23
arts

TO THE ENTIRE SALES ORGANIZATION:

We are forwarding you, under separate cover today, two double-faced records containing the following selections:

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"JERICHO" - "SOMETHING TELLS ME" played by Kay Kyser and his orchestra with Sully Mason singing "SOMETHING TELLS ME"
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"DON'T BRING LULU" played by Kay Kyser and his orchestra with vocal by Sully Mason

Both The Merry Macs and Ish Kabibble are newcomers to the list of artists we already include in "our army" of famous personalities who assist us in the presentation of our daily calls. We feel sure that your listeners, both retailers and consumers, will appreciate and enjoy these new artists.


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To the Entire Sales Organization

September 19, 1938

Beginning with these two records, we will endeavor to furnish you with all double-faced records so that you will be able to carry twelve selections in your phonograph.

Very truly yours,


W. N. Davis
Vice President

P. S. "Jericho" - "Something Tells Me", and "Don't Bring Lulu" were sent to you recently on single-faced records which you may now destroy. Also, please destroy the record "Cry, Baby, Cry".



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
TO SECTIONS?

1,2,3,4,5

ASS'T SALLS MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALES MEN?

No

DUM. CIGAR MEN?

No

OFFICE LIST?

Yes

No

September 20, 1938

AL

TO ALL DIVISION MANAGERS:

Arrangements have been made with National Chains for the fifth LUCKY STRIKE Window Showing, as follows:

<u>Name</u>	<u>Showing Dates</u>
Liggett Drug Company New York, New York	Oct. 3 - 15
United Cigar-Whelan Stores Corp. New York, New York (United Cigar Stores and Whelan Drug Stores)	Oct. 3 - 15
Walgreen Company Chicago, Illinois	Sept. 26 - Oct. 8

It is not our desire to take you away from your regular work, but you are to inspect the windows as you come across them, advising the Sales Department of any that are unsatisfactory. Also submit snap-shots of any unusually poor windows as to installation, location and those on which posters have been placed.

Very truly yours,

W. A. Shevlin

W. A. Shevlin
Sales Department

THIS CIRCULAR MAILED TO SECTIONS?

12345

RADIO GUEST APPEARANCE

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

NUMBER 134

"YOUR HIT PARADE
SATURDAY, SEPTEMBER 24, 1938

DATE 9/23/38
SALESMEN

Yes

(See Point No. 2 Outline of Sales Talk DOM. CIGAR MEN? for phonograph dated July 11, 1938)

No

On Saturday, September 24, LUCKY STRIKE presented for her first appearance on "Your Hit Parade," the talented star of concert, opera and radio, Miss Helen Olheim.

OFFICE LIST?

Yes

LUNCH TABLES?

No

Miss Olheim has traveled thousands upon thousands of miles on series of concert tours that have taken her into every corner of the country. She has sung in mining camps and in the Metropolitan. In luxurious radio studios, and in make-shift country theatres. And...shortly after tonight's broadcast, this hard-working young singer will leave on still another concert tour, returning to New York just in time to begin her fourth season as a regular member of the Metropolitan Opera Company. After singing "When You're Away" Miss Olheim held the following conversation with the announcers:

Handwritten initials

BARUCH: Thank you, Miss Olheim. It's always a real pleasure to hear you sing.

RUYSDAEL: Yes, and we heard something just the other day, Miss Olheim, that gave us a great deal of pleasure, too. Walter Golde, your singing coach, told us that you are a regular LUCKY STRIKE smoker.

OLHEIM: Well, Mr. Golde certainly ought to know, Mr. Ruysdael.

RUYSDAEL: Just how long have you been smoking LUCKIES, Miss Olheim?

OLHEIM: Since I was at the Eastman School of Music in Rochester ...back in 1925 when I began studying. I saw other students smoking LUCKIES and I thought I'd try them. Well, I've smoked LUCKIES ever since.

RUYSDAEL: You must have a good reason to prefer one brand so long!

OLHEIM: Yes, I have, Mr. Ruysdael. I enjoy their taste, naturally. But...more than that...I've found that they never bother my throat. And that's important for a singer.

RUYSDAEL: Thank you, Miss Olheim. And lots of luck on your forthcoming concert tour.

OLHEIM: That's nice of you, Mr. Ruysdael. And I have so enjoyed singing on "Your Hit Parade."

Client

LUCKY STRIKE "YOUR HIT PARADE"

Number

5

Date

9/22/58

Copy for

GUEST APPEARANCE - HELEN OLHEIM - September 24, 1958

27-58

BARNUM: Here is a sound that millions thrill to.

(SOUND OF TRAIN AT FULL SPEED)

BARNUM: Yes...millions thrill to the romantic rhythm of a locomotive rushing through the night. But to Helen Olheim, trains have become almost a commonplace. She has traveled thousands upon thousands of miles...on fast trains, slow trains, stream-lined trains, milk-trains...on a series of concert tours that have taken her into every corner of the country. She has sung in mining camps, and in the Metropolitan. In luxurious radio studios, and in make-shift country theatres. And...shortly after tonight's broadcast...this hard-working young singer will leave on still another concert tour...returning to New York just in time to begin her fourth season as a regular member of the Metropolitan Opera Company. Ladies and gentlemen...Lucky Strike is pleased to present, for her first appearance on Your Hit Parade, that talented star of concert, opera and radio...Miss Helen Olheim.

(APPLAUSE)

BARNUM: Miss Olheim, what have you chosen to sing for us tonight?

OLHEIM: A song I'm very fond of, Mr. Barnum...and one I hope everyone will like - "When You're Away."

(OLHEIM SINGS)

(APPLAUSE)

BARNUM: Thank you, Miss Olheim. It's always a real pleasure to hear you sing.

HOYDAHL: Yes, and we heard something just the other day, Miss Olheim, that gave us a great deal of pleasure, too. Walter Golde, your singing coach, told us that you are a regular Lucky Strike smoker.

Client

LUCKY STRIKE "YOUR HIT PARADE"

Number

3

Date

9/22/58

Copy for

GUEST APPEARANCE - HELEN OLHEIM - Sept. 24, 1958

27-58

-2-

OLHEIM: Well, Mr. Selds certainly ought to know, Mr. Ruydaal.

RUYSDAAL: Just how long have you been smoking Luckies, Miss Olheim?

OLHEIM: Since I was at the Eastman School of Music in Rochester....back in 1928 when I began studying. I saw other students smoking Luckies and I thought I'd try them. Well, I've smoked Luckies ever since.

RUYSDAAL: You must have a good reason to prefer one brand so long!

OLHEIM: Yes, I have, Mr. Ruydaal. I enjoy their taste, naturally. But...more than that...I've found that they never bother my throat. And that's important for a singer.

RUYSDAAL: Thank you, Miss Olheim. And lots of luck on your forthcoming concert tour.

OLHEIM: That's nice of you, Mr. Ruydaal. And I have so enjoyed singing on your Hit Parade.

(APPLAUSE)

RUYSDAAL: Smokers...a light smoke - easy on the throat - is important not only to a singer. It's important to you, too. You see, Lucky Strike has an exclusive process known as "It's Toasted". This process takes out certain harsh throat-irritants that are present in all tobacco. As a result, Luckies are easy on your throat...and their flavor is naturally more mellow. Let your own taste and throat be the judge. ^(B) Try Luckies for a week. Next time you buy cigarettes, ask for a light smoke. Ask for Lucky Strike.

THIS CIRCULAR MAILED TO SECTION?

12745

ASSTY SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

DATE 9/30/38
CIRCULATION?

Yes

RADIO GUEST APPEARANCE

"YOUR HIT PARADE"

SATURDAY, OCTOBER 1, 1938

NUMBER 135

(See Point No. 2 Outline of Sales Talk for phonograph dated July 11, 1938)

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

No

[Signature]

"Your Hit Parade" of Saturday, October 1, once again had the pleasure of proudly presenting to his many friends, Jan Peerce, the popular featured tenor of Radio City's famous Music Hall. Every day in the year at least 100,000 visitors come to New York City to see the sights. Yes, and "Attraction No. 1" on the "must see" list of many visitors is Radio City and the world's largest theater...Radio City's famous Music Hall. The Music Hall is a thrill...and no small part of that thrill is the singing of our guest, Jan Peerce.

For this appearance Mr. Peerce chose to sing a song he's especially fond of, "Softly as the Morning Sunrise," and after completing the song he conversed with the announcer as follows:

RUYSDAEL: Thanks, Jan Peerce. It's a pleasure to hear you sing on "Your Hit Parade" again. And we're glad to hear, too, from your favorite restaurant that you're still a LUCKY STRIKE regular.

PEERCE: I think you might call me a LUCKY STRIKE veteran, Mr. Ruysdael. I've smoked LUCKIES now for the past twelve years.

RUYSDAEL: That's a long time, Mr. Peerce.

PEERCE: Well, it's easy to explain. You see, I sing four shows daily at the Music Hall. I think you'll agree that's a pretty hard schedule for any throat.

RUYSDAEL: It certainly is.

PEERCE: Naturally, I protect my throat all I can. I've proved to my own satisfaction that I can smoke as many LUCKIES as I like!

RUYSDAEL: And we call that a real tribute to LUCKIES, Mr. Peerce. Thank you for it.

PEERCE: I meant every word of it. And I've enjoyed being here tonight.

Client LUCKY STRIKE "YOUR HIT PARADE"

Number

1

Date 9/27/58

Copy for

~~GUEST APPEARANCE - JAN FEEBEE - Catcher let. 1958~~

~~12 gm~~

BARUCH: Every day of the year at least 100,000 visitors come to New York City. These visitors want to see the sights...the Empire State Building...the Statue of Liberty...the World's Fair Grounds...the Hayden Planetarium. They come to see the shows...the shops...the parks, the museums and the thousand and one other attractions of the great metropolis. Yes, and "Attraction No. 1" on ^{the} "must see" ^{LIST} book of many visitors is Radio City...and the world's largest theatre...Radio City's famous Music Hall. The Music Hall is a thrill...and no small part of that thrill is the singing of our guest of the evening...
The POPULAR FEATURED TENOR OF THE MUSIC HALL
Jan Feebee. So, tonight, Lucky Strike is proud to present again to his many friends in and out of New York, that popular featured tenor of the Music Hall...
Jan Feebee.

(APPLAUSE)

BARUCH: What song have you chosen to sing tonight, Mr. Feebee?

FEEBEE: A song I'm especially fond of, Mr. Baruch * *SOFTLY AS THE MORNING SUNRISE* *

(FEEBEE SINGS)

(APPLAUSE)

BUYSBAEL: Thanks, Jan Feebee. It's a pleasure to hear you sing on Your Hit Parade again. And we're glad to hear, too, from the canteen of your favorite restaurant that you're still a Lucky Strike regular.

FEEBEE: I think you might call me a Lucky Strike veteran, Mr. Buysbael. I've smoked Luckies now for the past 12 years.

BUYSBAEL: That's a long time, Mr. Feebee.

FEEBEE: Well, it's easy to explain. You see, I sing 4 shows daily at the Music Hall. I think you'll agree that's a pretty hard schedule for any throat.

BUYSBAEL: It certainly is.

LORD & THOMAS

NEW YORK

Copy for

Client LUCKY STRIKE "TONE HIT PARADE"
Copy for

Number 1

Date 8/27/38

GUEST APPEARANCE - JAN PEERCE

12-98

-2-

PEERCE: Naturally, I protect my throat all I can. I've proved to my own satisfaction that I can smoke as many Luckies as I like.

WYSEMAN: And we call that a real tribute to Luckies, Mr. Pearce. Thank you for it.

PEERCE: I meant every word of it. And I've enjoyed being here tonight.

(APPLAUSE)

WYSEMAN: Buckaro, one question. If Luckies are easy on the sensitive throat of Jan Pearce, won't they be easy on your throat, too? You see, Lucky Strike has an exclusive process known as "It's Toasted". This process removes certain harsh throat irritants that are found in all tobacco. With these impurities removed the flavor of the tobacco is naturally more mellow. But test this important smoking truth for yourself. Have you tried a Lucky lately? Try Luckies for a week. Ask for a light smoke...easy on the throat... Ask for Lucky Strike.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS COVER IS MAILED TO SECTION 12345

ADD'L SALES REPRESENTATIVE	Yes
DIVISION MANAGER	Yes
SALESMAN	Yes
LONG DISTANCE WORK	No
PRICE LIST	Yes
	No

September 30, 1938

Yowsah!

Ben Bernie
THE MAESTRO

Yowsah!

HALF & HALF
Smoking Tobacco

** See Coast mailing list attached - Handled by N.Y.O. see air mail special + Air Mail except N.H., Vt., Mass., Conn., R.I., N.Y., N.J., Pa., Del., Md., & W.D.C. See 1st class*

J.P.L.

TO THE ENTIRE SALES ORGANIZATION:

Every Sunday afternoon, starting Sunday, October 2, Ben Bernie will be on the air on a national hook-up over the Columbia Broadcasting System with his show - a brand new one for HALF & HALF Smoking Tobacco. YOWSAH!!

The Old Maestro will present -

- LEW LEHR--of comedy newsreel fame
- "COLONEL" MANNY PRAGER--Bernie's well known stooge
- BOBBY GIBSON--sensational young baritone
- MARY SMALL--well known young contralto
- AND--a new Bernie orchestra

There'll be plenty of popular music in the Ben Bernie style and lots of good clean fun. Don't miss the first show!

We know that this radio program will turn out to be a very popular feature with radio listeners and should, without doubt, increase the sales of HALF & HALF Smoking Tobacco in your Assignment. The fact that HALF & HALF Smoking Tobacco is now on the air will be welcome news to the dealers and jobbers in your Assignment - tell them all about it as you make your calls - ask

-2-

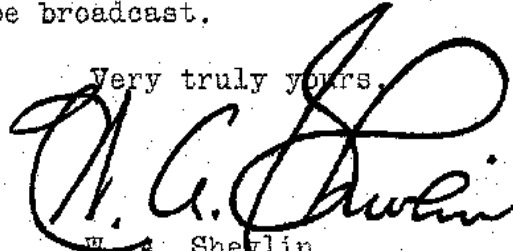
To the Entire Sales Organization September 30, 1938

them to listen in - ask every one you know and every one you meet to listen in, they will be assured of a half hour of good, high class entertainment.

AGAIN, REMEMBER! TIME: Every Sunday - Starting Sunday, October 2. NETWORK: Columbia Broadcasting System.

We attach a list of stations throughout the country over which this program will be broadcast.

Very truly yours,



W. A. Shelton
Sales Department

SECTION 1

5:30-6:00 PM-E.S.T.

Albany	WOKO
Boston	WEEI
Hartford	WDRG
New York	WABC
Philadelphia	WCAU
Providence	WPRO
Rochester	WHEC
Syracuse	WFBL

SECTION 2

5:30-6:00 PM-E.S.T.

Akron	WADC
Buffalo	WGR
Cincinnati	WKRO
Cleveland	WGAR
Dayton	WHIO
Detroit	WJR
Pittsburgh	WJAS

4:30-5:00 PM-C.S.T.

Indianapolis	WFEM
Louisville	WHAS

SECTION 3

5:30-6:00 PM-E.S.T.

Baltimore	WCAO
Charlotte	WBT
Jacksonville	WMBR
Miami	WQAM
Orlando	WDBO
Richmond	WRVA
Savannah	WTOG
Tampa	WDAE
Washington	WJSV
West Palm Beach	WJNO

4:30-5:00 PM-C.S.T.

Atlanta	WGST
Birmingham	WAPI
Memphis	WREG
Nashville	WLAC
New Orleans	WWL
Shreveport	KWKH

SECTION 4

4:30-5:00 PM-C.S.T.

Chicago	WBEM
Des Moines	KRNT
Kansas City	KMBC
Milwaukee	WISN
Minneapolis	WCCO
Oklahoma City	KOMA
Omaha-Lincoln	KFAB
St. Louis	KMOX
Tulsa	KTUL

SECTION 5

9:00-9:30 PM-M.S.T.

Denver	KLZ
Salt Lake City	KSL

8:00-8:30 PM-P.S.T.

Fresno	KARM
Los Angeles	KNX
Portland	KOIN
San Francisco	KSFO
Seattle	KIRO
Spokane	KFPY
Tacoma	KVI

SECTION 5-a

4:30-5:00 PM-C.S.T.

Austin	KNOW
Dallas	KRLD
Houston	KTRH
San Antonio	KTSA



CABLE ADDRESS
TOBACCO

*The American Tobacco Company
Of the Pacific Coast*

INCORPORATED

*No. 1 South Park
San Francisco, California*

September 30, 1938

Yowsah!

Ben Bernie
THE OLD MAESTRO
on the air
of
HALF & HALF
Smoking Tobacco

Yowsah!

TO THE ENTIRE SALES ORGANIZATION:

Every Sunday afternoon, starting Sunday, October 2, Ben Bernie will be on the air on a national hook-up over the Columbia Broadcasting System with his show - a brand new one for HALF & HALF Smoking Tobacco. YOWSAH!!

The Old Maestro will present -

LEW LEHR--of comedy newsreel fame
"COLONEL" MANNY PRAGER--Bernie's well known stooge
BOBBY GIBSON--sensational young baritone
MARY SMALL--well known young contralto
AND--a new Bernie orchestra

There'll be plenty of popular music in the Ben Bernie style and lots of good clean fun. Don't miss the first show!

We know that this radio program will turn out to be a very popular feature with radio listeners and should, without doubt, increase the sales of HALF & HALF Smoking Tobacco in your Assignment. The fact that HALF & HALF Smoking Tobacco is now on the air will be welcome news to the dealers and jobbers in your Assignment - tell them all about it as you make your calls - ask

THIS CIRCULAR MAILED TO SECTIONS?

12245

RADIO GUEST APPEARANCE

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

DATE 10/7/38 SALESMEN?

Yes

NUMBER 136

"YOUR HIT PARADE" SATURDAY, OCTOBER 8, 1938

(See Point No. 2 Outline of Sales Talk for phonograph dated July 11, 1938)

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

No

M

On Saturday, October 8, LUCKY STRIKE again made radio news by welcoming back to "Your Hit Parade" the man critics have called the greatest Wagnerian tenor of all time... Mr. Lauritz Melchior.

"Your Hit Parade" was indeed fortunate - Mr. Melchior has just returned from one of his frequent trips to his native Denmark and in the near future plans a hunting trip to the Canadian Rockies.

Mr. Melchior honored the audience of "Your Hit Parade" by singing one of his favorite arias - "Prize Song" from Wagner's "Die Meistersinger." Upon completion of the song he held the following conversation with the announcer:

RUYSDAEL: Thank you, Mr. Melchior. LUCKY STRIKE is proud that you made your first appearance of the new season on "Your Hit Parade." And...ladies and gentlemen...while the richness of Mr. Melchior's great voice is still ringing in your ears...I'd like to point to another fact of which we are proud. Lauritz Melchior is one of the most distinguished names on LUCKY STRIKE'S own Roll of Honor.

MELCHIOR: Thank you, Mr. Ruysdael. That is right. I have smoked LUCKY STRIKES for a very long time now.

RUYSDAEL: So your friends at the Metropolitan have told us, Mr. Melchior.

MELCHIOR: I discovered long ago that LUCKIES were always easy on my throat...no matter how much I sing.

RUYSDAEL: Thank you very much, Mr. Melchior. And the best of luck on your hunting trip, in the Rockies. Bring us back a grizzly bear.

MELCHIOR: I'll try, Mr. Ruysdael. Goodnight.

Client **LUCKY STRIKE OUR HIT PARADE** Number **2** Date **9/30/38**
Copy for **GUEST APPEARANCE - LAURITS MELCHIOR - Oct. 8, 1938** **ST-28**

BARUCH: A great ocean liner moves majestically up New York Bay.

(TWO LONG BLES OF LITER'S WHISTLE)

BARUCH: On the promenade deck, ship-news reporters are bunched around a giant of a man. His 250 pounds, six-foot-four frame towers above them, as he calls for their cameras and asks a barrage of questions.

1st MAN: How does it feel to give a command performance before the King and Queen of England, Mr. Melchior?

2d MAN: Did you actually go out into Arabia to buy those six pure white horses?

1st MAN: When do you leave for the Canadian Rockies?

2nd MAN: Are you going to hunt those grizzlies with a gun or a camera this time, Mr. Melchior? (TUNE OUT ORCHESTRALS SOUNDING AGAIN)

BARUCH: Yes, when Laurits Melchior, of the Metropolitan Opera, returns from one of his frequent trips to his native Denmark, as he did just last week...that's news. And tonight Lucky Strike is proud to make radio news by welcoming back to Your Hit Parade the man critics have called the greatest Scandanavian tenor of all time ... Mr. Laurits Melchior.

(APPLAUSE)

BARUCH: I understand you've chosen a selection from Wagner to sing tonight, Mr. Melchior?

MELCHIOR: Yes...I shall sing one of my favorite arias - "Prize Song" from Wagner's "Die Meistersinger".

(SINGS)

(APPLAUSE)

BUYSDAY: Thank you, Mr. Melchior. Lucky Strike is proud that you made your first appearance of the new season on Your Hit Parade. And...ladies and gentlemen...while the richness of Mr. Melchior's great voice is still ringing in your ears...I'd like to point to another fact of which we are proud. Laurits Melchior is one of the most distinguished names on Lucky Strike's own Roll of Honor.

Client

Copy for

LUCKY STRIKE "YOUR HIT PARADE"

Number

2

Date

8/30/38

~~QUEST APPEARANCE - LAURITS MELCHIOR - Oct. 8, 1938~~

~~27-28~~

-2-

MELCHIOR: Thank you, Mr. Rysdaal. That is right. I have smoked Lucky Strikes for a very long time now.

RYSDAAL: So your friends at the Metropolitan have told us, Mr. Melchior.

MELCHIOR: I discovered long ago that Luckies were always easy on my throat...no matter how much I sing.

RYSDAAL: Thank you very much, Mr. Melchior. And the best of luck on your hunting trip, in the Rockies. Bring us back a grisly bear.

MELCHIOR: I'll try, Mr. Rysdaal. Goodnight.

(APPLAUSE)

RYSDAAL: Ladies and gentlemen...Music critics hail Laurits Melchior as one of the greatest tenors in the world. So the fact that he has smoked Luckies for years should mean a lot to every smoker. Now here is why Mr. Melchior always finds Luckies easy on his throat.

BARUCH: Only Lucky Strike gives you the throat-protection of the exclusive process, "It's Toasted". This "toasting" process removes certain harsh throat irritants found in all tobacco. With these impurities out, Luckies are kinder to any smoker's throat...and their flavor is naturally more mellow.

RYSDAAL: Have you tried a Lucky lately? If not, try them for a week. Let your own throat and taste be the judge. Next time you buy cigarettes, ask for a light smoke... easy on your throat ^{ask for} Lucky Strike.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
TO SECTIONS?

11/23/38

ASST SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

Yes

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

October 7, 1938

+ Court Letter
attached

AP 19/10



A new record being mailed to you today!

- * A recording of a beautiful voice.
- * A beautiful song.
- * Loretta Lee, an artist and a LUCKY STRIKE smoker for the past three years.
- * A voice record designed to make your story, "It's Toasted" more effective.

When you receive this record, replace "Wagon Wheels" sung by Everett Marshall and then let us see if "In the Still of the Night" won't be one of your most effective records. WE BELIEVE IT WILL.

Very truly yours,

W. A. Shevlin
W. A. Shevlin
Sales Department



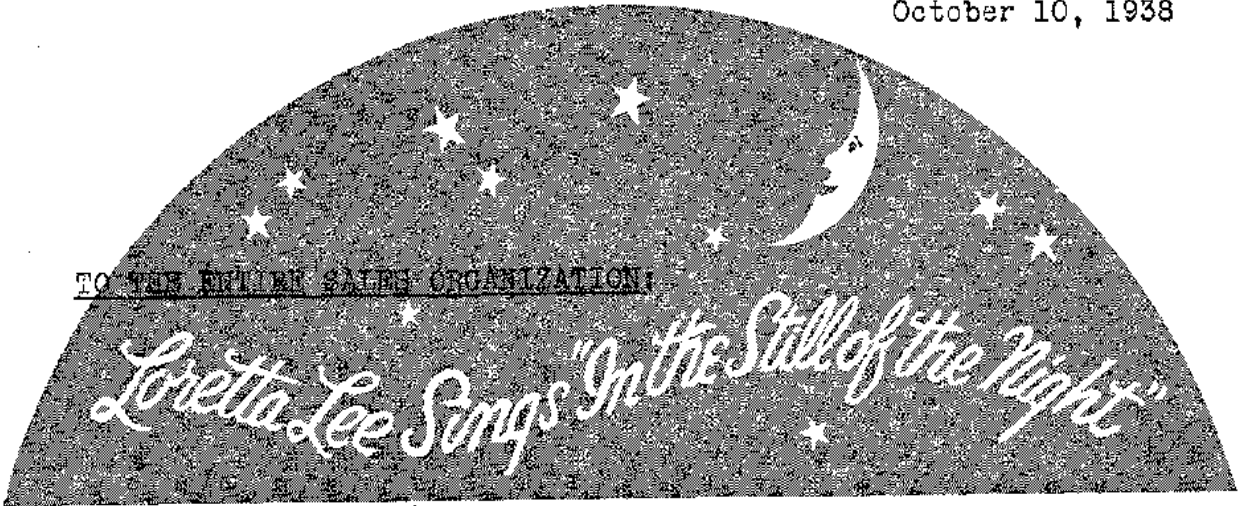
CABLE ADDRESS
TOBACCO

*The American Tobacco Company
Of The Pacific Coast*

INCORPORATED

*No. 1 South Park
San Francisco, California*

October 10, 1938



A new record being mailed to you today!

- * A recording of a beautiful voice.
- * A beautiful song.
- * Loretta Lee, an artist and a LUCKY STRIKE smoker for the past three years.
- * A voice record designed to make your story, "It's Toasted" more effective.

When you receive this record, replace "Wagon Wheels" sung by Everett Marshall and then let us see if "In the Still of the Night" won't be one of your most effective records. WE BELIEVE IT WILL.

Very truly yours,

W. N. Davis
Vice President



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
BY TELETYPE
TO SALES MANAGERS?
VISION MANAGERS?
SALESMEN?
NON-CIGAR MEN?
OFFICE LIST?

12/4/38
Yes
Yes
Yes
No
Yes

October 11, 1938

Handwritten signature and date: 10/13

**My little chickadees—
I've just joined the**

YHP*

W. C. FIELDS

***"YOUR HIT PARADE" to you**

TO THE ENTIRE SALES ORGANIZATION:

Starting Saturday, October 15, that well known musical comedy, screen and radio comedian - W. C. Fields, will be SUBSTITUTED for the guest artist "spot" on "Your Hit Parade".

The Advertising Department has done an outstanding job in lining up this famous comedian with his large following for our program. It certainly should be a great aid to all of you men in the Sales Organization.

NOW YOUR JOB!!!

1. Be sure to listen to "Your Hit Parade" every Saturday night.
2. Tell all the dealers - consumers - all your friends about it and urge them to listen.
3. You can assure them of an entertaining program.

To the Entire Sales Organization -2- October 11, 1938

4. Watch closely and see if you don't receive many more comments on "Your Hit Parade".
5. Watch the jump there will be in the popularity of this program.

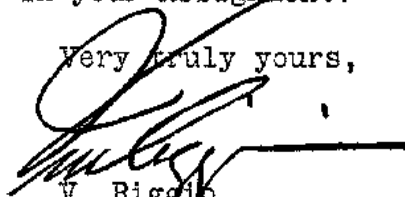
This change, of course, brings about a slight change in your Sales Talk and we are attaching a revised copy which you are to study immediately and start using it Monday, October 17. Briefly, the changes are as follows:

- A. No reference to "Your Hit Parade" or the guest artist at the opening of your Sales Talk to the dealer.
- B. No reference to any of the records which you play as being recordings of personal appearances of particular artists on "Your Hit Parade".
- C. A change eliminating the use of the magazines and substituting a reference to the Ben Bernie radio program in the HALF & HALF talk.
- D. Transcript of guest artist appearance on "Your Hit Parade" formerly mailed to you from this office, will be discontinued. Later, we will send you other transcripts as "sales helps".
- E. Balance of your talk and procedure remains unchanged.

Now, this will shorten your Sales Talk to some extent and it should enable you to give it MORE LIFE - have it contain some PUNCH!!!

Again I want to caution you to sit down and study this Sales Talk carefully. I want the entire Sales Organization starting out with this change on Monday, October 17 on the right foot - in the right direction. I call this change in "Your Hit Parade" and in our Sales Talk a really progressive step forward - a refinement. Now, it's up to you men to make it really CLICK - make it produce more LUCKY STRIKE consumers in your Assignment.

Very truly yours,



V. Riggio
Vice President



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED
TO SECTIONS?

12345

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

Yes

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

October 14, 1938

Handwritten signature/initials

MONTANA SLIM
SINGS A MEDLEY OF
HILL BILLY SONGS

TO THE ENTIRE SALES ORGANIZATION:

Montana Slim has corralled three old favorites and combined them into "A Medley of Hill Billy Songs". Leading off with the famed "Martins and the Coys" he lopes right on to a yodeling finish.

We need not tell YOU of the popularity and effectiveness of this type of record in certain localities and under certain circumstances - YOU know it. We've even seen the "city slicker" go for these simple American folk tunes.

AND ANOTHER THING - Montana Slim has smoked LUCKIES for ten years - after all these years of singing and yodeling, he still smokes them and gentlemen, that's THE PROOF OF THE PUDDING...for ONLY LUCKY STRIKE combines the advantages of the finest tobaccos plus the throat protection of the exclusive toasting process.

Very truly yours,

F. Fenneman

F. Fenneman
SALES DEPARTMENT

P.S. - Upon receipt of this record remove from your phonograph and destroy immediately "Hill Billy Songs" by Len Stokes.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

WAS CIRCULAR MAILED
TO SECTIONS?

12345

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

No

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

J.H.

November 9, 1938

TO ALL DIVISION MANAGERS

Arrangements have been made with National Chains for the sixth LUCKY STRIKE Window Showing, as follows:

<u>Name</u>	<u>Showing Dates</u>
Liggett Drug Company New York, New York	Nov. 21 - Dec. 3
United Cigar-Whelan Stores Corp. New York, New York (United Cigar Stores and Whelan Drug Stores)	Nov. 14 - Nov. 26
Walgreen Company Chicago, Illinois	Nov. 21 - Dec. 3

It is not our desire to take you away from your regular work, but you are to inspect the windows as you come across them, advising the Sales Department of any that are unsatisfactory. Also submit snap-shots of any unusually poor windows as to installation, location and those on which posters have been placed.

Very truly yours,

W. A. Shevlin
W. A. Shevlin
Sales Department



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED TO SECTIONS?	12345
ASST SALES MANAGER?	<input checked="" type="checkbox"/> Yes
DIVISION MANAGER?	<input checked="" type="checkbox"/> Yes
SALESMEN?	<input checked="" type="checkbox"/> Yes
DOM. CIGAR MEN?	<input checked="" type="checkbox"/> No
OFFICE LIST?	<input checked="" type="checkbox"/> Yes

November 10, 1938

W.A. Shevlin

TO THE ENTIRE SALES ORGANIZATION:

A NEW RECORDING ———

A POPULAR ARTIST ———

CONRAD THIBAUT

SINGS

"WITH A SONG IN MY HEART"

Conrad Thibault, popular and well known radio and concert star is another of the legion of artists who have smoked LUCKY STRIKE Cigarettes for years - in his case nine years - BECAUSE - HE ENJOYS THEIR FINE TASTE AND THE THROAT PROTECTION OF THE "TOASTING" PROCESS WHICH THEY AFFORD HIM.

Very truly yours,

W. A. Shevlin
Sales Department

P.S. On the reverse side of this record, you will note we have placed the Jan Peerce record "One Alone". Therefore, remove your present Jan Peerce record and "Hi-Yo Silver!" record - both single faced and replace them with this recording.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

IS CIRCULAR MAILED
SECTIONS?

12/3/38

SALES MANAGERS?

Yes

REGION MANAGERS?

Yes

DESMEN?

Yes

W. CIGAR MEN?

No

OFFICE LIST?

Yes

November 30, 1938

+ copy of cadet
letter attached

MURIEL WILSON

"MAKE BELIEVE"



TO THE ENTIRE SALES ORGANIZATION:

Miss Wilson needs no introduction. You will remember her as the charming and lovely "Mary Lou" of "Show Boat".

"Mary Lou" has grown up and after almost ten years before the microphone has become a full-fledged star of the concert stage and famous under her real name of Muriel Wilson.

Under separate cover we are forwarding to you a recording of Miss Wilson singing the very popular song "Make Believe" from the original Florenz Ziegfeld's Show Boat.

Miss Wilson has been a steady LUCKY STRIKE smoker for the past four years - WHY? - Because she finds, too - as do so many other stars of radio, screen and stage, that only LUCKY STRIKE affords the taste of the finest tobacco plus the throat protection of the exclusive "toasting" process.

We feel sure you will agree that "Make Believe" will be one of your fine, effective recordings.

Very truly yours,

V. T. Danielson

V. T. Danielson
Sales Department

P.S. Remove "Don't Drop A Slug In A Slot" by Ish Kabibble and replace it with this new recording.

THIS CIRCULAR MAILED
TO SECTION?

12345+0

ASS'T SALES MANAGERS?

Yes

DIVISION MANAGERS?

Yes

SALESMEN?

Yes

DOM. CIGAR MEN?

No

OFFICE LIST?

Yes

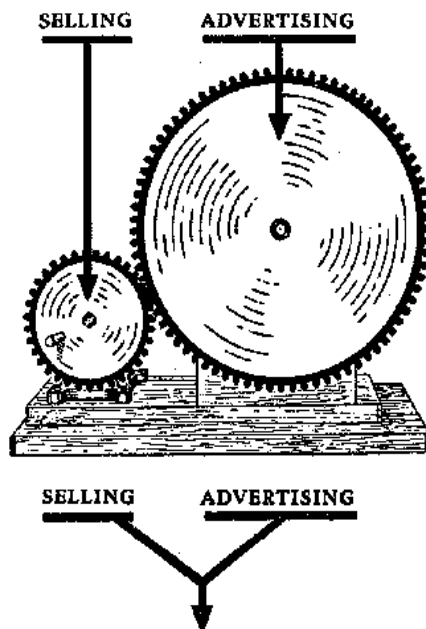
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JL 11/30/38

1939

SALESMANSHIP AND ADVERTISING SYNCHRONIZED

"The Selling Principle of Demonstration"



These two forces working in conjunction result in a real belief in the service message or "selling argument," as well as a real extensive publicity or knowledge of that message among a great number of people, and the result of this service and its publicity is invariably increased business.



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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

December 28, 1938

TO THE ENTIRE SALES ORGANIZATION:

In the history of The American Tobacco Company, the year 1938 marks a period during which there has been developed a national sales organization functioning on "The Selling Principle of Demonstration" - SALES AND ADVERTISING SYNCHRONIZED. During that period, there has been built, what we believe to be, the foundation of the greatest service sales organization in the history of merchandising and we, who have been part of this undertaking, have been most fortunate in being able to observe its evolution at first hand.

Now, if we have that foundation securely built - and we know we have, then our next step is to build the super-structure thereon and, during the coming year of 1939, we should set ourselves to this problem with a firm resolve to bend every effort to serve during the twelve months which lie ahead.

The soundness of "The Selling Principle of Demonstration" is borne out in the increased sales of LUCKY STRIKE Cigarettes during the past year. Consequently, we can now concentrate on the construction of a super-service sales organization that will derive from that selling principle, all of the potential service that lies therein.

I have given a great deal of thought to this and, while I do not wish for a moment to give you the impression that any phase of our work is unimportant, or can be neglected, nevertheless, the two outstanding phases on which we must concentrate during the coming year are to my mind -

1. Consumer Demonstrations -- A sincere and convincing consumer demonstration is the most important phase of our work. Now, what are the requirements for making a sincere and convincing consumer demonstration that will really increase your business on LUCKY STRIKE

TO THE ENTIRE SALES ORGANIZATION -2- December 28, 1938

Cigarettes? Well, we should all know them, but let's put them down again as a reminder to all of us -- we must

Know our product, its merits,
Know our Sales Talk thoroughly, its service,
Like our job,
Be enthusiastic,
Radiate personality,
Build our background.

If there is any one of us who does not have these prime requisites, we are wasting our time, and the Company's time.

On the other hand, if we have these qualities and we use the material sent us to build our background in the tobacco industry, the rest of the job, to my way of thinking, is simple. Each one of us will build our business, build ourselves and will be remembered by dealers and consumers alike, as a real salesman, in spite of any obstacles which may arise. And what will the result be insofar as you and I are personally concerned? It will be increased earning power, a better salary. The American Tobacco Company will pay men who can give constructive service that brings it a return on its investment in you and me.

2. Large Spreads -- Large spreads properly placed are second only in importance to consumer demonstrations - their advertising value is enormous. The spread can be definitely classed as "reminder" advertising - reminding the dealer and consumer of the fine quality of your product - LUCKY STRIKE Cigarettes, and of your visit and your sincere and convincing demonstration of that quality. At no time can a spread reflect upon the quality of your product, because it is your product. The spread is YOUR trademark - it represents YOU in your Assignment and the more spreads you secure and the more permanent they are, the bigger YOUR reputation becomes in that territory in which you are in full charge.

There is more than one way of making a spread and it is unnecessary for me to tell you that the larger the spread the better. In some cases, however, due to the type, or arrangement of the store, a spread - as a spread is known - is impossible. However, that type of store in many instances, offers an opportunity to you to render the dealer a real service by creating for him, a cigarette department in which all of his brands of cigarettes would be placed in neatly trimmed cartons in the most advantageous spot, from the standpoint of display, so that all of these brands of cigarettes can

TO THE ENTIRE SALES ORGANIZATION -3- December 28, 1938

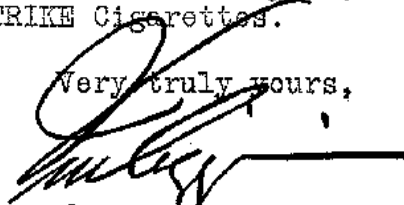
be seen by his customers and so that they can be handled by him with a minimum of effort. In such cases, you secure your spread of LUCKY STRIKE Cigarettes directly in the center of this department. You do the retailer a real service because you show him an up to date, modern method of displaying his merchandise which will increase his business. REMEMBER, you cannot increase your business without increasing his business.

You will notice that I have included in this binder, a picture of such a cigarette department made by Salesman Pirkle. These pictures are arranged so that you can view the store before the department was created and the store after it was created. I want you to read over carefully, the photostatic copy of Mr. Pirkle's letter which I have also included herein, along with the photostatic copies of the letters of introduction and authority he secured. Mr. Pirkle not only secured permission from the general superintendent of this chain store company, to create cigarette departments in the stores in his Assignment, but Mr. Pirkle had the interest of The American Tobacco Company as a whole, at heart and secured permission for the entire chain - 272 stores which are located in a number of Assignments in his section of the country.

To me, these letters indicate careful and serious thought on the part of Mr. Pirkle on this phase of our work and it proves conclusively the point that I have tried to get across to you during the past year, that if we THINK, and if we put ourselves wholeheartedly into our job, every one of us is bound, at some time or another, to get an idea that will definitely contribute to our plan of work. Efforts such as this will make you a better salesman and make the sales organization as a whole, outstanding: real service is always appreciated.

As a last word, let me caution you against the danger of feeling that we have arrived! That we have accomplished our purpose! There is a great deal of work and thinking yet to be done. Our foundation is laid, but it is now up to the whole organization to dive in "whole-hog" and complete the task. I'll be in there with you -- Mr. Hill will be in there with you -- the entire office will be in there with you. Let's turn in a banner job - a job that will show an even greater increase this year, in the sales and service of LUCKY STRIKE Cigarettes.

Very truly yours,



V. Riggio
Vice-President

2/16/38

INTER-OFFICE MEMORANDUM

TO Mr. M. H. Barton,
 FROM M. M. Pirkle,
 SUBJECT Permanent Spreads.

DATE Atlanta, Ga.
 November 21, 1938.

WHEN REPLYING, PLEASE QUOTE FILE

Dear Sir:

For your information, I wish to advise that I have been successful in getting Rogers Inc., to endorse permanent spreads of all brands of cigarettes for all of their stores throughout the states of Georgia, Alabama and Florida.

As you know, this is a chain of first class grocery stores with outlets ideally located in the best business sections, both urban and rural, of four states, totaling 272 in number.

I invited Mr. W.L. Stearman, General Supt., Mr. Charlie Campbell, Supt. of Atlanta Stores and Mr. J. P. Hall, Supv'r. of sales promotion, all of this company, to accompany me to one of their stores where I constructed a permanent spread, using all brands of cigarettes, for their approval. These men were very enthusiastic in their praise for this new department, commenting especially on its neatness and selling value, which they all agreed is far superior to the displays that they are now using. I have also made about twenty of these spreads in Rogers stores, in Atlanta, and am glad to say that in every instance the store managers have been equally enthusiastic with praise.

I am attaching a number of letters, addressed to Rogers Store Managers in Mr. Stearman's Division, (Georgia, Alabama, Florida) substantiating this action. With this authority we should be able establish and maintain a permanent cigarette department in all Rogers stores coming under Mr. Stearman's jurisdiction.

I am also attaching 'before and after' pictures of permanent spreads which I constructed in two of this company's stores. I chose small stores for these pictures so that you will be able to see the least we may expect out of these stores.

You will find enclosed also a 'before and after' picture of a cigarette department which is located in one of fifteen, "BIG STAR SUPER FOOD STORES," which are also owned and operated by Rogers Inc. However, this type of store is controlled entirely separate from the usual 'Rogers' stores. This particular store enjoys the patronage of some 10,000 customers each week and serves as an outlet for approximately 2500 packages of cigarettes per week. I am negotiating with Mr. W. C. Mosely, who is General Superintendent of these fifteen stores, with the hope of getting his endorsement of similar permanent cigarette departments for all Big Star Super Food Stores. Will inform you of my success on this issue as soon as possible.

Respectfully yours,
M. M. Pirkle
 M. M. Pirkle,
 Assignment 193.

ROGERS

QUALITY FOOD SHOPS

OPERATED BY
SOUTHERN GROCERY STORES, INC.
ATLANTA, GA.

SALES PROMOTION DEPARTMENT

Atlanta only

November 4, 1938.

Rogers Store Managers In Atlanta:

This will introduce to you a representative of the American Tobacco Company. These people have worked out a display of cigarettes in the shelves which Mr. Charlie Campbell and others agree is far superior to the old pigeon-hole type manner.

We are authorizing the American Tobacco Company to rearrange your cigarettes and we are quite sure you will be well pleased with the new display.

Please cooperate with these people 100% in this sales promotion work.

Very truly yours,

J. P. Hall.

J. P. Hall.

JPH:FE

*all stores out in the
of Atlanta*

November 21, 1938.

All Rogers Managers in Mr. Stearman's Division:

This will introduce to you a representative of the American Tobacco Company. These people have worked out a display of cigarettes in the shelves which is far superior to the old pigeon-hole idea of display.

We are authorizing the American Tobacco Company to re-arrange your cigarettes, and we are quite sure you will be well pleased with the new display.

Please cooperate with these people 100% in this sales promotional work.

Very truly yours,

W. L. Stearman

W. L. Stearman.

WLS:FH