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1942

J. FRANKLIN BARFIELD  
101 Club Boulevard  
Durham, N. C.

OCCUPATION: AUCTIONEER

NO. OF YEARS IN OCCUPATION: 26 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 5 Yrs.

NICKNAME: Frank

STATEMENT- JANUARY 12, 1942

I started auctioneering tobacco in Spring Hope, North Carolina, twenty-six years ago. Then, twenty-two years ago I started on the Durham market. I am still selling on the Durham market and hope to continue there for many years. Twenty-two years on one tobacco market is an unusual record for any auctioneer. I have seen sales rise from eight million pounds a year to fifty-seven million pounds - that was the total in 1939.

I also have sold tobacco in Georgia at the markets at Fitzgerald, Baxley and Mahira, and in South Carolina at Dillon, Kingstree and Mullins. Mullins, incidentally, is the market that holds the world's record for selling the most tobacco for the time open. I have been auctioneering in Mullins for the past eight years. I once sold six million five hundred thousand pounds of tobacco there in just five weeks.

Tobacco men know me as the "World's Original Singing Auctioneer". I have held that title a good many years and can chant to music and carry a real tune. I figure that in my whole career I have sold well over one hundred twenty-five million pounds of tobacco. And, at the markets, I see just who buys what tobacco - and the prices paid. Ever since Luckies were first manufactured in 1917, I have seen them pay the price to get the finer, milder, better tasting tobacco. That is the quality of tobacco that gives you the finest, coolest, most enjoyable smoke.

Now, I have smoked cigarettes off and on for many years, and since 1917 Luckies have been my choice for these occasional smokes. It was not until 1937 that I began smoking more cigarettes. Since then - that is during the past five years - I have averaged a couple of packages of Luckies a week.

It is natural for me - knowing what I do about the sales at tobacco markets - to pick Luckies. I guess everybody knows that better tobacco makes a better smoke. Certainly, we tobacco men know that by heart. And I guess that is why so many other tobacco experts are regular smokers of Lucky Strike Cigarettes. We know that Luckies pay the price to get the finer, lighter, milder tobacco. So, it's just common sense for us to smoke them.

LEROY BISHOP  
Springfield, Kentucky

OCCUPATION: Warehouse Owner

NO. OF YEARS IN OCCUPATION: 21 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 8 Years

NICKNAME: -

*used Kypen  
July 11, 1942*

STATEMENT- FEBRUARY 4, 1942

Bishop's Warehouse in Springfield, Kentucky, has for many years been a landmark to the tobacco people in this section of the country. My father founded this warehouse in 1910 - and it's been flourishing ever since. My brother and I have taken the reins of ownership over from my father and for the last 21 years we've managed the business. I reckon we sell on an average of two million pounds of tobacco a year - that would give you a sum total of some forty-two million pounds in all the time that I have been running the warehouse. Apart from this I have been operating a warehouse in Lake City, South Carolina, where we sell an average of three million pounds of tobacco a year: so much, then, for the actual volume of tobacco I have sold and handled as a warehouse operator.

At the Springfield warehouse I start the bids on all the baskets of tobacco. By rapid calculation, I figure that this season alone, in this one warehouse, I've started the sales on close to thirteen thousand individual baskets of tobacco. Now, the man who starts the bids has to be able to determine for himself the value of the tobacco he is selling. He has to start with a bid that will be pretty close to the actual selling price of the tobacco. If his starting bid is too low that means that the sale will be long drawn out and this, of course, will not only exhaust the auctioneer but considerably slow up the entire auction. On the other hand, if he starts the bid too high, he will get no response from the buyers and it will become necessary for the auctioneer to back up on the bid, going down instead of up; so knowing the value of tobacco is the very heart of my business. I have to win the confidence of the buyers by starting prices that are close to the fair value - and of course I have to please the farmers whose tobacco I sell by beginning with a bid that will bring them a profit. I mention all this just to indicate that I have had enough experience to know the value of the many different types and grades of tobacco sold each year on the warehouse floor.

As a supplement to this experience, let me add that even before I entered the warehouse business I had already acquired a practical education in tobacco. I was born on a tobacco farm that my grandfather worked way back in the last century. And on this farm as a boy I learned all the details of growing, cultivating, curing, grading and sending the tobacco off to market.

Talking of tobacco, let me point out that the fertile soil in this section of Kentucky yields the finest Burley in the world. This is a loamy, limestone land - perfect soil for Burley tobacco. In short you might say that the Bluegrass country produces blue ribbon tobacco.

## STATEMENT - FEBRUARY 4, 1942

When you've marched up and down the warehouse floor for 21 years, naturally you get to know the kind of tobacco bought by the different cigarette companies and the prices they pay for it. Starting the bids on the baskets and watching the competition and seeing the tobacco sold to the highest bidder - you are bound to know what kind of tobacco brings the highest prices. My own experience shows that the top prices are paid, again and again, by The American Tobacco Company for Burley that is light in texture, thinner bodied, ripe and mellow in quality. This is just about the finest Burley you can get anywhere in the world regardless of price. I have noticed in 21 years of starting bids, that LUCKY STRIKE has maintained the same high standard of quality in buying tobacco. Season after season they go after the choicest leaf that comes from the lower half of a tobacco stalk. This finer leaf makes a finer cigarette. It will smoke smoother, cooler and sweeter; it will give you real flavor and aroma: and it will taste milder. When tobacco of this kind is put into a cigarette you've got something really worth smoking. Any tobacco man knows this, that's why so many of them, who see the finer naturally milder tobaccos bought by American each season, pick LUCKIES for their own cigarette and that's why I too, have been smoking LUCKIES now for the last eight years. You can't get a finer cigarette because you can't get any finer tobacco than the tobacco that goes into LUCKIES. I think this is something worthwhile knowing for any man or woman who smokes cigarettes.

Wed 9/12/42 Hit Parade  
213

WILLIAM LEE BRANCH  
Winterville, N. C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 24 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 18 Years

NICKNAME: Billie

STATEMENT - JANUARY 23, 1942

Sure I smoke LUCKIES - been smoking them now for 18 years, and for a very good reason. I smoke LUCKIES because I knew they're made of just about the finest tobacco you can get anywhere at any price. Any tobacco man will tell you that the quality of a cigarette depends on the quality of the tobacco that goes into it and I know, from long experience, that LUCKY STRIKE buys the finest quality tobacco on the market and pays some handsome prices for it.

When I say "long experience," I mean just that. As far back as I can remember, I've been connected with tobacco one way or another. My father worked a tobacco farm for many years and I not only helped him in the growing and priming and curing of the leaf, but I used to go along with him to the markets where he put up his tobacco for sale. I remember how fascinated I was the first time I attended an auction with my father - and the most heroic figure in my eyes was the auctioneer. The first auctioneer I heard made such a deep impression on me that I decided right then and there that when I grew up, I was going to be an auctioneer, too. From that day on, whenever I had a spare moment, I used to practice the auctioneer's chant and go through all the motions of catching bids and carrying on the sale. Occasionally, there would be a basket party at the country schoolhouse I attended, and I was always proud as a peacock whenever I was called upon to auction off the baskets.

Well, sir, I've been auctioneering now for 24 years. I have sold tobacco from wall-to-wall at more than 3,000 auctions in North Carolina and Tennessee. That means that I have sold over 120,000,000 pounds of tobacco. An auctioneer handling the sale, catching bids from the buyers and standing right up close to the tobacco that is sold, gets to know after a while, the kind of leaf that each cigarette company buys and the prices they pay for it. Now, looking back over my 24 years as an auctioneer, I can truthfully state that season after season, the finest leaf in the house goes to LUCKY STRIKE. The LUCKY STRIKE buyers have had the same standard of quality for as far back as I can remember. It gets so that after a while, when an auctioneer comes upon a basket of ripe, milder, sweeter tobacco, almost automatically he'll look up at the LUCKY STRIKE buyers and wait for the bids. Even before a sale begins, I could take you down the rows of tobacco baskets and point out in advance just which baskets The American Tobacco Company boys will bid on. I think this indicates, more than anything else I can say, that LUCKY STRIKE wants the best tobacco we have to offer - regardless of price. Offer the LUCKY STRIKE boys a basket of grainy, mellow, thinner leaf - the kind of tobacco that smokes smoother and

## STATEMENT- JANUARY 23, 1942 (Cont'd.)

tastes better - and you can be sure they'll start bidding that basket up and up until they've topped all competition, and the basket is "Sold American."

So it's only common sense, you see, to go by what you know. I know the kind of tobacco LUCKY STRIKE buys, I know the handsome price they pay for it, and I know the fine tobacco they buy will give me the milder, better-tasting smoke I want. So what could be more natural than for me to pick LUCKIES when I buy my own cigarette? Yes, I've been smoking them for 18 years - and I enjoy them so much that I never miss the opportunity to pass the good word along to others. Recently, I was asked to address 500 students at the Castle Heights Military Academy in Lebanon, Tennessee. I spoke to these boys about my experience as a tobacco auctioneer. . . I told them how important it is for an auctioneer to know tobacco quality and tobacco value before he can even attempt to sell. . . and I demonstrated the style I use in chanting my own bids. After my talk, one of the boys asked me what cigarette I smoked. I told him the same thing I have been saying here - that I've been smoking LUCKIES for 18 years and that, in my opinion, the tobacco that goes into LUCKIES is as fine tobacco as you can get anywhere. And one of the things I tried to impress upon those boys is that milder tobacco insures a milder, more fragrant, better-tasting cigarette.

Another good reason why I smoke LUCKIES is because I find them so easy on my throat. A tobacco auctioneer's voice is his greatest asset. He simply must keep it in good condition if he wants to do his job. I smoke on an average of at least two packs of LUCKIES a day, and I find that even after a busy day's auctioneering, my voice is still in good shape. I began to understand why LUCKIES are so easy on my throat when I went through the LUCKY STRIKE plant and saw the "Toasting" process in operation. "Toasting" the finer quality tobacco LUCKY STRIKE buys removes harshness and makes this tobacco even mellow, smoother and cooler.

Whenever someone at the auctions asks me why I smoke LUCKIES, my answer is, "Because I know what I'm smoking." Yes, sir, when you smoke LUCKIES, you smoke the finest tobacco. I guess I'm not the only one who knows this, because the big majority of tobacco men I see at the auctions all over the south, also pick LUCKIES for their own cigarette. I think, by trying a package of LUCKIES, every smoker can find out for himself that better tobacco makes a better cigarette.

JOSEPH HARRISON BURNETT  
Buffalo Springs, Virginia

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 12 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 12 Yrs.

NICKNAME: Joe

STATEMENT- JANUARY 30, 1942

9/16/42  
Kiper Show

Did you ever hear a 14-year-old tobacco auctioneer? Well, I was one. Yes, sir, I was just a shaver when I sold my first pile of tobacco. And I remember that memorable experience, just as if it were yesterday. I was as nervous as could be - but when that first day's sale was over, I was the happiest boy in Mecklenburg County, Virginia. Fourteen years old - and a regular big-time auctioneer (so I thought) - that was enough to make any lad mighty proud. I sold tobacco for eight weeks that season. . . drove 10 miles to do it. . . and got the big salary of \$6.00 a week for doing it. Believe me, I couldn't have been happier if they'd paid me a million.

Since then, I've walked a long road, selling tobacco from wall to wall at the markets in Lumberton and Oxford, North Carolina and in Lexington, Kentucky. It's been twelve years now, and in that time, I've sold on an average of 20,000,000 pounds of tobacco a year - that makes a sum total of 240,000,000 pounds of tobacco sold altogether. Now just think of all the bids I've had to chant to sell that much tobacco - millions and millions of 'em. And just think of what that means to a man's voice. I guess I'm one of those lucky people whose throat can take a lot. And saying "lucky" reminds me that I've always given much of the credit for my easy throat to LUCKIES, themselves. You see, it gets pretty hot down south, and auctioneering is hard work. So every half-hour or so, all of us - buyers, warehousemen and the other tobacco men on the floor - pause to refresh ourselves with a soft drink and a smoke. I always manage to smoke a LUCKY during those intermissions. And since I average about two packs of LUCKIES a day, I think I can speak authoritatively when I point out that LUCKIES have always been kind to my throat. Incidentally, I notice that during these breathing spells we take at the auctions, most of the other independent tobacco men also light up LUCKIES.

The fact that LUCKIES are easy on my throat seems to me, personally, a pretty good reason for smoking them - and I've been smoking them now for more than 12 years. But as a tobacco man, I know that the milder, cooler, better-tasting smoke I get out of LUCKIES is due to only one thing - the kind of tobacco that goes into them. And I can say something about this, too, because as an auctioneer, I am right on the spot to see what kind of tobacco each of the different cigarette companies buys and the prices paid for it. And I have noticed at the markets where I auctioneer, that LUCKY STRIKE always goes

STATEMENT- JANUARY 30, 1942 (Cont'd.)

after the top quality tobacco put up for sale - tobacco that's lighter bodied, silky textured and really mature. Tobacco like this brings the fancy prices at the auctions - but it's really worth the price, when you think of the smoking enjoyment you get after this finer tobacco goes into a cigarette. Now this LUCKY STRIKE standard of high quality is not something I've noticed just now and then. It's something that's been going on for a long time- and if you were present at the auctions, you'd see the LUCKY STRIKE buyers, year after year, go after the finer leaf that makes finer smoking. And over and over again, you'd see them bid the top dollar to get what they want.

Not only have I sold tobacco, but ever since I was a youngster, working on my father's tobacco farm, I have had the experience of growing tobacco - and that goes right up to the present. So I think I know just what finer tobacco is. As a tobacco man, I can tell you that the only way to get a superior cigarette is to use finer tobacco in it. At auction after auction, I see LUCKY STRIKE bid the price up and up to get tobacco that's really tops in quality - the finest leaf developed through long years of tobacco experience. When you get the finer part of a crop nowadays, you're really getting just about the best tobacco that has ever been grown - because crops today are much improved through all the new developments in agricultural methods. So when I say that LUCKY STRIKE continues to buy their usual fine grade of tobacco, I really mean that since crops are better than ever, it stands to reason that LUCKIES, too, are better than ever.

I can't think of a better reason for smoking LUCKIES than the fact that LUCKY STRIKE cigarettes are made of the finer, milder, lighter tobaccos. That's the kind of tobacco that gives a smoker everything he wants in a cigarette. And that plainly and simply is why I, personally, have smoked LUCKIES for the last 12 years.



ROBERT NASH COOPER  
Washington, N. C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 23 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 5 Years

NICKNAME: Bob

Kyer Show  
10/21/42  
# 3  
SMB

STATEMENT- JANUARY 30, 1942

In every section of the tobacco belt where I auctioneer, I've noticed most of the tobacco men smoking LUCKIES. Now, when you see so many men who know tobacco smoking the same cigarette, there must be a good reason for it. Perhaps it's the same reason that made me change to LUCKIES 5 years ago. Speaking as one tobacco man, let me tell you what I go by when I choose LUCKIES for my own cigarette.

Good tobacco makes a good cigarette - you might call this a fundamental law that every smoker understands. Clearly, then, the better the tobacco, the better the cigarette. I don't think any smoker will deny that. So let's put it all in a nutshell, and say that the best way to judge a cigarette is to ask yourself what kind of tobacco is in it.

Now, when I light up a LUCKY, I know that the tobacco in it is finer, milder, better-tasting - tobacco that will smoke sweet as honey, burn smoother, and taste cooler. I know this, because for a long, long time now as an auctioneer, I have seen The American Tobacco Company pay the price to get the choicest tobacco in the house.

And I know what good tobacco is, because I have been growing tobacco on my own farm practically all my life. As a youngster, I used to help my father with his tobacco - preparing the plant beds - setting and transplanting - curing, grading and marketing the leaf. Besides this long experience in the cultivation of tobacco, I have had some good practical training in the handling and the selling of the leaf. I worked at various jobs in the warehouses and got to know the many different types and grades of tobacco, and for the last 23 years, I have been selling tobacco as an auctioneer at the markets in Georgia, North Carolina, Virginia and Tennessee. I sell on an average of 15,000,000 pounds of tobacco a year. That means that I have sold well over 300,000,000 pounds of tobacco in all. So my experience covers the subject of tobacco from the time the seed is put in the ground until the time the leaf is carried off the floor to the factory.

Now, an auctioneer has one indispensable tool - that's his voice. He must keep that voice of his in good condition; otherwise, he just can't sell tobacco. Now, I've sold in Georgia when the heat stood at 112° inside the warehouse, and I've sold in Tennessee when the thermometer pointed to 3° below zero - and believe me, crying bids in all kinds of weather can be a real strain on an auctioneer's voice. I have found that LUCKIES never bother my throat in the least. In all the time I have been smoking LUCKIES, never once have they had any harsh effects. To me, personally, that's an excellent reason for choosing LUCKIES for my own cigarette.

## STATEMENT- JANUARY 30, 1942 (Cont'd.)

But perhaps more important, my choice of LUCKIES is based on the fact that only the finer tobacco goes into them. I can say this with some authority, because at the auctions, year in and year out, I see the light, grainy, thinner leaf "Sold American" again and again. This kind of tobacco means milder, cooler smoking. And finer leaf of this sort brings the highest price. I have noticed that the LUCKY STRIKE buyers, for many years now, have maintained the same high standard of quality - and that regardless of price, they go after the kind of tobacco that makes a really fine cigarette. Yes, those LUCKY STRIKE standards don't vary - whether they're buying the yellow flue-cured Bright I sell on the Georgia and North Carolina markets, or the brown, air-cured Burley I sell on the Tennessee markets.

In 23 years of auctioneering, I've learned to know the baskets of tobacco on which LUCKY STRIKE will bid; and 19 times out of 20 whenever I come upon a choice basket of mellow, light, fluffy tobacco, I can predict that LUCKY STRIKE will be right there pitching those bids, until the tobacco is "Sold American."

Please remember that when I talk about LUCKIES, I'm just explaining my own personal preference. I am absolutely independent of any company. Everybody who knows me as an auctioneer knows that all the buyers get the same fair and impartial consideration from me. It's always "first come, first served" at any auction I am conducting.

But when I pick a cigarette for my own enjoyment- well- that cigarette's a LUCKY. I want a good smoke, as well as the next man, and I know that the tobacco that goes into LUCKIES will give me the lighter, better-tasting smoke I want. To sum it up, LUCKIES suit my throat and suit my taste. And I'll be doggoned if I can see what more anyone would ask for in a cigarette.

JOHN  
~~JAMES~~ LAWRENCE CUMMINS  
33 Main Street  
Cynthiana, Ky.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 21 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 18 Years

NICKNAME: --

STATEMENT - FEBRUARY 2, 1942

There is an old saying around these parts that, "Once an auctioneer, always an auctioneer," it sort of gets into your blood, I guess. In my own case for instance, after a strenuous season as a tobacco auctioneer, I fill in the rest of the year by auctioneering live stock and real estate. There was even a period in my life, when for two years I served as a member of the Kentucky Senate. Tobacco, however is my main interest. You might say that this interest in tobacco goes back to my cradle days. You see, I was raised on my Father's tobacco farm where I learned all the fundamentals of growing, cultivating, curing, grading and marketing tobacco. Even today I still work the same farm my Father worked before me years ago. So my experience with tobacco has been practical and down to earth. I reckon that's the best way to learn any business.

I began to apply this practical tobacco education when I started as an auctioneer 21 years ago. I was only 16 years old at the time and, like all beginners, pretty green at the business. But in the years that followed I slowly acquired all the fine points involved in the auctioneering of tobacco. I learned how to catch the bids, I became familiar with the standards of the different cigarette companies and I got a pretty good notion of the various types and grades of tobacco sold and the prices paid.

Ever since I started as an auctioneer, I have been working on the Burley market at Cynthiana, Kentucky, which is the largest, "one set" Burley market in the world. I sell on an average of 4 million pounds a year - and if you want to build up a mountain of tobacco just multiply these 4 million pounds of tobacco by 21 years of experience,

When you sell tobacco from wall to wall for as many years as I have, you get to know just what kind of tobacco each of the cigarette companies buys and the prices paid for it. I can say that LUCKY STRIKE, as far back as I can remember has been buying some of the ripest, sweetest tobacco grown in the heart of Kentucky's Blue Grass country. I see the same thing happen year after year. And I know that to get this lighter, milder leaf LUCKY STRIKE pays well above the average market price. In tobacco, as in anything else, you get just what you pay for. So when LUCKY STRIKE tops all competition for the finer naturally milder leaf, and when they do this season after season, they are bound to get their money's worth in a cigarette that's really milder and better tasting. As a tobacco man I know this to be true - and it's only a matter of common sense for any man to act on what he knows. That's why for 18 years now I've been smoking LUCKIES. I know that when I buy LUCKIES I'm getting fine tobacco - and fine tobacco means a cooler, milder smoke. Other independent tobacco men like myself - auctioneers, warehouse men and independent buyers also know the importance of fine tobacco in a cigarette. I suppose that's why so many of these men who buy, sell and handle tobacco at the auctions also smoke LUCKIES.

FLOYD GREENE CLAY  
Route 4,  
Versailles, Kentucky.

OCCUPATION: Warehouse Owner  
NO. OF YEARS IN OCCUPATION: 22 Years  
NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Years  
NICKNAME: -

STATEMENT - FEBRUARY 2, 1942.

One way of measuring a man's tobacco experience is by knowing the volume of tobacco he has handled. So today I would like to figure out mathematically the actual distance that would be covered by the tobacco I've sold in my lifetime. Clay's Number 1 Warehouse in Lexington, Kentucky, of which I am a part owner and operator, is one of the largest in the world. It holds two million pounds of tobacco at one sale, has a driveway capacity for two hundred loaded trucks, and special prism lighting that eliminates glare so that buyers can judge tobacco accurately. The floor space covers 6-1/2 acres. All in all I've sold well over one hundred twenty million pounds of tobacco as a warehouseman.

Now after twenty-two years in the warehouse business, I think I should know a little bit about tobacco. Let me add that besides this experience in the selling of tobacco, I have had a good basic training in the growing of tobacco. I was running a tobacco farm when I was eighteen years old, and even today during the off months I work my own 446 acre farm on which I grow tobacco. I use what I know about tobacco quality and tobacco value every day at the auctions where I start the bid on the many thousands of individual baskets in the warehouse. This combination of tobacco experience --the growing end and the selling end--gives me the right to talk as a tobacco veteran.

I have had what you might call a "ring side seat" at the auctions for twenty-two years. I've not only started the bid on the different baskets of tobacco, but I've been right there on the spot when those baskets were sold. As a result, I know the kind of tobacco that is bought by the different cigarette companies and the prices paid for it. I have noticed, up through the years, that LUCKY STRIKE buys some of the finest tobacco on the floor and pays some mighty handsome prices to get it. Tobacco of this sort is uniform in color on both sides, silky in texture, thinner and lighter in quality. This is tobacco with real flavor and mellowness--tobacco that will burn freely, smoke smoother, and taste milder. Naturally tobacco of this sort brings the highest price, but I have noticed that the LUCKY STRIKE buyers do not let price stand in their way when the tobacco is really tops in quality. I have seen them pay well above the average market price, season after season, to get this finer, naturally milder leaf.

A man goes by what he sees and by what he knows. I see LUCKY STRIKE buy finer tobacco and I know that finer tobacco means a finer cigarette. That's why I've smoked LUCKIES now for thirteen years. And I've noticed that the big percentage of independent buyers, auctioneers, and warehousemen with whom I come in contact also prefer LUCKIES. These "ring siders" know as well as I do that good tobacco means a good cigarette--so they smoke the cigarette of finer, milder tobacco - LUCKY STRIKE.

JAMES NICHOLAS EDWARDS  
Farmville, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 35 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: Jim

STATEMENT - January 26, 1942

I just wish that all the smokers in the country could come down and watch a real tobacco auction. That would give them a chance to see all the different kinds of tobacco we have on the floor and all the different prices that are paid for it. Seeing is believing - and I am sure that once they saw the kind of tobacco LUCKY STRIKE buys, and the fancy price paid for this tobacco, they'd believe me when I say you can't get a finer cigarette than LUCKIES anywhere at any price. Yes, tobacco counts in a cigarette. Mellow, grainy, lighter tobacco gives you a milder, sweeter smoke. And if all the smokers in the country had a chance to visit any of the auctions all over the south, they'd see LUCKY STRIKE pay the top dollar for tobacco that is tops in quality. I think one of the best ways to sell LUCKY STRIKE is simply for smokers to see the kind of tobacco LUCKY STRIKE buys. You wouldn't need any salesmanship after that - one look at a basket of the ripe, lighter bodied LUCKY STRIKE tobacco would be worth a million words of advertising. Because tobacco tells the smoker everything he wants to know - and the finer, costlier tobacco that LUCKY STRIKE buys tells the whole story when it comes to real honest-to-goodness smoking enjoyment.

I have been selling tobacco now for 35 years - and selling plenty of it. At auctions in North Carolina, Georgia, Florida, Kentucky and Tennessee, I reckon I've sold, all in all, about 175,000,000 pounds of tobacco. For the last 33 years, I have auctioneered at Monk's Warehouse in Farmville, North Carolina, one of the biggest warehouses in this section. One season I sold twelve and a half million pounds of tobacco in this warehouse alone, which is more than any other single tobacco warehouse in the Bright Belt has sold. It would be interesting to know just how many miles of territory I have actually covered in these 35 years of walking up and down the rows of tobacco baskets, selling from wall to wall. I am sure it would turn out to be a mighty long stretch.

Now, an auctioneer who has covered as much ground as I have, and who has sold as much tobacco, gets to know pretty accurately after a while, just what tobacco each of the different cigarette companies buys and just what price they pay. You don't have to be a tobacco expert to know that quality costs money, and the better the quality, the higher the cost. In all my years of being right on the spot when the tobacco was sold, I have seen LUCKY STRIKE go after the finest quality leaf in the house and that's the kind of leaf that always brings the highest price. When it comes to the finer, milder, better-tasting tobacco - the kind that makes a cigarette smoke smoother and taste better - the LUCKY STRIKE buyers will send their bids up and up, until they've out-bid all competition, and the tobacco is "Sold American."

I see this happen every season, and I know that the tobacco LUCKY STRIKE buys will make a cigarette that will smoke better and taste better. The most important thing in a cigarette is the kind of tobacco that goes into it - and the kind of tobacco that goes into LUCKIES is just about the finest you can find in this country. This LUCKY STRIKE standard of high quality is nothing

JAMES NICHOLAS EDWARDS

STATEMENT - January 26, 1942

new in the tobacco business. Tobacco men all over the south have seen the LUCKY STRIKE buyers operating under this high standard for many years. It gets so that an auctioneer can walk up to a pile of tobacco, and know almost at a glance that the LUCKY STRIKE people are going to bid on it - and that's the kind of tobacco that has everything it takes to make a milder, cooler, better-tasting cigarette. When I come upon an A-1 grade of tobacco, almost automatically, I look up at the LUCKY STRIKE buyers and wait for the bids. And if that tobacco is uniformly fine all the way down, if the leaf is ripe, grainy and mellow, I know the bids will come flying thick and fast and the last bid often sells the basket to American.

I see this happen again and again, year after year, so isn't it just good horse sense, when it comes to my own smoking enjoyment, for me to go by what I see? I've been smoking LUCKY STRIKES for 25 years - and when I smoke a LUCKY, I know I'm smoking fine tobacco. As an old tobacco man, let me tell you that's the best reason in the world for smoking any cigarette. I think every smoker ought to ask himself, whenever he picks up a cigarette - "What kind of tobacco is this made of?" The answer to that question will decide whether or not the smoker will get a milder, mellower, cooler and better-tasting smoke. I, personally, found the answer long ago, and still find the answer every season at the auctions when I see LUCKY STRIKE pay the price to get the finest tobacco we have for sale. That's why my own cigarette for 25 years has been LUCKIES.

And there's another reason why I, personally, choose LUCKIES. An auctioneer must keep his throat in good condition - otherwise, he simply has to go out of business. And an auctioneer's throat gets plenty of exercise in the course of a busy season. You try "crying tobacco" - yelling out each bid - dozens of them every minute - all during the 7-hour day, and you'll see what a strain it is on your throat. Yet, even though I smoke about three packs a day, I find that LUCKIES never parch or dry my throat. It's a cooler smoke and a milder smoke, because the tobacco that goes into LUCKIES is lighter in texture and milder in quality. That's why, in all my long experience as an auctioneer, LUCKIES have never yet once let me down as far as my voice is concerned.

I think you'll agree that my reasons for smoking LUCKIES these 25 years are pretty sound. It all boils down to this: I know what I'm smoking when I smoke LUCKIES - I know it because, with my own eyes, I see the finer, costlier leaf that is bought for LUCKIES every season at markets all over the south. Other tobacco men know this, too - that's why the big majority of them also smoke LUCKY STRIKE - the cigarette that is made of the finest quality tobacco you can buy.

REUBEN GLENN FLEMING  
Middleburg, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 15 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Years

NICKNAME: Reuben

STATEMENT - JANUARY 14, 1942

As far back as I can remember, my people were tobacco farmers, and I followed in their footsteps. I grew my own crops until 1936, but I was also active on the markets as an independent buyer. My two older brothers were in this line of business and they helped me to get started. As a tobacco grower, I already knew a great deal about the quality of tobacco. But I had to learn a great deal more about the value of the different grades or qualities. In short, I had to find out that certain types of tobacco would bring a better price because they had the mildness and better taste most smokers are looking for.

During the past 15 years, I've applied this knowledge of the leaf and its value to my business as an independent buyer. I've bought, as I figure it, 1,500,000 pounds of tobacco at markets in North and South Carolina. That represents an investment of about \$300,000.00 - \$300,000.00 of my own money.

So you can see why it is a matter of dollars and cents to me to know tobacco. Tobacco is really my bread and butter. At auctions I have to make up my mind in a split second just how much to bid on a certain lot of tobacco, and a penny mistake per pound of tobacco would cost me dollars.

Well, I guess the mere fact that I am eating regularly - and have been for 15 years - shows that I have a pretty fair idea of tobacco values. And the fact that I am smoking LUCKIES shows the same thing, in my opinion.

I do most of my buying at Henderson, North Carolina, which is near my home. In Henderson's seven different warehouses this year - as for many years before - I've seen LUCKY STRIKE buy the smooth, fine textured, thin tobacco that makes for a good smoke. Of course, this tobacco costs more. But LUCKY STRIKE'S buyers consistently pay the price to get this milder and better tasting leaf. Knowledge of this fact makes me a pretty penny on occasions. You see, I sometimes buy baskets of tobacco that are poorly graded, and get them at a low price as a result. By regrading them carefully and putting only the clean, fine, good smoking leaf into one lot, I can often resell that tobacco to LUCKIES at a very good profit to me.

I think most smokers would be interested to know that the thin, light type of tobacco LUCKY STRIKE buys is milder than the heavy leaf. It is also easier on the throat and smokes cooler. These are advantages everyone surely wants in a cigarette. Certainly they are what we tobacco men like. In the important tobacco market of Henderson, North Carolina, I've noticed that LUCKIES are way ahead not only among tobacco farmers, but among independent tobacco buyers, auctioneers, and warehousemen.

STATEMENT - JANUARY 14, 1942 (Cont'd.)

Yes, good tobacco makes a good smoke and the better it is, the more enjoyment you get. At auction after auction, I see LUCKIES pay what it costs to get the finer, milder leaf. That should certainly explain why I, as a completely impartial and independent tobacco man, picked LUCKIES for my own cigarette. I've smoked them for the past 15 years.



EARLE ERNEST FORBES  
Box 458  
Greenville, N.C.

OCCUPATION: Tobacco Auctioneer

NO. OF YEARS IN OCCUPATION: 15 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Years

NICKNAME: Earle - "Bill"

STATEMENT - January 14, 1942

I think the chant of the tobacco auctioneer, as heard on LUCKY STRIKE radio programs, has attracted a lot of people. So they'd perhaps be interested to know that in 1938 and 1939 I ran a real school for tobacco auctioneers in Durham, North Carolina. The school met in Mangum's Warehouse and the sessions were four hours every day, Saturdays included. The course lasted eight weeks. I had eight students one year, six students another year; and out of those 14, six of them got jobs as tobacco auctioneers - which, considering the difficulty of the work, was a pretty good record, I think.

One thing ~~those students of mine had to have was a good, quick intelligence, added to their fundamental knowledge of tobacco.~~ I guess anyone can sing out bids and sound sort of like an auctioneer, but ~~to be a real auctioneer, you've got to be able to recognize the grade and quality of tobacco, to estimate its value, and to catch each bid the buyers make - all in the twinkling of an eye. Now that very fact is why tobacco men like me are pretty good judges of cigarettes.~~ You see, we sell to all the cigarette companies and other buyers, and we play no favorites. We sell to the highest bidder. So, of necessity, we know the type of tobacco it is, whether it's milder and better tasting, and who pays the price to get it. Well, at market after market, I've noticed this: as the bids go up and up on a basket of choice tobacco, LUCKY STRIKE keeps right on bidding 'til the last dollar and the high dollar makes the basket "Sold American." Having seen this happen at auctions all over the south, it's natural for me to ask for LUCKIES when I step up to the cigarette counter.

Perhaps I should point out that before I became a "professor" of auctioneering, I had acquired quite a bit of experience in the field. My grandfather and father built the first warehouse ever built in Greenville, North Carolina back in 1890, and there has been a Forbes operating a warehouse since then right up to the present day in Greenville. Well, as a youngster, I started in as an independent tobacco buyer. I bought for 10 years, then took a job in a cigarette factory operated by Liggett & Myers. I really got a knowledge of tobacco right from seed to cigarette, for I also grew tobacco for many years. Well, with this training behind me, I finally got my wish to be a tobacco auctioneer. This was in Cairo, Georgia, and I started to really give out with the chant I had been practicing for a good long time in my bathtub - yes, singing, or rather chanting, in the bathtub was the way I got my first practice at crying out the bids. Since then, I have auctioneered at many markets in North Carolina, South Carolina, Virginia, Tennessee and Kentucky. ~~I have sold over 200,000,000 pounds of tobacco in 15 years - tobacco which I estimate brought well over \$10,000,000.00. That's a heap of tobacco and a heap of money, and I think it taught me a whole lot about the leaf and about how to select the kind of cigarette that will give the most smoking enjoyment.~~

At markets where I have sold, LUCKY STRIKE has been especially interested in getting the "lugs" - that is, the second and third primings from the tobacco stalk. They pick out the leaf with the most color, the best grain, the light body that insure a good smoke. In fact, I've often told people this: If I were having special cigarettes tailor-made for me personally, I would use exactly

EARLE ERNEST FORBES

STATEMENT - January 14, 1942 (Cont'd.)

the same grades of tobacco that LUCKIES buy at markets all over the south. And ~~I guess lots of other tobacco men~~ - independent buyers, auctioneers and ware-housomen - feel the same way. At least, the greater majority of them that I've noticed choose LUCKIES for their own cigarette. Tobacco that's ripe and light and mellow makes a mild smoke - it makes a smoke that's easy on your throat - it makes a smoke that's definitely better tasting and has a better aroma. So, since LUCKY STRIKE consistently pays the price to get this kind of tobacco, it's simply common sense for us who are in the know to smoke LUCKIES. That's why I've smoked them myself for 15 years now.

HYMAN FRIEDBERG  
Route #1,  
Buechel, Ky.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 39 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 24 Yrs.

NICKNAME: "Friedy"

STATEMENT - FEBRUARY 5, 1942

Way back at the end of the last century, my father ran a small tobacco manufacturing business in Philadelphia. As a boy, working in my father's plant, I used to experiment with different kinds of tobacco in an attempt to create a perfect hand-rolled cigarette. I found, soon enough, that the only way to make a really fine cigarette was to use a blend of the very best tobaccos available.

Today, after a long lifetime in the tobacco business, I wouldn't attempt a tailor-made cigarette for my own enjoyment. The reason for that is that in LUCKY STRIKE I have found a cigarette that can't be matched for blend, flavor or taste. I say this because I know the tobacco that goes into LUCKIES -- and that tobacco is without doubt the finest ever grown.

Let me tell you how I happen to know this. In my lifetime I have been actively engaged in every phase of the tobacco business, from the time the seed is planted in the ground until the cigarette comes out of the factory. I've grown tobacco on my own farm for many years and I still turn out a pretty good crop. And for the last 39 years I have been buying tobacco at the auctions on my own account. I have covered every market in the South, Bright, Burley and Maryland. I buy on an average of ten million pounds of tobacco a year, which represents an investment of some two million dollars. The Falls City Tobacco Company, of which I am President, is one of the largest independent tobacco dealers in the country -- and we sell tobacco to all the cigarette companies. The tobacco I buy at the auctions is cured, redried, stemmed and stored in our own storage sheds. Occasionally I buy tobacco on order for one or another of the large cigarette companies, but most of the time I operate as an independent buyer with a very personal "dollars and cents" interest in the tobacco market. It's absolutely imperative for me to know the different types, grades and standards of the various cigarette companies because I buy with the object of reselling the tobacco to these companies. You can't make a go of it in my business unless your judgment of tobacco quality and tobacco value is sound. I don't like to hand myself any bouquets but I think my record of 39 years as a successful independent tobacco man speaks well for my own tobacco judgment.

Yes, I have handled an enormous volume of tobacco in 39 years of independent buying on the markets. In that time, I have learned just what kind of tobacco each of the cigarette companies wants for their individual brands. In my opinion the tobacco bought by AMERICAN for LUCK STRIKES is unquestionably the finest quality leaf sold. No matter how much money you were willing to spend for tobacco, you couldn't get better quality tobacco than is bought every season for LUCKIES -- because better quality tobacco than that simply doesn't grow. The tobacco that LUCKY STRIKE buys -- and I am speaking of Bright, Burley and Maryland tobaccos -- is of the thinner, lighter, milder variety. This tobacco sells for the top price at the auctions. It's been my experience that for this ripe, mellow tobacco LUCKY STRIKE is ready to bid the price up and up to take the basket.

## STATEMENT - FEBRUARY 5, 1942 (Cont'd.)

Another thing I have noticed about THE AMERICAN TOBACCO COMPANY buyers is that they will stick closer to the top grade than any other cigarette company in the business. Regardless of the crop, the LUCKY STRIKE buyers stick to their standard of high quality -- and even when the crop is short and the price high, they still go after the finest leaf in the house and pay a pretty penny to get it. I think this explains why LUCKIES, year in and year out, maintain the same perfection of quality. I know that the LUCKIES I smoke today are made of the same top-grade tobacco as the LUCKIES I smoked 10 years ago. This consistency of quality, it seems to me, explains why the vast majority of tobacco men smoke LUCKIES. They know that LUCKY STRIKE means fine tobacco not only this season, or next season, but every season.

When you get right down to it, what are some of the things that every smoker would like to get from a cigarette? Well, there's mildness, better taste and good flavor. And they want a cigarette that will smoke cool, smooth and fragrant and that will be easy on the throat. These are the ideal qualities of an ideal cigarette. And the only way to capture all of these qualities in a cigarette is to use finer tobacco. Year after year, at one auction after another, LUCKY STRIKE pays the price to get tobacco that is right, lighter, thinner bodied -- and, therefore, naturally milder. Only this finer tobacco can make a perfect cigarette. That's why, wanting the best, I have been smoking LUCKIES now for 24 years.

THOMAS JEFFERSON GREEN  
Walnut Cove, N. C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 22 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 21 Years

NICKNAME: Tom

STATEMENT - JANUARY 10, 1942

A tobacco auctioneer has to be right on his toes at the auctions. He has to sell thousands and thousands of pounds of tobacco a day, and he has to have a quick eye to catch the bids that come flying thick and fast when the competition is keen. And most important of all, he must keep his throat in good shape; otherwise, he could not sing out the bids as they are flashed to him by the different buyers. It is quite a strain to keep an auction going at a good pace all during a working day.

Tobacco auctioneers are not born over-night. As in most other businesses, you have to serve a long apprenticeship before you can know your way around. A good deal of what I know about tobacco I got from my father, who grew tobacco for many years, and much of what my father knew about tobacco came from his father before him. In short, you might say I am a tobacco man born and bred. I've been growing tobacco all my life, and this year on my farm at Walnut Cove, I've grown more than 20,000 pounds of tobacco, and right smart tobacco, if I do say so myself. Now, ever since I started smoking, my cigarette has been LUCKIES, and I've got two brothers who both grow tobacco, and they smoke LUCKIES, too. Let me try to tell you some of the reasons why LUCKIES are a favorite not only with tobacco farmers, but with auctioneers, warehousemen, and independent buyers.

You see, we are in a better position to judge cigarettes, because we see the kind of tobacco that the various companies buy. For many years now, I have noticed that at the different markets where I've been auctioneering, LUCKY STRIKE has bought the finest tobacco that came up for sale - tobacco that was ripe, sweet and mild - and I have seen them top all competition in order to get it. You've got to pay the price to get the kind of tobacco that will give you the greatest smoking enjoyment, and one thing I can say is, that the LUCKY STRIKE buyer will never let price stand in his way whenever a choice basket of tobacco comes up. Now it stands to reason that when you buy the lighter, sweeter tobacco, you're going to get a milder, better tasting smoke. For a long time, I have seen LUCKY STRIKE buy just that kind of tobacco, and so when it comes to buying cigarettes myself, naturally, I pick a cigarette I know is made of fine tobacco. And as I say, that cigarette for more than 21 years now has been LUCKY STRIKE.

Here's another reason why I've been smoking LUCKIES for so long. When you get through with a hard day's auctioneering, your throat has been under quite a strain. Yet, even at the height of the season, when I work hardest, I find that LUCKIES never bother my throat in the least. I have seen the famous LUCKY STRIKE "Toasting" process in operation, and I know that it helps to mellow the tobacco and removes harsh irritants. I think that's why it makes mighty smooth smoking for the throat.

THOMAS JEFFERSON GREEN

STATEMENT - January 19, 1942

So those are my personal reasons for smoking LUCKIES. And let me point out that personal reasons are the only reasons I have, for I am not connected with any cigarette company in any way. As far as my business goes, LUCKY STRIKE is only one of many buyers on the market, and I deal with them all on the same fair, equal and impartial basis. Now when it comes to picking a cigarette for my own enjoyment, I pick LUCKIES because I know the kind of tobacco that's bought for them - the fine, ripe, sweet, mild leaf that makes the best smoking. I guess most tobacco men like myself agree on this, because I have noticed that the great majority of them also choose LUCKIES.

CARL HARTFIELD  
Greensburg, Ky.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 25 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 24 Years

NICKNAME: -

STATEMENT - February 5, 1942

I have been in the tobacco business long enough to notice the remarkable change that has occurred in the quality of tobacco that comes to the market. Years ago the farmers grew a heavier kind of Burley that was much stronger in taste. Since then they have learned many new tricks in growing tobacco: they top the plant higher; use white Burley seed instead of red, and grow the plants closer together. This produces tobacco that is thin, ripe, bright in color, and sweeter in taste. I think that much of the credit for this trend toward the thinner, lighter, milder kind of Burley should go to The American Tobacco Company. For many years the AMERICAN buyers have consistently gone after this finer type of Burley tobacco - and they've been paying handsomely to get it. The farmers, seeing the fancy prices paid by AMERICAN for the thinner, brighter, sweeter leaf, tried to improve their crops and to produce more of this top grade cigarette tobacco.

I have grown tobacco as a farmer, handled tobacco as a warehouseman, and bought tobacco as a buyer for independent dealers. In this way I have covered the three most important phases of the tobacco business. I still work my father's farm, on which I was born and raised. For two years I was manager and part owner of the Farmers Warehouse in Greensburg, Kentucky, but by far the greater part of my tobacco experience has been in the buying of tobacco for three of the big independent tobacco dealers.

During the last 25 years I have bought tobacco for the E.J.O'Brien Company, The Clark Tobacco Company, and the W.L.Burford Company. These three independent companies buy tobacco on their own account and later resell it to the various cigarette companies. So it is absolutely necessary for me to know the different types, grades and standards of tobacco used by the various cigarette companies. I have been buying at seven different Burley markets in Kentucky and I average more than three hundred thousand pounds of tobacco a year.

In 25 years I have had what you might call a "front row seat at the auctions". This has given me a good opportunity to know, right down to the last detail, just the kind of tobacco that each of the Companies buys. And I can report that LUCKY STRIKE buys some of the finest tobacco sold in this part of the country. I have seen them do this every season - and they continue to buy right on the line of the same standard each year. You've got to pay a good price to get the finer, milder tobacco that LUCKY STRIKE buys - top quality leaf always brings the top price at the auctions. From the smokers viewpoint, the money is well-spent because this ripe middle-of-the-stalk-tobacco pays off in more smoking enjoyment. When you buy LUCKIES you are buying fine tobacco. That's why so many tobacco men are LUCKY STRIKE smokers, and that's why I've been smoking LUCKIES for the last 24 years.

When people ask me why I smoke LUCKIES I frequently say to them, "come down to the auctions and find out". It seems to me that the best way to convince anyone of the top grade quality tobacco bought by LUCKY STRIKE is to have them watch the competition for this finer tobacco at the auctions. They'd see LUCKY STRIKE top all competition, again and again, to get the best quality Burley grown anywhere in this country.

CARL HARTFIELD

STATEMENT - February 5, 1942

If I had to make my own cigarettes I could not choose any better tobacco for myself than the No. 1 AMERICAN grade bought every season for LUCKIES. After all, what does the smoker look for in a cigarette? He wants a cigarette with tobacco that has real flavor, smokes smoother, tastes milder. And he wants a cigarette that will always be gentle on his throat. Well, LUCKIES have all of these qualities. Doesn't that make it a matter of common sense for a smoker to pick LUCKIES. Anyone who knows tobacco will say that "It sure does". That's why for 24 years now my own cigarette has been LUCKIES.



ROSCOE DOUGLAS GRAHAM  
P.O.Box 54, 400 Aberdeen Terrace  
Greensboro, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 20 years

NO. OF YEARS A LUCKY STRIKE SMOKER: 12 years

NICKNAME: Mule

STATEMENT - JANUARY 15, 1942

As an auctioneer of long standing, I am entirely independent of connections with any cigarette company. I have been auctioneering on the tobacco market for 20 years in South Carolina, North Carolina, Virginia, Tennessee and Kentucky. Whenever I see a pile of tobacco that's outstanding on the smoking side - the kind of tobacco that gives you a milder, better tasting smoke, I know that this is a basket in which The American Tobacco Company is sure to be interested. At auction after auction I have seen LUCKY STRIKE pay the price to get the choice tobacco - good ripe tobacco, the center leaf kind that makes fine smoking. Now, that's a fact - I'll stake my reputation as an independent tobacco man upon it.

And I think I know tobacco. I am the third generation of my family in the tobacco business. My father was a tobacco auctioneer and warehouseman. He operated warehouses in many tobacco centers, and as a young boy I did just about everything there is to do around a tobacco auction. I helped with the growing of tobacco too on the farm my father maintained.

So I've had plenty of tobacco experience. Since I became an auctioneer I've sold an average of 8,000,000 pounds of tobacco a year - approximately 160,000,000 pounds in all. I once sold 4,200 baskets of tobacco in one six-and-one-half-hour day. Now days like that result in a real strain on my voice and throat. Yet I have found that LUCKIES never bother my throat at all, so that's another reason I like LUCKIES. I see the kind of tobacco LUCKIES buy and I see them pay the price to get the lighter, milder, better-tasting leaf - tobacco of silky texture and of just the right length for quality. That's proof enough for me, and so for the last 12 years I have been smoking LUCKIES and I'm sure that among the overwhelming majority of independent tobacco experts like myself - auctioneers, warehousemen and independent buyers - the same thing holds true, for I see them smoking LUCKIES at markets all over the south.

LUTHER HERRING  
Greenville, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 15 years

NO. OF YEARS A LUCKY STRIKE SMOKER: 24 Years

NICKNAME: Luke

STATEMENT - January 26, 1942

I've said this before, I've said it hundreds of times to lots of folks around here, and I don't mind saying it again - LUCKY STRIKE goes after the finest tobacco on the market and they pay some mighty handsome prices to get it. I have never yet seen a LUCKY STRIKE buyer back off on a basket of tobacco he wanted - regardless of price. Those boys know what they want - and I know from experience that what they want is nothing less than the best quality tobacco put up for sale. Tobacco like that costs money - but once the LUCKY STRIKE boys see a basket of ripe, grainy, mellow tobacco, they'll bid the top dollar to get it; and when this choice tobacco goes into a cigarette, you can be sure that cigarette will be milder, cooler and better-tasting. Any tobacco man knows that fine tobacco makes a fine cigarette. So what they see at the markets helps them to choose their own cigarette brand - and judging by what I, myself, see every season at the auctions, that brand for the big majority of tobacco men is LUCKY STRIKE.

Yes, I've smoked LUCKIES now for 24 years - and my reason for smoking LUCKIES is very plain. I know that LUCKIES are made of the finest tobacco you can buy anywhere, because I've seen LUCKY STRIKE buy the milder, costlier leaf - the kind of tobacco that pays off in greater all 'round smoking enjoyment.

I know what I say because I've been marching right along side of the buyers for all the cigarette companies for the last 15 years at the markets in Georgia, North Carolina and Kentucky. I, myself, as an independent, buy an average of 500,000 pounds of tobacco a year - and I buy this tobacco in competition with all the other buyers on the market. I usually go after a basket of tobacco that has not been properly graded and, after reworking the basket, separating the top grade leaf from the inferior varieties, I'll put the re-graded basket up for sale again. And my experience has been that whenever I put up a basket of leaf that was A-1 in quality from top to bottom, the LUCKY STRIKE buyers would go for it until they topped all competition and the basket was "Sold American." I'd like to say here that the men who buy tobacco for LUCKY STRIKE are, in my opinion, the squarest and most generous buyers on the market. Yes, in 15 years, time and again I have seen them pay the top dollar to get the prettiest leaf in the house.

As an independent buyer, my livelihood depends on knowing tobacco quality and tobacco value. Very often, I have to make up my mind about a basket of tobacco in a split second; otherwise, I lose that basket to a competitor. Well, it takes a long time to be able to judge tobacco at a glance - and perhaps the best comment on my own judgment is the fact that I have been making a pretty good living as an independent buyer for the last 15 years. To me, tobacco is the most fascinating business in the world. I guess once you're in it, you never want to get out of it. I think I had rather make \$1,000.00 by using my own judgment as a tobacco man, than have someone give me an outright present of it. I mention this only to indicate that I know, through direct practical experience, the kind of tobacco that means a milder, better-tasting smoke in a cigarette. And I have seen LUCKY STRIKE buy this finer, lighter tobacco at

LUTHER HERRING

STATEMENT - JANUARY 26, 1942 (Cont'd.)

market after market over a period of many years.

So when it comes to buying my own cigarette, I go by what I know from my own experience as a tobacco man. I know that LUCKY STRIKE means fine smoking tobacco, because I see the ripe, mellow leaf that is bought every season for LUCKIES, and I know that this is the only kind of leaf that will give me a milder, cooler, better-tasting smoke. That's why, for the last 24 years, I have been smoking LUCKIES. There isn't a finer cigarette sold anywhere in this country, because you can't get tobacco that's milder, lighter or finer in quality than the tobacco that goes into LUCKIES - no matter what price you may pay. And I am not the only one who knows this, for I have noticed that the great majority of tobacco men I see at the auctions also smoke LUCKIES. I wish every smoker had the same opportunity to be present at the auctions where the tobacco is sold. If they could see for themselves the kind of tobacco LUCKY STRIKE buys, just as I have been seeing for myself these last 15 years, I'm sure they would follow the lead of the men who know tobacco, and choose LUCKY STRIKE for their own smoking enjoyment, the cigarette that is milder, cooler, and better-tasting.

ALLEN HIEATT  
Danville, Ky.

OCCUPATION: Independent Buyer and  
Warehouse Operator

NO. OF YEARS IN OCCUPATION: 51 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Yrs.

NICKNAME: "Barney"

STATEMENT - FEBRUARY 3, 1942

The other night, while listening to the radio I heard a man singing and the words went something like this:

"There's one thing I know  
And I know it for sho'  
Things ain't the same as  
fifty years ago."

Well, sir, that sort of reminded me of my own life in the tobacco business. I was born in '65, the memorable year on which the Civil War ended - and almost from the cradle I began to learn the tobacco business. My Father, on whose tobacco farm I was brought up raised the first real crop of tobacco in Woodford County. That's right here in the heart of the Blue Grass country, the richest, most fertile tobacco soil in America. Out of this loamy earth have come some of the finest crops in tobacco history. Well, I've been right in this region and in tobacco all my life - going on to 77 years next November.

My tobacco experience covers practically every angle of the business. I have grown tobacco, bought tobacco and sold tobacco - done everything with tobacco except manufacture cigarettes. For 51 years I was an independent tobacco buyer - that means that for 51 years I had only my own tobacco judgment to rely on for a living. I wish I knew how many thousands and thousands of individual baskets I have bought in my lifetime. I am sure it would add up to a mighty sum. For 29 years I was part owner of a tobacco warehouse and during this time I watched the crops coming in from all the farms, saw the tobacco graded and supervised the arrangement of the baskets on the floor. For 15 years I started the bids on all the tobacco sold in the warehouse.

So, you see, I can talk with a lifetime of tobacco experience behind me. For a long, long time I have watched tobacco sold on the markets. I have seen the kind of leaf that the different companies buy and the prices paid for it. I am glad to say that in all this time I have seen the American Tobacco Company buy the finest tobacco grown in the Blue Grass country and, in my opinion, that's the best there is. At hundreds of auctions I have seen them buy the riper "light lug" tobacco - the mildest, sweetest tobacco that the rich soil of this section produces. So LUCKIES have been my cigarette off and on for 21 years, but exclusively for the last 15 years. Today, just as years ago, LUCKY STRIKE continues to pay the price for the lighter, brighter, mellower tobacco. And that's the reason why LUCKIES smoke cooler, taste milder and give more flavor and aroma.

ALLEN HEATT

STATEMENT - FEBRUARY 3, 1942 (Cont'd.)

I have noticed, too, that a heap of other independent tobacco men prefer LUCKIES - especially the younger men in the business, like my son who has smoked nothing else but LUCKIES for a good many years. Tobacco men naturally think of fine tobacco when they pick a cigarette for themselves. I think it would be well for any smoker to follow the lead of the men who know tobacco - and they won't go wrong in smoking LUCKIES because that's one cigarette that is made of the finest tobacco money can buy.

HERBERT THEOPHUS HIGHSMITH  
Robersonville, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 11 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 11 Years

NICKNAME: "Herb"

STATEMENT - January 21, 1942

An independent buyer on a tobacco market has to be "Penny Wise" - because if he's not, he'll wind up by being "Dollar Foolish." Every penny counts when you're an independent buyer, because these pennies add up to many dollars when you buy hundreds of pounds of tobacco. An independent dealer, therefore, simply has to know tobacco value if he wants to make a living. That's one thing you can't learn overnight. It's taken me pretty nearly all my life to know tobacco. My tobacco education began as a boy on my father's farm. I helped with the growing of the tobacco crop and picked up some practical knowledge on cultivating, priming and curing the leaf. One of the best ways to know tobacco is to grow it yourself and for a long time now, I've been supervising not only my father's tobacco farm, but my own as well. Another way to know tobacco is by handling the many different varieties of tobacco sold at auction. I served an apprenticeship doing just this in a warehouse in Robersonville, North Carolina. Later, I became sales manager of this warehouse.

I mention all this to indicate that I have had a pretty comprehensive tobacco education. And believe me, I use what I know about tobacco every day in my business. You have to be able to tell the quality of a basket of tobacco almost at a glance when you're buying it at an auction. If you hesitate too long, you may lose a good basket of tobacco to your competitor. Now talking of good baskets of tobacco - and by that I mean the lighter, thinner, grainier leaf - my keenest competitor at the auctions very often is The American Tobacco Company buyer. When it comes to really fine tobacco, those LUCKY STRIKE buyers make it tough for us - because they'll go after that basket and send those bids up and up until they get what they want. I've seen it happen many times in my 11 years as an independent buyer, and every time it's practically the same thing: a basket of sweet, light, milder leaf comes up, The American Tobacco boys start bidding, and when they've topped all competition, the basket is "Sold American."

I've bought well over 1,000,000 pounds of tobacco in my time and, occasionally, I have resold some of the tobacco I've bought to The American Tobacco Company after regrading it. Now, I know that before the LUCKY STRIKE buyer will touch a basket of tobacco, it must be uniformly graded from top to bottom and it must contain tobacco of the highest quality; and for tobacco of this kind, the LUCKY STRIKE buyers will pay the price, regardless of how high they have to bid.

Now I know, as well as the next man, that fine quality tobacco makes for a milder, cooler, better tasting smoke. For the last 11 years, I have been buying tobacco on the markets in Kentucky, Georgia, Tennessee, North Carolina and Virginia in every season at the markets, I see some of the finest tobacco in the house "Sold American;" and being right on the spot next to the LUCKY STRIKE buyers, I see them pay well above the average market price for this finer tobacco. That's proof enough for me that a LUCKY STRIKE cigarette is made of the finest tobacco money can buy. So when it comes to choosing a cigarette for my own smoking enjoyment, naturally, going by what I know and by what I've seen, I pick LUCKIES. I've been smoking them now for 11 years and I don't

HERBERT THEOPHUS HIGHSMITH

STATEMENT - January 21, 1942 (Cont'd.)

think you can find a superior cigarette anywhere at any price. Other tobacco men like myself seem to feel the same way, because at markets all over the south, I notice that the great majority of them also smoke LUCKIES.

Let me mention the extra dividend in smoking enjoyment that every smoker gets from LUCKIES. While visiting one of the LUCKY STRIKE factories, I saw the famous "Toasting" process in operation. Now as I've said, I know that LUCKY STRIKE buys the milder, the sweeter, the lighter leaf - that in itself insures good smoking. The "Toasting" process, by eliminating harshness, gives the leaf extra mellowness, sweeter flavor and milder taste. This combination makes LUCKY STRIKE a truly fine cigarette.

ELVIN BRADLEY HICKS  
Box 1282  
Wilson, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 24 Years

No. OF YEARS ALUCKY STRIKE SMOKER: 17 years

NICKNAME: Jimmy

STATEMENT - January 28, 1942

When you've been doing the same job for 24 years, you're bound to know your work pretty well. It's been 24 years now, since I began to auctioneer - and in that time, I have acquired a pretty thorough, first-hand tobacco education. There are many ways of knowing tobacco; one way is by growing it, another is by handling it, and still another is by selling it. My own experience is a combination of all three. My father used to grow tobacco on his farm and, as a boy, I helped him in the cultivation, the priming and the curing of the leaf. In that way, I got a basic understanding of tobacco from the ground up. Then I went to work in my father's warehouse in Henderson, North Carolina, where I did all sorts of odd jobs, such as weighing, marking tickets and arranging baskets. This experience taught me to know and to recognize the many different grades of tobacco sold at auction. And then one day, 24 years ago, I began to auction tobacco. So you see, I have what you might call an "all-around" knowledge of tobacco.

During the last 24 years, I have been selling tobacco at three of the biggest tobacco markets in the country - at Lexington, Kentucky, Wilson, North Carolina, and Moultrie, Georgia. I sell an average of 20,000,000 pounds of tobacco a year. Multiply this sum by 24 years of experience, and you get a total of some 480,000,000 pounds of tobacco. And that, you'll admit, is quite a heap of tobacco - but more important than the actual sum of tobacco sold, is the experience it represents. You can see that I've had a close-up look at a lot of tobacco. I've also been right there on the spot to see the kind of tobacco bought by the different cigarette companies and the prices paid for it. I've noticed, in all these years of being an auctioneer, that LUCKY STRIKE goes after the finest leaf in the house and pays some mighty handsome prices to get it. This is something that happens regularly, season after season. The tobacco that LUCKY STRIKE buys is just about the finest smoking tobacco you can get anywhere; lighter in body and in color, silky in texture, ripe and mellow in quality - the kind of leaf that burns freely and gives a milder, better-tasting smoke. I have noticed that when a crop of tobacco is heavier bodied - which means that the tobacco will smoke stronger - The American Tobacco Company buyers will not bid; however, when the tobacco on the floor is lighter, grainier and of A-1 smoking quality, the LUCKY STRIKE buyers will top all bids to get it.

A tobacco man likes to know just what he's smoking when he buys his own cigarette. I have smoked LUCKIES now for the last 17 years, and I enjoy smoking them, because I know that the tobacco bought for LUCKIES is the finest you can get. The tobacco that goes into a cigarette makes all the difference between a light, gentle smoke or a harsh, irritating smoke. Ripe, mellow, thinner leaf gives a mild, cool smoke. That's the kind of leaf I see LUCKY STRIKE buy at the auctions. I know that this finer tobacco will give me a more enjoyable smoke, and I know, moreover, that it will be easy on my throat. For an auctioneer who uses his voice six to seven hours a day, at auction after auction, these things are mighty important. That's why, for 17 years, I've been smoking LUCKIES. Let me add that although I smoke three packs of LUCKIES



ELVIN BRADLEY HICKS

STATEMENT - JANUARY 28, 1942 - (Cont'd.)

a day, I have never yet found them to irritate my throat in the slightest.

Other tobacco men like myself - auctioneers, warehousemen and independent buyers - also like to know just what they're smoking when they buy a cigarette for themselves. They see, just as I have been seeing for the last 24 years, the fine quality tobacco that is bought each season for LUCKIES. So it's not surprising to notice that the big majority of these men who know tobacco also smoke LUCKIES.

DEWEY H. HUFFINES  
Reidsville, N.C.

OCCUPATION: Tobacco Auctioneer

NO. OF YEARS IN OCCUPATION: 17 Years

NO OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: Dewey

STATEMENT - January 16, 1942

This past year, 1941, the farmers grew a type of tobacco that was really the finest example of the good, light quality they've been working toward in recent years. You see, back in the old days the heavy tobaccos were more popular. But down through the years the smoking public has seemed more and more to want the thinner, lighter tobaccos that give them a milder smoke. I think that at the auctions where I have sold, American Tobacco Company buyers played a part in getting this idea over to the farmers, because when a basket of finer, lighter, milder tobacco came up for sale the American buyer would bid up and up until he got it. Well, a farmer is quick to notice the kind of tobacco that brings the most money at the auctions and, of course, very eager to grow that kind of tobacco, himself, the next year. As a result, crops have been getting lighter and lighter in quality. The farmers have topped their tobacco higher, used fertilizers that contain more potash, and in many other ways have attempted to make their tobacco plants yield as many light leaves as possible.

Now, I think most people will be interested to hear that this year when the crop was outstanding for fineness and mildness The American Tobacco Company bought a much higher percentage of the crop than in any usual year. That's just because American always buys to the same high standards and this year there was more tobacco that fitted those standards.

I am a tobacco farmer, myself, as well as an auctioneer. In fact, I grow tobacco on the same farm my grandfather first developed back in the past century. This year I grew 12,000 pounds of tobacco, so you might say I know tobacco from the ground up.

Now, as a general thing the higher up the stalk you go the heavier the leaves of a tobacco plant become. The first, second and third primings are generally the lighter and better tasting leaves, and these are the leaves American concentrates on getting. I've often seen The American Tobacco Company buyer pick up a handful of tobacco and press it together between hands. If it's heavy-bodied tobacco it has a tendency to stay pressed together. It lacks life, in other words. But if it's light and fluffy and you press it together, then take your hands away, it will spring right back. Leaf like that seems to be really bursting with goodness and an American Tobacco buyer who uses that test and finds the leaf responds just right will bid up that tobacco till he gets it. It's because this type of tobacco that American buys makes a milder, better tasting smoke that I've picked LUCKIES for my cigarette ever since they were first made in 1917. Like every tobacco man, I know that good tobacco is what makes a good cigarette.

In 17 years as an auctioneer I've sold a heap of tobacco. I got my start at Madison, North Carolina and I was plenty scared the first day I sold tobacco. I swear you could have bought me for two cents. For it's a tough job standing

DEWEY H. HUFFINES

STATEMENT - January 16, 1942 (Cont'd.)

up in front of all those buyers, catching their bids, chanting them out. Well, I got over my stage fright fast and in the years since I've averaged a good 6,000,000 pounds of tobacco sold every year. That makes well over 100,000,000 pounds in all. Of course, I've sold this tobacco to buyers representing all the big cigarette and tobacco companies. That's been true every place I've sold tobacco - North Carolina, South Carolina and Virginia - and I pride myself on my record of being fair and impartial to all buyers. No, I'm not connected with any cigarette company. I smoke LUCKIES simply because I know they're made of finer, lighter, milder tobacco, and I know that tobacco like that will give me the best smoke for my money.

A couple of years ago, a convention of railroad men was held here in Reidsville, North Carolina. As a tobacco auctioneer I was asked to be present to explain as many points about tobacco as I could to these visitors. Among other things, we visited the LUCKY STRIKE factory and I, myself, saw for the first time the "toasting" process about which I had heard so much. That was an eye-opener even for an old tobacco man like myself. There can't be any doubt but that "toasting" makes LUCKIES a clean, pure cigarette and all those impurities "toasting" takes out of the tobacco certainly gives you a cigarette that's easy on the throat. I've noticed that I can cry tobacco all day long and LUCKIES are still just as easy as ever on my throat.

Incidentally, I've seen tobacco men at every one of the markets I sell at smoking LUCKIES. I guess these other auctioneers and independent buyers and warehousemen pick LUCKIES for just the same reason I do, and let me state again that's simply because at auction after auction I've seen LUCKY STRIKE pay the price to get the fine tobacco. LUCKIES have been my cigarette for 25 years now.

ED. L. ISAACS  
Lebanon, Ky.

OCCUPATION: Independent Buyer and  
Warehouseman

NO. OF YEARS IN OCCUPATION: 28 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: "Coz"

STATEMENT - February 4, 1942

*Ballroom 4/29*

Tobacco is one business where you learn something new every year. The longer you're in it, the more you know. I have been in the tobacco business now for 28 years. The first ten years I was an independent buyer and then I became manager of the Burley Pool Warehouse in Lebanon, Kentucky. When the Burley Pool broke up, I leased a warehouse in Lebanon which I have been operating ever since. In this warehouse alone I sell on an average of two and one-half million pounds of tobacco a year. I also operate a tobacco warehouse on the market at Lake City, South Carolina -- and at this warehouse another two and one-half million pounds of tobacco is sold each year.

That means that in my lifetime I have seen an enormous quantity of both Burley and Bright tobacco sold and in 28 years of being right on the spot when the baskets were sold to the highest bidder I've learned to know the kind of tobacco bought by the different cigarette companies and the prices paid for it. Year after year, I have seen the American buyers go after the rich, ripe tobacco that comes from the lower half of the stalk -- and I have seen them pay some mighty good prices to get it. The LUCKY STRIKE standard of quality is very well known by now at the markets all over the South. This standard demands only the finest tobacco that comes up for sale. Of course this finer leaf costs more money. But when the LUCKY STRIKE buyers see a basket of top-grade tobacco -- the kind that makes a milder, cooler, better tasting cigarette -- they don't let price stand in their way. At hundreds of auctions I have seen LUCKY STRIKE pay well above the average market price for some really fine tobacco.

And I think I know what fine tobacco is. At the Burley Warehouse in Lebanon I have been starting the bids on all the baskets for the last 18 years. That means that I must know how to judge both the quality and the value of the tobacco -- almost at a glance. I have to fix a starting price that will be pretty close to the final bid on the tobacco -- otherwise the sale is slowed up and the auctioneer becomes exhausted. And it's a very rare occasion when I size up a basket of tobacco inaccurately.

This last season brought one of the finest tobacco crops to the markets in many a year -- and incidentally some of the fanciest prices. Yet this season, too, The American Tobacco Company walked off the floor with some of the choicest leaf in the house. The tobacco bought by LUCKY STRIKE this season was lighter, thinner in texture, ripe and mellow in quality. When tobacco of this kind goes into a cigarette you are bound to get a smoke that is milder and better tasting. I think that's the reason why so many tobacco men, who see the finer, naturally milder leaf bought by The American Tobacco Company each year, smoke LUCKIES for their own enjoyment. They know that finer tobacco means a finer cigarette -- and they know that you can't get any finer tobacco than the tobacco that goes into LUCKIES.

ED. L. ISAACS

STATEMENT - February 4, 1942 (cont'd.)

I smoke LUCKIES for the same reason that so many other tobacco men smoke them. I began to smoke LUCKIES 13 years ago simply because I saw what fine tobacco was being bought for their manufacture. And I have found in the 13 years that I've been smoking LUCKIES, that my judgment was absolutely right. There is flavor in LUCKIES that you can't get in any other cigarette, and they do smoke cooler and taste milder. After all, that's as much as any smoker wants in a cigarette. And LUCKIES, without question, being made of finer tobacco have all of these desirable smoking qualities.

CHARLES WILLIAM JENKINS  
Route #2  
Bowling Green, Kentucky

OCCUPATION: Warehouseman  
NO. OF YEARS IN OCCUPATION: 32 Years  
NO. OF YEARS A LUCKY STRIKE SMOKER: 24 Years  
NICKNAME: -

STATEMENT - FEBRUARY 6, 1942

A good test of a man's tobacco experience is to march him down a row of tobacco baskets, before the sale begins, and ask him to pick out the piles in which the various cigarette companies will be interested. This is not an easy task because it requires a pretty accurate knowledge of tobacco types, grades and standards. It takes quite a bit of time to learn the kind of tobacco bought for the different cigarette brands. And the only way to learn this is by direct observation of the individual sales season after season.

I am sure that I could pass this test, because I have had enough time as a warehouseman to see who buys what tobacco and the prices paid. I have been in the warehouse business now for 32 years. Besides that, I was born and raised on a tobacco farm which I have been working for 35 years and I still produce a yearly crop of some four thousand pounds. I can say then that I know tobacco as a grower and as a handler. For some 25 years my brother and I owned two warehouses in Bowling Green, Kentucky -- the Seventh Street and the Independent Warehouses. For the last 7 years I have been operating the Farmers Tobacco Warehouse in Bowling Green, Kentucky. At this warehouse we "table-grade" all the tobacco that comes into the house -- and I believe we are the only warehouse in the State that does this. The job of "table-grading" all the tobacco is my responsibility -- and I mention this to indicate that by this close contact with every type and grade of tobacco I have really acquired expert judgment of tobacco quality.

A warehouseman, of course, sees an enormous quantity of tobacco of all sorts passing in and out of the warehouse. I reckon I've handled on an average of two million pounds of tobacco a year -- and I've watched every individual basket of the leaf sold.

So you see, I've had a "ringside seat" at the auctions for a long time. I can speak, therefore, with the conviction of an eye-witness when I say that in all these years I have seen AMERICAN get some of the finest tobacco on the floor -- and they always pay good prices for it. At every sale in my warehouse, I see the LUCKY STRIKE buyers go after the good golden tobacco -- tobacco that's ripe, thin and sweet as a nut. This choice tobacco, being naturally milder, makes a really fine cigarette. It tastes better, smokes cooler, and has a ripe flavor that no other tobacco can give. That's why LUCKY STRIKE is a really milder, better tasting cigarette. LUCKIES have all the qualities a smoker wants -- and so I have been smoking LUCKIES now for the last 24 years.

Fine quality tobacco, of course, brings the highest prices at the auctions. Not every cigarette company is prepared to pay what it costs to get the top quality leaf, but I have noticed, in 32 years of watching the sales, that

CHARLES WILLIAM JENKINS

STATEMENT - FEBRUARY 6, 1942 (Cont'd.)

whenever a basket of the lighter, naturally milder leaf comes up for sale the LUCKY STRIKE buyers will bid that pile up and up until it's "Sold AMERICAN". A glance at the "floor sheet", which is the record of a day's sales, will indicate that LUCKY STRIKE consistently pays well above the average market price to get the good ripe, golden tobacco. That's proof enough for me that LUCKIES mean fine tobacco. And any one who knows tobacco will tell you that you can't have a good cigarette unless good tobacco goes into it. I know the tobacco that goes into LUCKIES because each season at the auctions I see AMERICAN buy the top quality leaf. And I know that tobacco of this sort means more mildness and better taste in a cigarette. So acting on what I know I choose LUCKIES for my own smoking enjoyment and I've been smoking them now with a good deal of pleasure for the last 24 years -- and incidentally, I see a good many other independent tobacco men smoking LUCKIES TOO. It would be well, I think, for every smoker who wants a good cigarette to follow the lead of these men who really know tobacco and use what they know in picking LUCKIES for their own cigarette.

JOSEPH EDGAR JOYCE  
Pinnacle, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 19 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 18 Years

NICKNAME: Joe

STATEMENT - January 19, 1942

When you've been in the tobacco business as long as I have, why you can stand in a warehouse door, look at a truck pulling out, and know right away that it is carrying a load of "American" tobacco, because that's one truck load of tobacco on which you'll never see a black pile or a red pile, but only clean, bright, thin, light textured leaf. In 19 years as an independent buyer, I've learned to spot at a glance the kind of tobacco that "American" will buy. And here are a few things I've learned about the men who buy tobacco for LUCKY STRIKE. When they buy a basket of tobacco, it's got to be good all the way down. In my business, I have to compete with these men, and I can tell you straight out that it's very hard to take a basket of fine tobacco away from them, unless it's mixed. You can be sure they won't take a basket that has any leaf in it that may not be ripe or of the proper body, even if that basket sells at a very low price. I'd like to say that price doesn't mean anything to the LUCKY STRIKE buyers, and that they pay what it costs just so long as they get the high quality tobacco they want. In my own opinion, American buys the best tobacco on earth.

Now I've not only bought tobacco for a long time, but I've grown tobacco all my life, and so I know what good tobacco is from the ground up. I know that the choice leaves on the tobacco plant are the second and third pullings, and I have seen over a period of many years that LUCKY STRIKE buys this finer, lighter, grainier tobacco. The best part of my own crop last season - the cleanest, mildest tobacco I've ever grown - was sold to American and believe me, I was really proud of that pile of tobacco.

I know a good leaf of tobacco when I see it, and yet, even if I use the best tobacco I have on my farm in a home-made cigarette of my own, it would not give me the same smoking enjoyment that I get out of a LUCKY STRIKE cigarette. I have been smoking LUCKIES for 18 years now, and I've been smoking them because I see the kind of tobacco LUCKY STRIKE buys and I know that tobacco can't be equalled.

An independent tobacco buyer has to know what he is buying, because if he doesn't know, he simply can't make a living. At markets in North Carolina, South Carolina and Virginia in the last 19 years, I have bought some 2,000,000 pounds of tobacco; and in all that time, I've noticed that the "American Boys" are right on their toes when they are bidding on a pile of fine tobacco. They make it hard for us independent buyers, because they are willing to pay what it costs to get the best tobacco in the house. But they make it easy for us to pick our cigarettes, because everyone down here knows they buy the sweet, ripe, lighter tobacco - the kind that gives you a cigarette that really smokes right. That's why so many of us tobacco men smoke LUCKIES, and it's because of what I've seen with my own eyes that I, myself, have been smoking LUCKIES now for 18 years. Yes, I know good tobacco when I see it, and I see LUCKY STRIKE pay the price to get the best tobacco that comes up for auction every year. And I have seen that happens to that tobacco when it gets to the factory. I've watched the fine quality leaf bought for LUCKIES go through the famous "Toasting" process, and that alone convinced me that you can't get a milder cigarette than LUCKIES anywhere.



JOSEPH EDGAR JOYCE

STATEMENT - January 19, 1942 (Cont'd.)

Now, all of these reasons are the things that count with tobacco men like myself - with auctioneers, warehousemen and independent buyers - and that's why, I believe, the great majority of all the tobacco men I know choose LUCKIES when it comes to buying their own cigarettes.

HENRY L. KERSEY  
16 Chestnut Place  
Danville, Virginia

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 15 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 18 Years

NICKNAME: Henry

STATEMENT - JANUARY 15, 1942

One thing about tobacco is that it's awfully hard to put into words just what makes good, mild, fine-tasting leaf. The only way to explain to people the differences in tobacco is to show them. That's why I often wish that smokers in the north could come down here and talk to a few of us who earn our living buying, selling and handling tobacco. They might find out things they'd never suspected about the leaf and, incidentally, I think a lot of them would go back north smoking LUCKIES.

If I saw three baskets of tobacco on a warehouse floor and just one of them was good enough to suit LUCKIES, I'd be able to show you the difference between the tobacco in those baskets, but I'm hard put to it to tell you in words. For one thing, the tobacco LUCKY STRIKE buys is finer-textured and thinner. Yet it's not too much on the lemon-colored side. It's tobacco with real character and aroma to it - ripe and grainy and usually with a rich orange color. On the other hand, LUCKY STRIKE grades of tobacco are never too heavy, too thick. LUCKY STRIKE avoids buying the kind of leaf that gives you a strong smoke.

Now, I can be pretty certain about what I say on this subject of tobacco because in my lifetime I've done just about everything with tobacco except manufacture it. I was born and raised on a tobacco farm. I planted seed beds, suckered the plants, pulled and cured the leaf, and took it to the auctions and watched it sold. Then for five years I worked in a Redrying plant in Danville, Virginia and there I learned lots more about tobacco and about the different grades and quality of leaf. But the auctions have always interested me ever since my father took me as a child to see the crop sold. So, after my five years with the Redrying plant I became an independent buyer at auctions all over the south. I've spent 15 years buying tobacco in Georgia, South Carolina, North Carolina, Virginia and Kentucky. I estimate that I've bought around 2,800,000 pounds of the leaf. This means a big investment in tobacco. For example, in 1941 I invested about \$40,000 of my own money in tobacco. Now of course, I'm in this business to make a profit. When I first became an independent tobacco buyer I thought I knew just about everything there was to know about tobacco, but I soon found out that there were big gaps in my knowledge. Those first two years I bought tobacco I was lucky to break even. It wasn't until I bought at a great many auctions that I became expert enough to recognize the grades of tobacco I could buy and resell at a profit. Now, all this enters into the reason I have smoked LUCKIES for the past 18 years. At market after market I've seen LUCKY STRIKE pay the price to get the finer, lighter, milder tobacco - the kind of leaf that makes a better tasting cigarette. There are never any substitutes for this kind of leaf as far as The American Tobacco Company buyer is concerned. If the finer tobacco he wants is not for sale at an auction, he just doesn't bid. If it is for sale, he bids right up to the top dollar that takes the basket.

That's reason enough for me to smoke LUCKIES and I've noticed that most other independent tobacco men - auctioneers, buyers and warehousemen - also pick LUCKIES in preference to any other cigarette.

FORREST H. LEWIS  
Stoneville, N.C.

OCCUPATING: Warehouseman

NO. OF YEARS IN OCCUPATION: 7 years

NO. OF YEARS A LUCKY STRIKE SMOKER: 22 years

NICKNAME: "Fos"

STATEMENT - JANUARY 15, 1942

I was practically born in a tobacco warehouse. You see, my father operated warehouses all through the tobacco belt and I naturally helped after school and during vacations. I guess I took to the tobacco business instinctively. Like lots of other tobacco men, I enjoy working with tobacco. Even back when I was a kid in knee pants I was already doing responsible work around my father's warehouse. I used to mark the tickets at auctions when I was 'way short of the piles of tobacco. Now, it's the job of the ticket marker to hear the price at which the auctioneer sells a pile of tobacco to a buyer, then mark down on the ticket the price, the buyer's name and the grade. This ticket is then left on top of the pile of tobacco. Doing this work I, of course, took special notice of the prices paid by the different cigarette companies and other buyers for tobacco. So, I learned very early in my life that LUCKY STRIKE consistently pays well above the average price to get the finer, milder tobacco.

And this knowledge is something I have seen confirmed time and again at auctions in the warehouses with which I have been connected - that is, in Stoneville, North Carolina, and Pamlico, South Carolina. Yes, LUCKY STRIKE pays the price and they certainly do get the type of tobacco that stands out. It's good, thin leaf - thoroughly ripe and mellow - the kind of tobacco that gives you a really light, enjoyable smoke.

Now, I'm an independent tobacco man. In the warehouses I operate we deal with all cigarette companies on an equal basis. We are not, of course, connected with any of them. That's why, for my own cigarette, I can freely choose whatever brand I prefer. Well, I know that good tobacco is what makes a good smoke, so like most independent tobacco experts - auctioneers, buyers and warehousemen - I pick LUCKIES. I've smoked LUCKIES for 22 years now and let me repeat that the reason is simply because you can't buy any better cigarette tobacco than you will find in LUCKIES.

FRED EUGENE McLAUGHLIN  
Florence, S.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 16 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: "Mac" - "Red Cap Mac"

STATEMENT - JANUARY 20, 1942

Ask any of the folks in Florence County, South Carolina, for "Red Cap Mac" and, right off, they'll know just who you mean. You see, at tobacco markets all the way from Georgia to Maryland I'm known as "The Red Cap Auctioneer" - that's because for many years now, I've been wearing a red cap while auctioneering, and it's become sort of a personal trade mark with me. I guess folks at the tobacco markets in Georgia, Kentucky, Tennessee, South Carolina and North Carolina have seen that red cap around for a long time, because I've been auctioneering there for the last 16 years. I have covered every tobacco belt in the country, and that means covering plenty of territory. I have sold an average of about 14,000,000 pounds of tobacco a year, and I reckon that must be close to 225,000,000 pounds, altogether.

An auctioneer has to know tobacco, because knowing tobacco helps him in selling it. I can say that I know tobacco from both ends - the "growing" end and the "selling" end. My father was one of the pioneer planters in Florence County, South Carolina. I guess I began to learn tobacco right up from the cradle. It wouldn't surprise me if the auctioneer's chant was used as my lullaby, because as far back as I can remember, I've always wanted to be an auctioneer. I remember that even as a kid, I used to go out into the field, gather up a pile of straw and pretend it was tobacco. Then I'd collect a group of colored children who would act as buyers, while I went through the "make-believe" of auctioning off the pile of straw. When the day came for me to auction off my first basket of real tobacco at a real auction, I was able to put into practice the chant I had rehearsed as a boy. Even so, I was simply scared to death the first time I faced a group of buyers at the Union Warehouse at Nashville, Georgia, and sold my first row of tobacco.

I've traveled a long road since then, and learned a great many things about the strenuous art of auctioneering. One thing you can't help seeing, after you've been on the floor for a number of years, is the kind of tobacco the different buyers purchase, and the prices they pay for it. I have observed for a long time now that The American Tobacco Company buyers have always had an eye for the choicest tobacco in the house - and when these boys find the quality tobacco they want, they don't mind paying the price for it. It gets so that after a while you can tell just by looking at a pile of tobacco whether or not the LUCKY STRIKE boys will be interested in it. Very often, when I come upon a basket of ripe, sweet, fragrant tobacco, I almost automatically look up at the LUCKY STRIKE buyer, because I know that he'll be interested in such a basket.

For many years now, I have been growing tobacco on my own farm. In the last 10 years, there have been some great strides made in the cultivation of tobacco. If my Daddy were alive today to see the new kind of fertilizer we use, the number of times we pull the leaf, and the scientific way in which we cure it, I am sure he'd be right proud of me as a tobacco farmer. I have always been interested in new agricultural techniques, and I have tried to keep up all these years with any new developments. 'Way back in the early 1920's,

FRED EUGENE McLAUGHLIN

STATEMENT - JANUARY 20, 1942

a new tobacco territory was opened up in Georgia, and I was sent down there as a demonstrator to teach the farmers how to grow and cure the leaf. I supervised more than 400 acres of tobacco. I mention this just to indicate that I know tobacco not only in theory, but in actual practice.

Let me say one thing more: as an auctioneer, my throat means as much to me as it would if I were an opera singer. And perhaps even more - because I use it steadily, six hours at a stretch, all through the tobacco seasons. Naturally, at the end of a hard day, my throat has been under a real strain and, occasionally, I have sold for three days straight without so much as a breath of relief. Now remember, I make my living from my voice, and I simply can't afford to let my throat get hoarse. Very often, I have to change the tone of my voice from a higher to a lower pitch, in order to take the strain off it. Yet, even after a long session of steady auctioneering, I always find that LUCKIES are gentle on my throat. I average about two packs of LUCKIES a day, and they've never once let me down as far as my throat is concerned.

I discovered one reason why LUCKIES are easy on the throat when I went through the LUCKY STRIKE factories in Reidsville and in Durham. One of the most amazing things I ever saw was the LUCKY STRIKE "Toasting" process. After that fine tobacco has been toasted, it is as mellow as can be, and gives you a smoke that is really smooth, mild and cool.

Yes, I have been a LUCKY STRIKE smoker for 13 years, and that's because I have seen the kind of tobacco that is bought every season for LUCKY STRIKE cigarettes - and I know that you can't beat this finer, lighter, milder leaf when it comes to real smoking enjoyment. I guess most other tobacco men feel the same way I do about LUCKIES, because I've noticed the popularity of this cigarette with so many of the men who know tobacco. When you get right down to it, there is no substitute for good quality tobacco, when you want good quality smoking. Every tobacco man knows that, and I think that every smoker can find that out himself by trying a package of LUCKIES.

LAWRENCE HOLLAND MOORE  
607 N. Lafayette Street  
Shelby, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 28 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 23 Years

NICKNAME: Larry

STATEMENT - January 30, 1942

Buying tobacco as an independent is an interesting, but extremely risky business, because you either stand or fall on your own judgment. A mistake in judgment means money out of your own pocket. And if you make enough mistakes - why, then, you're just out of business. Now, the fact that I have been an independent buyer for 28 years, and have made a very good living out of it, should indicate that my own tobacco judgment hasn't let me down too often. Let me tell you a few things about my tobacco background, to show you how one man acquired enough experience to build up a sound judgment.

I can't remember the time when I was not connected with tobacco in one way or another. The fact is, I am tobacco born and bred. All my family has been in the tobacco business for generations. My father had a tobacco plantation outside of Durham, North Carolina, and it was on his farm that I learned the fundamental steps in the growing, cultivation, curing and grading of tobacco. I began to apply what I had learned about tobacco when I was 16 years old, for at that age, I was apprenticed to a buyer. For two years, I assisted him in the buying of tobacco, and learned from him all the fine points of tobacco buying; and believe me, there are many fine points involved. An independent tobacco buyer must have excellent judgment of tobacco value, because at the auctions, he has to use that judgment in a split second - and he must have enough confidence in his judgment to stick to his original opinion. First impressions count, when you buy tobacco on your own - and my first impressions, as I look back, have usually been pretty accurate. For the last 28 years, I have been buying tobacco as an independent at the markets in Georgia, North Carolina and Kentucky. All in all, I reckon I've bought well over 20,000,000 pounds of tobacco. Remember, an independent buyer picks up small lots of tobacco which he regrades and resells - so, when I speak of 20,000,000 pounds of tobacco, that represents many thousands of individual purchases. You see, then, that in 28 years, I have had to exercise my own judgment thousands and thousands of times.

Looking back over the years, one thing stands out clearly. Season after season at the auctions, I have seen The American Tobacco Company capture the finest tobacco in the house. You can't walk off the floor with tobacco of this kind, unless you pay the price - and the price for the finer, milder, sweeter leaf is always high. I move right along from basket to basket with all the buyers of the various cigarette companies, and I compete with them for the tobacco that is sold. I learned long ago that there was no point in my bidding on the baskets of tobacco that were uniformly ripe, grainy and lighter bodied, because I never could keep up with the bids made by The American Tobacco buyers for tobacco of this kind. When these boys see a pile of finer smoking tobacco - the kind that makes a truly grand cigarette - they don't let price stand in their way, and time and again, I have seen them top all competition until the basket was "Sold American."

Buying tobacco is just like buying anything else - you get what you pay for. In my 28 years of experience as an independent buyer, I can truthfully state that LUCKIES pay more for the tobacco they buy, well above the average market price, and when you pay more for tobacco, you get finer quality. I think that, in itself, explains why I have been smoking LUCKIES for 23 years. I know what I'm smoking,

LAWRENCE HOLLAND MOORE

STATEMENT - January 30, 1942 (Cont'd.)

when I light up a LUCKY - because year after year, I see the finer tobacco that is bought for it. Every tobacco man knows that when ripe, lighter, thinner tobacco goes into a cigarette, the result is a milder, cooler, better-tasting smoke. There can be no substitute for finer tobacco, if you want real smoking enjoyment out of a cigarette. And I know that the tobacco that goes into LUCKIES is the finest you can buy anywhere at any price.

So, when it comes to buying my own cigarettes, it is only horse sense, isn't it, for me to act on what I see at the auctions? At auction after auction, I see LUCKY STRIKE pay some mighty handsome prices for the finer, naturally milder leaf. Like any other smoker, I want to get as much enjoyment as I can out of a cigarette - which means a milder, better-tasting smoke; and for the last 23 years, I have found just these qualities in LUCKIES.

I heartily agree with the LUCKY STRIKE slogan that "With men who know tobacco best, it's LUCKIES 2 to 1." Personally, I believe that's an understatement; and if the same survey were to be made today, you would find that among tobacco men, the overwhelming preference is for LUCKIES.

BENJAMIN CLEVELAND PIERCE  
Elks Club  
Danville, Va.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 16 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: Ben

STATEMENT - January 15, 1942

*Ballroom?  
1/10/43 P.M.*

Altogether I've spent 41 years in the tobacco business. I entered a Richmond tobacco factory when I was 16 years old and I spent many years working in tobacco factories. Then, 16 years ago, I became an independent tobacco buyer and I've been buying tobacco ever since for my own account in the Bright Belt - at Adel, Georgia; Whiteville, North Carolina, and Danville, Virginia. During these many years I have seen a big change in the smoking habits of the public and in the kind of tobacco the farmers grow. Today people seem to want a lighter smoke. So, the farmers are topping the tobacco higher than they used to when I worked as a boy on a tobacco farm. This higher topping of the tobacco plant results in thinner, finer-textured leaves - tobacco that gives a milder, lighter, more enjoyable smoke.

Now, as an independent buyer I have to make my living fighting nine or more other buyers to get baskets of good tobacco. "Fighting" isn't the right word for it, because there is no better-natured business in the world than the tobacco business. Still, that competition results in mighty keen struggles. One of my competitors for many years at the auctions has been LUCKY STRIKE. Their buyers go after the finer, lighter, milder tobacco and keep bidding till they get it. Now, the best way for me to make a profit is to buy baskets of tobacco that are poorly graded. I then take these tobaccos and regrade them properly. I have often sold re-graded baskets of fine leaf to LUCKY STRIKE. So, that's another way I have found out from experience that LUCKY STRIKE pays high prices for tobacco.

Now, I myself have smoked LUCKIES for 13 years and what I just said should show you why. There is an old, old saying in the tobacco country that no cigarette is better than the tobacco bought for it, and since LUCKIES buy the finer, lighter and milder tobaccos I know they'll give me a smoke that's better tasting and more enjoyable all around. You see, LUCKIES frequently buy leaves from the middle of the tobacco plant, the choicest leaves, and LUCKIES concentrate above all on getting the kind of light tobacco that everyone, including myself, seems to want today.

Of course, I speak just for one man, but I've noticed that most other independent tobacco experts like myself - buyers, auctioneers and warehousemen - also smoke LUCKIES. This is true in Whiteville, North Carolina, in Danville, Virginia, and in other parts of the tobacco country where I've operated. I guess they pick LUCKIES for just the same reason I do - because they're made of fine tobacco.



*used Kyan 8/19/42*

JOHN L. PINNIX  
319 Main Street  
Reidsville, N. C.

OCCUPATION: Warehouseman

NO. OF YEARS IN OCCUPATION: 24 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 24 Years

NICKNAME: John

STATEMENT - JANUARY 16, 1942

One thing I've noticed in 24 years of operating tobacco warehouses in Georgia, North Carolina and South Carolina, is that LUCKY STRIKE's buying standards have not varied one jot. I estimate that in the different warehouses I've managed I've started the bids on well over fifty million pounds of tobacco. So I think I'm in a position to know the kind of tobacco LUCKY STRIKE has bought and the price they pay to get it, and in all my 24 years working in a warehouse I have seen LUCKIES pay what it costs to get the finer, lighter, mellow tobacco - the kind that makes for good smoking. Let me add that, in my opinion, the American Tobacco buyers are the most liberal buyers on the market.

I was born and raised near the tobacco farm that my father and my grandfather worked before me. I have been raising my own crop and I've tried by using all the modern methods of fertilizing, rotating, cultivating, and topping the plant to bring out tobacco that is lighter and milder - the kind of tobacco that I have seen American go after in my warehouses. When The American Tobacco Company buyer sees a pile of good, ripe tobacco, he'll bid up and up to get it. I've noticed again and again that if the tobacco is not just right the American Tobacco buyer won't take it at any price. But if the tobacco on the basket is light, mild and of just the right silky texture, the American Tobacco buyer will pay the price to get it.

Another thing I've noticed is that most people these days want a milder smoke, and it's just the kind of tobacco that American buys - the lighter leaf which comes from the second and third primings that gives the smoker a milder cigarette.

I've been smoking LUCKIES since right after they came on the market in 1917 and that's over 24 years now and I've kept to LUCKIES because in every auction I've ever attended, LUCKY STRIKE has bought the ripest, sweetest, mellowest tobacco offered.

Among the tobacco men I know - auctioneers, warehousemen and independent buyers - I have noticed the same preference for a milder, better-tasting smoke and I know that other tobacco men agree with me about LUCKIES, because everywhere I've been in the tobacco country, I have noticed that men with tobacco training like my own are smoking LUCKIES. We tobacco men know that ripe, lighter-bodied, silky textured tobacco makes a grand smoke, and we see LUCKY STRIKE pay the price to get this kind of tobacco, so naturally when it comes to buying our own cigarette, we choose LUCKIES.

I might add that I visited one of LUCKY STRIKE's big factories and have actually seen the "Toasting" process in operation. I'm convinced after watching it that extra mellowness results from this treatment of the tobacco. And that adds a lot to real all-round smoking enjoyment.

LUCIAN H. PURDOM  
Springfield, Kentucky

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 31 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 18 Years

NICKNAME: Luke

STATEMENT - February 4, 1942

I believe that a good thing is worth passing along, that's why, whenever I can, I pass out LUCKIES among the many people I meet. I know that you can't get a finer cigarette anywhere at any price. If that sounds like a strong statement let me tell you how I know this to be true.

I have been a tobacco auctioneer now for 31 years. I have covered the markets at Springfield and Bloomfield, Kentucky; at Rocky Mount, Kinston and Henderson, North Carolina; and at Lake City and Darlington South Carolina. I have sold an enormous volume of tobacco - well over two hundred million pounds. I have seen hundreds of tobacco crops brought to market, and I have seen the kind of tobacco each of the various cigarette companies buys. Now an auctioneer must know tobacco quality and tobacco value if he wants to sell right. He must know exactly what types of tobacco the different buyers are interested in. And he must be able to tell on sight - not only the quality of the tobacco - but the approximate price that tobacco will bring. And when you have been in the business for 31 years you get to know these things pretty accurately. So I think that I know tobacco and therefore can speak about tobacco with the authority of long experience behind me. Let me add that I tried to teach my own son some of the fine points of tobacco that I have learned from my own experience. This last season, at the age of 18, he did his first tobacco buying as an independent - and apparently he learned his tobacco lessons well because he made a good profit at the end of the season. Of course it pleases me very much that I have been able to pass along some of the things I knew about tobacco.

Now at every auction I have seen The American Tobacco Company get the finest part of the crop on the floor. Of course, this finer tobacco sells for the highest price - but price does not stop an American buyer when the tobacco is tops in quality. The thinner naturally milder leaf that American buys, each season at the auctions, makes a cigarette that gives the smoker everything he wants - coolness, mellowness and milder taste.

An interesting thing about the American buyers is the uniformity of high quality tobacco they purchase - no matter what the market. If the tobacco on the floor is not up to the LUCKY STRIKE standard, the American buyers will simply not bid, but when the top grade cigarette tobacco is up for sale I know from experience that I've got to keep my eyes on the LUCKY STRIKE buyers because they are going to bid the prices up and up to capture the basket.

LUCIAN H. PURDOM

STATEMENT - February 4, 1942 (Cont'd.)

There can be no substitute for fine tobacco if you want a real enjoyable smoke. Milder tobacco makes a milder cigarette - that's plain as day to any tobacco man - and I think it should mean something to every smoker. I see LUCKY STRIKE pay what it costs to get the lighter, thinner, sweeter tobacco - and I see them do this season after season at the auctions. LUCKY STRIKE tobacco pays more dividends in smoking enjoyment because that tobacco is the finest grown.

I have another very personal reason for smoking LUCKIES. You know that an auctioneer's voice is his fortune; if his voice fails him he simply has to quit as an auctioneer. Now, I have sold tobacco under all sorts of conditions: sold it in Darlington South Carolina when the thermometer stood at 120 degrees, and in Springfield Kentucky when the temperature was below zero. This season alone I chanted the bids on some 60,000 individual baskets of tobacco. Obviously then, my throat is under quite a strain. So I am very careful about the cigarette I smoke because I have to be sure that in no way will that cigarette irritate my throat. In the eighteen years I have been smoking LUCKIES not once have I found them harsh. Very often, in fact when I come to the end of a row of tobacco baskets, I'll stop to puff on a Lucky. I always find the effect very cooling and gentle on my throat. And I'd rather, during these brief pauses, have a Lucky than a glass of water.

They say that experience is the best teacher. Well, my own experience has taught me that there is no other cigarette equal to LUCKIES for real smoking enjoyment. Frankly, on occasions I've tried one or two other brands of cigarettes, but even when I've smoked half a dozen of them I've never had the same smoking enjoyment out of them as I get from LUCKIES. The reason is plain - the finer naturally milder tobacco that goes into LUCKIES makes a vast difference. Any tobacco man can spot the really fine tobacco in a LUCKY STRIKE cigarette just by smoking it. I guess that's why so many of the tobacco people I see around the warehouses also smoke LUCKIES. That's why I've smoked Luckies for over 18 years.

So to get back to what I started to explain: Let me say that I like LUCKY STRIKE because I know they contain the finest tobacco sold at the auctions. In my opinion no other cigarette comes near it in quality or in taste. That's why when young people, who are just beginning to smoke, ask my advice about cigarettes, I reach for my pack of LUCKIES and say to them: "Try one of these". That's what I mean by passing a good thing along to others.

WILBUR RHEMUR ROGERS  
Mullins, S.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 13 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 10 Years

NICKNAME: "Jack"

STATEMENT - January 29, 1942

*Ballroom?  
2/13/43 M.*

When you talk of "tobacco tradition", you're talking my language. You see, I'm part of a long tobacco heritage that stretches way back into the last century. My grandfather was the first man to grow tobacco here in Marion County, South Carolina - and the original curing barn he used stood as a historical monument until only a year ago. My father followed in my grandfather's footsteps on the same farm, plowing the same acres. And it was on this farm that I was born. Today I'm carrying on where my father left off, and out of the same rich earth that produced the first tobacco crop in this county, I hope to grow another golden harvest for next season's markets.

Yes, there's been a long tradition of tobacco growing in the Rogers family. My own tobacco experience began in childhood - and I keep learning new things about tobacco every season. There's been a great change in the quality of tobacco since my grandfather's time. Tobacco today is lighter-bodied, ripier, and milder than it was years ago. Farmers are learning that the lighter, milder leaf brings the best price at the market - so they are using every new method to grow top quality tobacco. Nowadays, when you get the finer part of a crop - you've really got tobacco that's mild, grainy, silky-textured, and mellow: the kind of leaf that means more mildness and better taste in a cigarette.

The experience I had in growing tobacco meant a great deal to me when I began selling tobacco, as an auctioneer, 13 years ago. Since then I have been auctioneering regularly at the markets in Georgia, South Carolina, North Carolina, and Kentucky. At Monk's Warehouse in Farmville, North Carolina, I sell more tobacco than is sold at any other single warehouse in the world. I reckon that in an average year, I sell somewhere around 16 million pounds of tobacco, altogether. Multiply this by 13 years of experience, and you'll get a right tidy sum of tobacco.

*200,000,000 lbs.*

Now in all these years of walking up and down the warehouse floor, selling tobacco from wall to wall, I have had a chance to see the kind of tobacco that is bought by the various cigarette companies - and the prices paid for it. I speak from experience, therefore, and from my own personal observation, when I say that Lucky Strike buys the finest tobacco that comes up for auction each season. And that tobacco brings the price. Year after year, I have seen the lucky strike buyers go after the lighter, sweeter, thinner leaf - and I have caught their bids, up and up, until the basket was "Sold American". This is something I know, because this is something I've seen.

And here's something else that I know, as a tobaccoman. When the finer, naturally milder leaf that is bought by the American Tobacco Company goes into Luckies, you've got a real cigarette - a cigarette that will smoke cooler and taste milder. There's just no other way of doing it... to get a better cigarette, you've got to use better tobacco. And the tobacco that I see Lucky Strike buy, season after season, can't be beat in quality - because it's got everything that makes for real smoking enjoyment.

WILBUR RHEMAR ROGERS

STATEMENT - January 29, 1942 (cont'd.)

It's only plain common sense, therefore, for me to pick a cigarette I know is made of tobacco that will give me a milder, better-tasting smoke. And the easiest way for me to pick such a cigarette, is to go by what I see at the tobacco auctions. I see Lucky Strike pay the price to get the top quality tobacco in the house - and I see this happen not just now and then, but season after season. So for my own smoking enjoyment, I pick Luckies - and I've been smoking them now for over ten years.

Now what I've just told you about the high quality tobacco Lucky Strike buys is not a secret - it's a well-known fact among all tobaccomen in the business. So it's no surprise to me that the great majority of tobaccomen like myself -- auctioneers, warehousemen and independent buyers -- also go by what their eyes tell them ... and smoke the cigarette of finer tobacco, Lucky Strike.

HUGH HOPE SCOTT  
808 Cleveland Street  
Durham, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 12 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: "Chicken"

STATEMENT - JANUARY 12, 1942

I have been asked why I have smoked Luckies for many years - in fact since they were first put on the market in 1917. Well, I can answer that question by just saying Luckies are made of fine tobacco - fine tobacco means a fine smoke - so it is just good sense for me to smoke them. But let me give you a fuller explanation of why Luckies are my choice in preference to any other cigarette:

In the first place, I am tobacco born and bred. My father was a tobacco buyer and broker for full seventy years in Danville, Virginia. I, myself, have been in tobacco for forty years. In 1913 I began buying for an important export tobacco company - The Export Leaf Tobacco Company. I was with them for seven years. In 1920 I became a tobacco buyer for another big export company - one of the biggest tobacco companies in the world - Imperial. I was Imperial's head buyer on the Durham market for ten years.

Then in 1930, with all this experience and knowledge of tobacco behind me - I became an independent buyer, buying for my own account. I have bought as an independent in Nashville, Georgia - Lumberton, North Carolina - Durham, North Carolina - Rogersville, Tennessee - Bowling Green, Kentucky - and Waldorf, Maryland. And I figure that my total investment in tobacco - over a million pounds of it - has been three hundred and thirty thousand dollars. In fact, I once bought eight thousand dollars worth of tobacco in a single day. Obviously, I have got to know tobacco backwards and forwards to make a living in my business.

I have also grown tobacco during several seasons. In fact, in 1919 I got some of the highest prices ever paid a farmer in the history of tobacco - one dollar and fifty cents a pound. And that year American bought the largest percent of my crop. Of course, that stands out in my memory, but as an independent buyer, in frequent competition with Lucky Strike buyers at the auctions, I have seen the same thing happen time and time again.

In fact, at markets all over the south, I see Lucky Strike consistently ; paying what it costs to get the finer, lighter grades of tobacco. Now this is mighty important to every smoker, because a cigarette is only as good as the tobacco that is in it. The lighter, thinner tobaccos that Lucky Strike buys are definitely on the milder side. You can tell that by feeling the leaves - they are not gummy, not heavy body, which is what makes a cigarette too strong. You can tell it also by smelling the leaves - Lucky Strike grades of tobacco never smell strong, so you can bet your boots they won't smoke strong either. The tobacco Lucky Strike buys is the choicest that is grown - it ranges from the second "primings" up to the middle of the stalk. This yellow and nutty leaf - rich and ripe - is at the same time light and mild enough to make a completely enjoyable smoke.

HUGH HOPE SCOTT

STATEMENT - JANUARY 12, 1942

Of course, there is another feature that is most important: The finer, milder tobaccos are naturally easy on your throat. I know that because I smoke well over two packs of Luckies a day and they never bother my throat. You see Lucky Strike not only buys fine tobacco but ages it properly, blends it properly, and heat-treats it properly through the "toasting" process.

So there is the full story of why Luckies have been my smoke for the past twenty-five years.

COLONEL HART SHEWMAKER  
Lebanon, Ky.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 26 Years

NO OF YEARS A LUCKY STRIKE SMOKER: 6 Years

NICKNAME: Shew

STATEMENT - FEBRUARY 6, 1942

I know tobacco from three sides: as a farmer, a warehouseman, and an auctioneer. As a farmer, growing 3800 pounds of tobacco on my own farm in Washington County, I've learned the basic facts of tobacco cultivation. As a warehouseman - as part owner of the Burley Warehouse in Lebanon, Kentucky, for the last ten years - I've learned the many different types and grades of tobacco sold on the floor. And as an auctioneer, with 26 years of experience, I've learned a good deal about tobacco value in watching the prices paid each season at the auctions,

This triple combination of tobacco experience gives me the right, I believe, to talk as an expert. I have covered the Burley belt and the Bright belt, auctioneering in North and South Carolina, Georgia and Kentucky. I reckon that in my time I've sold well over one hundred sixty-five million pounds of tobacco. My chant is rather well known in the tobacco country because I am one of the few musical auctioneers who carries on his chant to the tune of a popular song. I believe that when I auctioneer to the tune of, "It Ain't Gonna Rain No More" the auction becomes not only more interesting, but it helps to keep me alert, fresh, and in good spirits.

Now, an Auctioneer is in a good position to see who buys what tobacco at the auctions, and the prices paid for it. No one knows this better than an Auctioneer, because he catches the price and knocks out the pile to the highest bidder. Now, I've seen LUCKY STRIKE buy the finest tobacco grown in Kentucky, the Carolinas and Georgia - the choice leaf that comes from the first 3d of the stalk. That tobacco is of a beautifully light golden color, silky in texture, and thinner in body - pretty to look at and pretty to feel. And this finer tobacco, being naturally milder, smokes cooler, tastes better, and has an unmistakable flavor that no other tobacco can give.

Price is always a good index of quality. I have noticed that LUCKY STRIKE pays handsomely each season at the auctions for the tobacco they buy. But I really believe they get their money's worth in the long run, because this ripe golden tobacco gives more smoking satisfaction. Naturally then, once a smoker has tasted the finer flavor of LUCKIES he is going to use that cigarette all the time - and he will be getting more smoking enjoyment for his money. Any tobacco man knows how important fine tobacco is in a cigarette - and these tobacco men see LUCKIES buy the finest tobacco on the floor, season after season. I guess this explains why so many men who know tobacco pick LUCKIES for their own cigarette and that's the reason why I have been smoking LUCKIES steadily now for the last six years.

The LUCKY STRIKE Radio Programs have done a good deal to make the general public tobacco-minded. I know that in recent years many visitors from the North have dropped in at the warehouses where I was auctioneering. Many times they have asked me what my cigarette is, and when I tell them it is LUCKIES they want to know why I picked that brand. My answer was always the same: LUCKIES are made of fine tobacco ., . Fine tobacco means good smoking ., . that's why I smoke LUCKIES. And occasionally when they ask me to show them a pile of what I consider to be the finest tobacco on the floor I would take them over to the baskets that were sold AMERICAN. I think, more than anything else I can say, that this



COLONEL HART SHEWMAKER

STATEMENT - FEBRUARY 6, 1942

shows the high regard which I, as a tobacco man, have for the LUCKY STRIKE standard of quality.

A tobacco man likes to know what he is smoking when he lights up a cigarette. I know that the tobacco I smoke when I light up a LUCKY is the finest tobacco money can buy - the lighter riper golden top quality tobacco that brings the highest price every season at the auctions. So it's plain, then, why my own cigarette for the last six years has been LUCKIES.

REUBEN D. SMOTHERS  
Reidsville, N. C.

OCCUPATION: Tobacco Auctioneer

NO. OF YEARS IN OCCUPATION: 7 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 7 Years

NICKNAME: Reuben

STATEMENT- JANUARY 16, 1942

My older brother owns the biggest tobacco warehouse here in Reidsville. And I began to auctioneer at that warehouse about seven years ago. I was really just "spelling" the older auctioneers at first. Even so, I had my hands full right to begin with.

You see a new hand at auctioneering hasn't any easy job. In the first place I have to be able to catch every bid made by any one of 15 or so different tobacco buyers. And since sales go at the rate of 360 an hour, that means some good quick work.

Well it's a hard job but a mighty fascinating one. I've sold not only here in Reidsville, but also in Madison, North Carolina and Carthage, North Carolina. I also have "spelled" the older auctioneers in warehouses in Live Oak, Florida and Tifton, Georgia. So even though I'm new at the work, I've been around quite a bit and I've seen a great number of tobacco auctions. At every one of these auctions I've noticed that LUCKY STRIKE consistently pays the price to get the finer and milder tobacco. In fact when a basket of tobacco like that comes up for sale, it's really fun to see what happens. All the buyers want this fine tobacco and the price goes up and up as they bid against each other. But time and again LUCKY STRIKE bids the top dollar and the basket's "SOLD AMERICAN".

Well, seeing what happens at the auctions has simply shown me that the older tobacco experts I've noticed smoking LUCKIES really do know what's what when it comes to choosing a cigarette. Men like my brother have seen LUCKY STRIKE buy the light, ripe tobacco for many many years, so it's just natural for them to pick LUCKIES for their own cigarette. You see, that light, good-colored tobacco has a lot of advantages. I know something about this because though I'm new at auctioneering, I've really lived in the tobacco business all my life. My father and grandfather were both tobacco farmers, and as a kid I did just about everything there is to do with the growing of tobacco. So I can say from my own experience of the leaf that the thin, lighter grades of tobacco bought by LUCKY STRIKE smoke cooler than the average grades of tobacco - have a better aroma - and are definitely milder and finer tasting. So there you have the reason

REUBEN D. SMOTHERS

STATEMENT - JANUARY 16, 1942 (Cont'd.)

LUCKIES have been my cigarette for the past seven years.

I think that even city people who had never been tobacco growing would recognize that the tobacco LUCKY STRIKE buys is the better leaf, if they'd just come down to the auctions and see a few sales themselves. Of course LUCKIES have another advantage too - like many folks from every state in the Union I've visited a LUCKY STRIKE cigarette factory. I've seen the "Toasting" process in actual operation and know how much it does to make LUCKIES' fine tobacco even more mellow. I smoke about two packs of LUCKIES a day. Yet they are always perfectly easy on my throat.

HENRY LOWDEN SNELL  
Farmers Warehouse  
Lexington, Ky.

OCCUPATION: Warehouse Owner

NO. OF YEARS IN OCCUPATION: 28 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: --

STATEMENT- FEBRUARY 2, 1942

Yes, I have seen a mighty heap of tobacco in my lifetime. I have watched the quality of tobacco change from the heavier long stemmed variety to the lighter thinner cigarette leaf that gives a milder sweeter smoke. And I have watched every step in the tobacco business, from the time the seed was planted in the ground until the tobacco was sold and carted off the warehouse floor to the factory. I was born and raised on my Father's tobacco farm, and early in life I acquired a practical education in the growing, curing and grading of tobacco. For the last 28 years I have been in the tobacco warehouse business. At present I am Vice President and General Manager of the Farmers Warehouse Company in Lexington, Kentucky. I have been selling between 4 and 5 million pounds of tobacco a year and in 28 years of warehouse experience that adds up to a total sale of somewhere near 115 million pounds of tobacco.

So I think I know something about tobacco. As a warehouse Manager I am in position to see the tobacco coming in from all the farms in this section and it is part of my business to watch the grading of this tobacco and to supervise the arrangement of the baskets on the floor. In this way I have learned to distinguish between the great varieties of tobacco.

More important however, I am in a position to watch the actual sales and to note the kind of tobacco bought by the various cigarette companies and the price paid. Over a period of years I have seen the LUCKY STRIKE buyers go after the lighter, grainier, finer tobacco - the kind of leaf that brings the top price - and time and again I have seen this A-1 quality cigarette tobacco sold "American".

Now, the first thing a tobacco man learns is the simple rule that the enjoyment you get out of a cigarette depends on the kind of tobacco that goes into it. When you know a cigarette is made of lighter, thinner, milder leaf you can be sure that cigarette will smoke cooler and taste better. I have seen the tobacco that is bought for LUCKIES and I know this tobacco is lighter in color and finer in quality, so naturally then when I have to choose a cigarette for myself I choose LUCKIES, because the finer quality tobacco in LUCKIES means greater all around smoking enjoyment. That's why for 13 years now, my own cigarette has been LUCKIES.

## STATEMENT-- February 2, 1942 (Cont'd.)

This present tobacco season down here in Lexington, Kentucky is one of the best I have seen in many years. The prices have been high because the tobacco was unusually fine and because the crop was short. This of course, makes for some mighty keen competition- and I have seen the bids this year go all the way up the scale to as high as \$50.00 a hundred. Now, a glance at any one of the floor sheets, which is the record of a day's sales, indicates that the American Tobacco Company this season has paid well above the average market price for the superior grade of cigarette tobacco. Since this year's crop was really a splendid one, and since LUCKY STRIKE bought some of the finest tobacco in this crop, it stands to reason that LUCKIES will be even better than ever.

Please remember that as a warehouse Manager I am entirely independent and not connected with any of the cigarette companies. I try to deal with them all on the same equal and impartial basis. What I have stated here is the result of my own personal observation over a period of some 28 years. I have seen LUCKY STRIKE, year after year, pay the price to get some of the finest tobacco raised in the Burley district. That's why for 13 years now I have been smoking LUCKIES. Other tobacco men seem to feel the same way I do, because I have noticed that among the tobacco people I see around the auctions every season the big preference is for LUCKY STRIKE.

GEORGE SWINEBROAD  
Lancaster, Ky.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 14 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 17 Years

NICKNAME:

STATEMENT - February 3, 1942

Some people say that an artist or a musician is born and not made. I think, in a certain sense, the same thing applies to an auctioneer. Auctioneering is something that must be in a man -- and that certain something simply can't be acquired through books. A tobacco auctioneer must love his work, otherwise he can't make the grade. Of course he has to know tobacco, and he must know the fine points of selling tobacco. But apart from this, a good auctioneer is interested in auctioneering for its own sake.

In my own case I was fortunate enough early in life to find the job I wanted to do more than anything else. I was 27 years old when I sold my first pile of tobacco, and I have been going at the job of auctioneering for 14 years now. I find auctioneering so interesting that when the tobacco season is over I turn to the auctioneering of thoroughbred horses. I have been an auctioneer at Tattersalls in Lexington which is probably the world's most famous saddle horse sales market. And I have auctioned horses all over the country.

I have been a tobacco auctioneer for the last 14 years and I have covered the markets at Danville, Kentucky and at Lumberton and Fairmount, North Carolina. I sell on an average of 7,000,000 pounds of tobacco a year -- that makes a total of well over 98,000,000 pounds of tobacco altogether. Besides selling tobacco, I have continued to grow tobacco on the farm which once belonged to my grandfather. When you have had such a close association with tobacco for so many years it becomes almost second nature for you to know the various types and grades that are grown and sold. At the markets where I auction, I see the different kinds of tobacco that are put up for sale. More important, I see what kind of tobacco each of the cigarette companies buys and the prices paid for it. Over a period of 14 years I have observed that Lucky Strike goes after the finer quality tobacco and pays well to get it. The tobacco Lucky Strike buys is not only pretty to see, but good to feel -- tobacco that is full of life -- fluffy in texture and mellow in quality. This finer leaf gives you a lighter, milder, better tasting smoke.

Seeing the choice tobacco bought by the American Tobacco Company year after year I naturally smoke Luckies myself. In fact I have been smoking them now for 17 years. I know the fine tobacco that goes into Luckies and I know that this naturally milder leaf means more all around smoking enjoyment.

Another good reason for my smoking Luckies is that I have always found them easy on my throat -- and remember that an auctioneer's throat means his bread and butter. I use my voice constantly during the auctions, but even at the height of a busy season when the markets are going full blast and my voice is taking plenty of punishment, I find Luckies cool, gentle, and mild.

GEORGE SWINEBROAD

STATEMENT - February 3, 1942 (cont'd.)

Occasionally I am asked by people who are not in the tobacco business why I choose Luckies for my own cigarette. My answer is always the same. I smoke Luckies because they are made of finer, naturally milder tobacco and because tobacco of this quality means more flavor in the smoking, more mildness and better taste. That's what every smoker wants in a cigarette. And that's why I have been smoking Luckies exclusively for the last 17 years. I think this also explains why the great majority of tobacco men prefer Luckies. Any man who knows tobacco, knows that Lucky Strike is a better cigarette because it is made of finer, lighter, naturally milder tobacco.

JAMES WAYNARD TALLEY  
1122 Eighth Street  
Durham, North Carolina

OCCUPATION: Warehouseman  
(Also an independent buyer for 18 years)

NO. OF YEARS IN OCCUPATION: 4 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 14 Years

NICKNAME: Waynard

STATEMENT - JANUARY 13, 1942

✓ I come from a real old tobacco family. My Granddad used to sell his tobacco in Clarksville, Virginia. He'd pack it in hogsheds, put a pin through them, and haul them in by mule to market. Yes, Granddad was a pioneer grower in Granville County, North Carolina.

✓ And Clarksville, Virginia was the oldest bright, flue-cured tobacco market in the world. In fact, the first public auctions of tobacco were held in Clarksville way back toward the beginning of the 19th Century. So we Talleys got our start in this auction business mighty early. My father, himself, was a warehouseman and my six brothers - we're known as the "Six Talley Brothers" - are today all either warehousemen or independent buyers. I've really spent my whole life working with tobacco in and around warehouses. For the past four years, I have operated a warehouse myself, first in Lumberton, North Carolina and now in Durham, North Carolina.

I also buy tobacco as an independent. I've been following the markets as an independent buyer for 18 years now, going all the way from Georgia right on up through the Carolinas and into Tennessee. So tobacco is my business and knowing tobacco values is the way I earn my livelihood. So it must be pretty plain why I've smoked LUCKIES the past 14 years. To put it in a nutshell, at market after market, I see them pay the price to get the finer, lighter, milder and better tasting tobacco - so it's no wonder I smoke them.

A young friend of mine in Georgia - a boy whose whole interest was tobacco - began training to become an American Tobacco Company buyer several years ago. He spent some four years handling the leaf and learning to recognize the various grades and qualities. Finally, he became officially an American Tobacco Company buyer - something which, of course, pleased him no end. I mention this just to show you how tobacco men in general respect the skill and judgment of American Tobacco buyers. They can spot the milder, better tasting tobaccos and never make a mistake, and they are always ready to pay the price to get the tobacco they want.

If I were asked to describe LUCKY STRIKE tobacco, I'd say that it's good even bodied tobacco - on the thin side - tobacco with enough waxy juices to carry the aroma and flavor so desirable in a cigarette - and above all, tobacco with a very good smoking grain. Now if that sounds a bit complicated to anyone else but a tobacco man, let me say more simply that it's just good, mild, fragrant tobacco that has the kind of taste a smoker wants.



STATEMENT - JANUARY 13, 1942 (Cont'd.)

My wife smoked another brand of cigarettes before I married her, but in the past six years since we've been married, she has smoked LUCKIES and likes them better than any other brand she had tried. Her two brothers, who had never seen a tobacco auction in their lives, came with me to several markets, and after seeing tobacco really sold just as they had heard it sold on LUCKY STRIKE radio programs, and seeing that LUCKY STRIKE does pay the price to get the finer leaf, they, too, changed from their former brand to LUCKIES. Incidentally, I might say that those tobacco auction scenes on LUCKY STRIKE radio programs seem absolutely real to myself and all the other tobacco men I've mentioned them to.

According to my experience, buying the finest tobacco is absolutely necessary to make a fine cigarette. But handling the tobacco properly is also important. I once went through a LUCKY STRIKE plant and saw the toasting process in operation. I was amazed at what this process accomplishes, and I certainly saw why LUCKIES are always so easy on my throat.

All these reasons I've mentioned for smoking LUCKIES add up to my recipe for a darn good smoke.

GARLAND FLETCHER TILLEY  
Washington Duke Hotel  
Durham, N. C.

OCCUPATION: Independent Buyer  
NO. OF YEARS IN OCCUPATION: 21 Years  
NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Yrs.  
NICKNAME: "Cocky"

STATEMENT- JANUARY 19, 1942

I can say that I was practically born into the tobacco business. My father worked a tobacco farm for many years, and until I was 18 years old, I helped him with the cultivation, the curing, and the grading of the tobacco crop. Then, I worked in a warehouse for two years, and for two more years I was a warehouse operator. At this job, I worked as a floor man, and started the bids on a great many baskets of tobacco. I had an opportunity to see the kind of tobacco that brought the highest price and the buyers who bought it.

I figure I know tobacco, because I earn my living by knowing tobacco. I have been an independent buyer now for 21 years. I buy tobacco and then, by regrading and repacking it, pulling out the black leaves, and cleaning up the pile, I try to resell the tobacco at a higher price. Now, you can see that a mistake in judgment would mean a loss of money to me. One very important thing that I have to know is the kind of tobacco that the buyers usually go after, because I try to regrade the tobacco I buy to suit their tastes. And I have found that the only kind of tobacco the LUCKY STRIKE buyer is interested in is tobacco that is real thin, ripe, lighter bodied and milder- the kind that makes a better tasting smoke. And let me say that the LUCKY STRIKE buyer will not pick up a basket of tobacco at any price, unless it meets his standards.

In my long career as an independent buyer, I reckon I've purchased well over 5,000,000 pounds of tobacco. Now remember that an independent buyer has to be able to judge tobacco more closely than anyone in the business, because his margin of profit is very small, and even the slightest mistake in judgment means a loss in hard cash. I have bought tobacco in Georgia, North Carolina, South Carolina and Tennessee, and in my 21 years as an independent buyer, I have had friendly relations with the buyers of all the leading cigarette companies. I see the kind of tobacco they buy and the price they pay, and my observations over this period of years have led me to prefer LUCKIES, because with my own eyes I have seen the LUCKY STRIKE buyers- year-in and year-out - go after the finest tobacco that was being auctioned and bid up and up in order to get it. So I go by what I see, when it comes to buying a cigarette for my own enjoyment, and for 13 years now, I have been smoking LUCKIES. Other tobacco men like myself - auctioneers, warehousemen and buyers- also see what goes on at the auctions and so, it does not surprise me that the great majority of them also smoke LUCKIES.

## STATEMENT- JANUARY 19, 1942 (Cont'd.)

In my 30 years of direct contact with tobacco growing and tobacco buying, I have seen a great change take place in the public taste. Some years ago, the tobacco that was sold was heavier bodied, darker in color and much stronger in taste. That's because at that time, farmers used to cut and cure the whole plant at one time. Today, however, smokers want a lighter, milder smoke and that means that tobacco has to be lighter, thinner, and naturally milder. This is the kind of tobacco that The American Tobacco Company has been buying for many years, and farmers know that this thinner, lighter leaf brings the best price. So many of them are now using new methods of fertilization which help to give the leaf the right grain and texture; they are pulling the leaves as many as nine times and curing them after each pulling. And whenever a basket of this ripe, milder, finer tobacco comes up at an auction, you can be sure that the LUCKY STRIKE buyers will be interested. In all my years as an independent buyer, I have noticed that LUCKY STRIKE standards have not changed. Today, just as years ago, they are interested in getting the finer tobacco that makes a milder, better tasting smoke.

Let me add that in my business, I have to be impartial and independent. I have to get along with buyers from every cigarette company everywhere I go. But when it comes to choosing a cigarette for myself, I, naturally, turn to a cigarette I know is made of ripe, fine tobacco, and as I have said, for the last 13 years that cigarette has been LUCKY STRIKE.

JOSEPH CHESTER TURNER  
611 Main Street  
Shelbyville, Kentucky

OCCUPATION: Warehouse Manager  
NO. OF YEARS IN OCCUPATION: 38 Years  
NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years  
NICKNAME: Ches

STATEMENT - FEBRUARY 4, 1942

Every man wants the best he can get for his money. That's why, when it comes to buying my own cigarettes, I pick Luckies. I know that I can get more value in terms of smoking enjoyment out of a package of Luckies than I'd get out of any other brand. Let me explain just why I say this.

I have been with tobacco long enough to know a really fine leaf when I see it. My experience in the tobacco business goes back 38 years. As a member of an old tobacco family it was the most natural thing in the world for me to follow my father's footsteps in the tobacco business. I have been an operator in warehouses in and around Louisville for 30 years, and for the past 9 years I have been Sales Manager of the Big Shelby Tobacco Warehouse in Shelbyville, Kentucky. Moreover, I own and operate a tobacco farm - and grow a pretty fine crop, even if I say so myself.

These, then, are what you might call my credentials as a tobacco authority. A sales manager in a tobacco warehouse has to be an exceptionally good judge of tobacco quality. He must be able to discuss the different types and grades of tobacco intelligently with the farmers and the various buyers. Furthermore, on occasion, he will change the starting bid when he recognizes that bid to be inaccurate. So his position, as a tobacco veteran, is a pretty responsible one.

Now, I started to smoke Luckies 13 years ago. I've been smoking them regularly ever since because, year after year, I've seen American get the finest tobacco in the house. It has been my experience that LUCKY STRIKE buys more of the choice tobacco than any other cigarette firm in the business. For a long time now, I have been right on the spot to see the kind of tobacco bought by the different cigarette companies and the prices paid. So I know whereof I speak. And apparently I'm not the only one who is aware of the LUCKY STRIKE standard of quality.

In Shelby County, where I live, I've noticed that more than three times as many people smoke Luckies than any other brand. The reason for this is not hard to find. These people live in the tobacco country; many of them are tobacco growers, auctioneers or independent buyers; and all of them know something of tobacco in one way or another, so you can be sure that the fact that LUCKY STRIKE buys the finest Burley tobacco sold doesn't escape the attention of these people. They, too, want the best they can get for their money and since the finer, naturally milder tobacco is bought for Luckies, the smoker gets the best for his money when he buys Luckies.

Tobacco men know that top grade cigarette tobacco is thinner leaf - of just the right texture - color and ripeness. This kind of tobacco burns free,

JOSEPH CHESTER TURNER

STATEMENT - FEBRUARY 4, 1942 (Cont'd.)

smokes smoother, has real flavor and tastes 'sweet as a nut'. When you get tobacco like this in a cigarette, you are getting the best for your money. And it's just this ripe, mellow, thinner leaf that goes into Luckies. I know this is so because I see the LUCKY STRIKE buyers pay the price to get this finer tobacco every season. That's why for 13 years now I've been smoking Luckies - and I know that in all this time I've been getting more smoking enjoyment for my money.

FLETCHER MATHEWS VALENTINE  
1118 W. Nash Street  
Wilson, North Carolina

OCCUPATION: Independent Buyer  
NO. OF YEARS IN OCCUPATION: 14 Years  
NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Yrs  
NICKNAME: Vally

STATEMENT- January 28, 1942

When you talk of tobacco people - don't forget the Valentine family! We've been associated with the growing and selling of tobacco as far back as my memory can stretch - yes, and even beyond that. My father was a tobacco auctioneer for 40 years - and a darn good one, if I say so myself. My own tobacco experience takes me back almost to the cradle. Ever since I can remember, my interest was always tobacco, and today I find the business more fascinating than ever. At one time or another, I have held just about every job connected with the marketing of tobacco. For one season, I followed in my father's footsteps as a tobacco auctioneer; then, I was a warehouseman for one season, before I finally made up my mind that the most profitable way for me to earn a living was as an independent tobacco buyer.

Well, sir, it's been 14 years since I've been buying tobacco on my own account. I figure that I average somewhere around 550,000 pounds of tobacco a year - which means that in 14 years, I've bought pretty close to 8,000,000 pounds of tobacco. This tobacco ranged in price from about 14¢ to 38¢ on an average. This will give you some idea of the wide variation in quality of tobacco that comes up for sale. That's what makes the tobacco business interesting; and that's why I had rather buy tobacco as an independent than work at any other occupation. An independent buyer works on a very small margin of profit - every penny counts, because in buying hundreds of pounds of tobacco, pennies add up to dollars. So you need a pretty keen eye and a pretty keen sense of tobacco value, if you expect to make a living as an independent buyer. And I've been making a good living at it for the last 14 years. That, in itself, should indicate the soundness of my judgment in buying tobacco.

Now being on the warehouse floor, season after season, competing with all the buyers of the various cigarette companies, I see the kind of tobacco bought by the different buyers, and the price they pay for it. I have to watch price pretty close, because my own profit depends on estimating how much a basket of tobacco will bring after I have carefully regraded it. I think, therefore, that as an eye witness, I can speak with some authority on the quality of the tobacco bought every season at the auctions and on the prices paid for it. And I can truthfully say that in the 14 years during which I have been active as an independent, I have seen LUCKY STRIKE buy the finest part of the tobacco offered for sale - and, naturally, tobacco

STATEMENT- JANUARY 28, 1942 (Cont'd.)

of this sort brings the price. Talking about price, let me add that in all my experience as an independent buyer, I have never seen LUCKY STRIKE quibble about price, when it came to a basket of tobacco that was tops in quality. Yes, quality comes first for the LUCKY STRIKE buyers - and by quality, I mean tobacco that is really ripe, bright, grainy and sweet - the kind that gives more smoking enjoyment in a cigarette. Incidentally, some of the finest piles of tobacco I have regraded - tobacco of which I was really proud - were resold by me to The American Tobacco Company, and at a mighty good price.

Now I would like to emphasize the fact that I'm an independent tobacco buyer. I'm not connected with any cigarette company. So, when I speak about LUCKIES, I'm telling you what I know from my own personal observations. And what I know is simply this: LUCKY STRIKE buys some mighty fine tobacco - and buys it regardless of price. As a tobacco man, I know what this finer tobacco means in a cigarette. I know that it will give me, as a smoker, more mildness, better taste and greater all-around smoking enjoyment. I guess every man acts on what he knows. And I act on what I know about finer tobacco, when I choose LUCKIES for my own personal cigarette. I've been smoking LUCKIES now for 25 years - and I smoke over three packs a day. In my opinion, as a man who knows tobacco, you can't get a finer cigarette anywhere at any price. The choice tobacco that goes into LUCKIES gives the smoker everything he wants in a cigarette. Yes, the tobacco in LUCKY STRIKE speaks for itself - and I think that's why the great majority of tobacco men I see at the auctions all over the south smoke LUCKIES.

JAMES ALFRED WALKER  
823 Third Street  
Durham, North Carolina

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 23 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Yrs.

NICKNAME: Alfred

STATEMENT- January 13, 1942

My father was a buyer for The American Tobacco Company for many years and I inherited my love of tobacco from him. I remember many evenings he'd come home and tell us, "Well, I creamed that market again today." So even while I was still going to school, I had a great desire to be working with tobacco. I finally inviegled him to let me work after school, packing tobacco for shipment to the Redrying Plants. I also raised my own crop of tobacco for several seasons, and when it came to selecting my life work, there wasn't any doubt about it- I knew I was cut out for a tobacco buyer.

My father gave me some excellent advice when I started out. He said, "Son, if you're going to be successful in this business, you've got to know tobacco from the ground up." Well, I'd already learned something about the "Ground up" side of tobacco by growing it myself. And under my father's tutoring, I learned a whole lot more about the different grades of tobacco, how much they were worth, etc. Twenty-three years ago, I started out on my own as an independent tobacco buyer, and I've bought tobacco ever since, not working for LUCKY STRIKE or any other cigarette company, but buying strictly for my own account, then reselling and trying to make a profit. I guess the closest to a rule I have followed in buying is to choose the kind of tobacco that a LUCKY STRIKE buyer would go for. I am frequently out bid by LUCKY STRIKE when I try to get this fine tobacco; but the baskets I succeed in purchasing always bring me a profit. You see, in my experience, LUCKY STRIKE concentrates on buying the second and third pullings from the tobacco stalk - that is, the leaves just a little bit below the middle of the stalk - not burnt out like the bottom leaves - not bitter like the very top leaves - but really ideal for smoking.

Well, knowing that this is the kind of tobacco LUCKY STRIKE buys and knowin, that tobacco like this gives the most enjoyable smoke, I naturally picked LUCKIES for my own cigarette. I've smoked them for the past 13 years, because at market after market, I've seen them pay the price to get the finer, milder, better tasting tobacco.



STATEMENT- January 13, 1942 (Cont'd.)

I buy tobacco each season at markets in Georgia, South Carolina and North Carolina, and at all these markets, I've noticed the greater majority of independent tobacco buyers, Auctioneers, and Warehousemen smoking LUCKIES. In fact, I would say that 3/4's of the independent tobacco men I know smoke LUCKIES. The reason is plain. We know, better than anyone, that good tobacco is what makes the cigarette pleasing. One of the surest tests I know for good tobacco - and one that is sometimes used by tobacco experts - is to strike a match to a leaf of tobacco and see how it burns. You can tell just how it is going to smoke in a cigarette by watching it burn. The tobacco LUCKY STRIKE buys burns quick and clean. Yet, I have seen tobacco sold to competing buyers that's so heavy, it almost refuses to burn when you strike a match to it.

So there you have the reason - from the "Ground up" as it were - why LUCKIES have been my cigarette for the past 13 years.

PORTER GRAY WALL, SR.  
Pilot Mountain  
North Carolina

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 25 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 10 Years

NICKNAME: "P. G."

STATEMENT - JANUARY 24, 1942

*Keper  
Final  
April 14, 1943*

As far back as I can remember, tobacco has been in my family and has been my very real interest. In the first place, I am tobacco born and bred. I have raised tobacco as my father and grandfather did before me. As a matter of fact, recently I came across an old mortgage dated in the 1870's, where my grandfather had put up some of his mules and farm equipment in order to borrow money for tobacco fertilizer. The first tobacco I ever raised turned out to be a good crop. I made up my mind to carry it into the fair at Winston-Salem. As I was grading my tobacco, my father gave me this very sound advice which I use even today in my work as an independent buyer, and that was, "Now son, you've got good tobacco, but be sure to grade it out carefully and keep all the finest tobacco together, and don't let any of that mean tobacco stay in with it." I did just this and at the fair, I won a blue ribbon. When this tobacco was sold, it brought a very fancy price, and so from that time on, I found it paid to make it my business to learn about the quality tobacco. To complete my tobacco education, I later left the farm and did just about all types of work about a tobacco warehouse. After I felt my tobacco education was under way, I began speculating - that is, buying tobacco on my own account. It's 25 years now that I have made a living as an independent tobacco buyer.

I've heard folks say tobacco buying is an art. And I guess it really is, because my judgment of tobacco is my bread and butter. At auctions, I have to make up my mind in a split second just how much to bid on a certain lot of tobacco. A penny mistake per pound of tobacco would cost me dollars. Because I still am in the tobacco business shows that I know tobacco values and can recognize the milder, better-tasting leaf at a glance.

I have bought tobacco in a good many of the markets all over North Carolina. So I know just what happens at these markets. And at every one, I have seen buyers for LUCKY STRIKE go after the thin, silky, grainy tobacco that is ripe and thoroughly mellow. And, let me tell you they really have to pay the top price to get this fine tobacco. This I've seen them consistently do year after year. I am so aware of the fact that LUCKIES will bid up and up to get this better-tasting and milder tobacco, because I am competing with their buyers. As we step up to a pile of tobacco that looks like that first tobacco I grew, and got a blue ribbon on it, I know that I am going to get stiff competition from the LUCKY STRIKE buyers, because it's usually leaf with the most color, the best grain, the light body, that makes for a good smoke. I do find many baskets that have this high grade, silky texture tobacco, but it is mixed and has some sorry tobacco in with it. These baskets I buy and, after the day's sale is over, I rework them. Now, here's where I make use of that excellent advice that my father gave me about grading tobacco leaf. After I have picked out all of the coarser, heavier type leaf and cleaned up the basket, I know that it is in order to be considered by a LUCKY STRIKE buyer on the next day's sale. Now, this tobacco is uniform,

PORTER GRAY WALL

STATEMENT - JANUARY 24, 1942 (Cont'd.)

ripe, a beautiful lemon color, soft and silky to touch, grainy and sweet with aroma, and it will bring the top price.

Yes, good tobacco makes a good smoke and the better it is, the more enjoyment you get, I think smokers would be interested to know why I smoke LUCKIES. As you well know, I am an independent tobacco buyer, which means that I have no business connection with any tobacco company. I have smoked LUCKIES now for 10 years, because I have seen them pay whatever price it took to get the thinner, light type of tobacco that is naturally sweet and mild. This kind of tobacco is easier on the throat and smokes cooler. These are the qualities everyone wants in a cigarette. When I step up to a cigarette counter to buy a package of cigarettes, it's a mighty small investment, but in making that investment, I cannot forget to apply the knowledge of tobacco I've gained throughout 25 years. I pick LUCKIES, and have for the past 10 years now, on a cold, impartial business basis. It's a fact, because I have seen them - that The American Tobacco Company consistently, at auction after auction, buys this better grain, brighter colored and lighter bodied leaf. And, let me tell you they certainly pay the price to get it. I expect that's why so many warehousemen, auctioneers and independent buyers smoke LUCKIES - simply because they see the leaf that goes in them and after all, "the proof is in the puddin'." So, too, they can actually taste the mildness and smoothness which comes from fine tobacco.

I have also seen the LUCKY STRIKE "Toasting" process, and I am sure that it does a great deal toward removing certain harsh irritants and impurities that are found in any tobacco. It is true that in a cigarette, it's the tobacco that counts; but here I have the assurance, after this tobacco has been through the "Toasting" process, that it will make a light smoke and will never bother my throat. That all adds up to why I have smoked, and thoroughly enjoyed, LUCKY STRIKE cigarettes for the past 10 years.

GEORGE ALFRED WEBSTER  
1000 Arnette Avenue  
Durham, N. C.

OCCUPATION: Warehouseman  
(Also for 30 years an independent buyer)

NO. OF YEARS IN OCCUPATION: 15 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: "Alf"

STATEMENT - JANUARY 13, 1942

✓  
My grandfather, George Webster - one of the first men to plant tobacco in Stokes County, North Carolina - might have been another Duke or Reynolds had he not died prematurely, for like the Reynolds and the Dukes, he manufactured tobacco as well as raised it. The building he used is still a landmark near Durham. My father was also an all-round tobacco man. He raised it on his farm and also speculated at nearby markets. In 1911 and 1912 my father took me in hand and taught me how to buy tobacco and make a profit at it. I learned to distinguish between the different grades of leaf. I learned how to tell the milder, better tasting tobacco from the ordinary type of leaf. In fact, I got a first rate tobacco education from my father during those first two years I spent at the markets. Since that time I have bought tobacco as an independent at auctions in Georgia, Virginia, and the Carolinas, Kentucky and Tennessee. Yes, I have been around. I have seen what they all buy at markets all over the south.

But my real business - though I have bought tobacco for thirty long years - is operating warehouses. I have been a warehouseman in four different towns, at Loris, South Carolina, Kingstree, South Carolina, Durham, North Carolina, and Rogersville, Tennessee. In the fifteen years as warehouseman, the warehouses I have operated have sold thirty-two million pounds of tobacco. Now, part of the job of a warehouseman is to keep both the farmers who sell tobacco and the cigarette companies who buy it happy and contented. So it has been a business necessity for me to cultivate absolute fairness and impartiality toward all comers. And I pride myself on having a good record in this respect.

In the warehouses I operate there is always plenty of competition for the milder, better tasting tobacco. Naturally, I like to see good brisk bidding, because the higher the tobacco in my warehouse sells for, the better my profits. Now here is one thing I notice about Lucky Strike buyers. In that competition for the finer, lighter, milder tobaccos they keep bidding till they get what they want. Yes, at every market where I have been present, Lucky Strike has always been ready and willing to pay the price to get good thin tobacco - the kind that is best for cigarettes. You see thin tobacco is light - it smokes light. The heavier leaf is stronger and may be bitter. A man who knows tobacco can look at a leaf and tell you right off, "This will smoke mild and sweet. It will have a real good taste when it is made into a cigarette!"

Yes, we tobacco men know that good tobacco makes a good smoke. And Luckies surely do buy good tobacco, so Luckies surely do give a good smoke. I know because I have smoked them myself since 1917 - that is twenty-five years now.

Another thing worth mentioning, because I think it is important to most smokers, is that the lighter varieties of tobacco make for a smoke that's easier on the

GEORGE ALFRED WEBSTER

STATEMENT - JANUARY 13, 1942 (Cont'd.)

throat - which is certainly true of Luckies.

All of these things I have pointed out should show why I smoke Luckies and I imagine they are the same reasons so many other independent tobacco men have for smoking Luckies. You might call Luckies "The tobacco man's cigarette." And since tobacco is so important in a cigarette that ought to be a recommendation for every smoker.

WILLIAM D. WHITLEY  
Henderson, N. C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 14 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 9 Years

NICKNAME: "Bill"

STATEMENT - JANUARY 14, 1942

I think I hold the world's speed record as a tobacco auctioneer. I once sold 1,080 baskets of tobacco in a single hour, and I have averaged as much as 710 sales an hour all day long at an auction. To get real speed like that, I've got to know tobacco - I've got to be able to recognize its grade and quality at a glance.

I think I do have a pretty complete knowledge of the leaf. My father was a tobacco farmer, and I, myself, grew tobacco until 1928. I planted it, transplanted it, pulled the leaves, cured them, graded them - yes, I've got real down to earth experience to back me up in my present job.

I decided I wanted to be a tobacco auctioneer very early in my life, and I got a job at a tobacco warehouse handling the leaf. Then one day our auctioneer at the warehouse was taken ill right in the middle of the busy season. The warehouseman gave me a chance to fill in. I want to say that that first day I acted as auctioneer was pretty tough on me - and pretty tough on the buyers, too, I guess. Being a tobacco auctioneer is hard work. You've got to keep your eyes on a dozen different buyers at one time. You've got to catch every bid they make, and cry it out. You've got to know the exact instant to close the sale, too.

Well, I was awfully green at it that first day, but the warehouseman kept me on and so I've been auctioneering ever since - that's 14 years now. I've sold tobacco at 14 different markets in Georgia, the Carolinas, Tennessee and Kentucky. I figure my total sales have been well over 200,000,000 pounds of the leaf. In fact, I once sold 30,000,000 pounds of tobacco in a single year. And at market after market, I've seen LUCKY STRIKE pay the price to get the finer, lighter, milder leaf - the ripe, mellow tobacco that has the character and grain and good aroma that gives you a fine smoke.

Let me tell you one thing that a tobacco auctioneer like me does after hours around the warehouse. I frequently help them copy the bills. That is, we go through the books and check each sale made to different buyers - add up the prices at which the sales were made and the amounts of tobacco sold, and make a complete bill. As I've done this for sales to The American Tobacco Company, among others, I've had a chance to see right there in black and white that The American Tobacco Company consistently pays well above the average market price to get the finer tobacco for LUCKIES. Of course, as an auctioneer, chanting the bids, I know that, anyway. The good smoking tobacco always brings keen competition from the buyers and time and again, I've seen the LUCKY STRIKE buyer bid up and up 'til the basket is "Sold American."

WILLIAM D. WHITLEY

STATEMENT - JANUARY 14, 1942 (Cont'd.)

All this should explain why LUCKIES have been my cigarette for the past nine years. You see, no cigarette is better than the tobacco that's bought for it. The thin, silky, grainy tobacco LUCKY STRIKE buys is easier burning than the heavy leaf. It's got more mildness, better aroma, and because it's thoroughly ripe, it's also thoroughly mellow and, naturally, easy on your throat. That just goes to show how important it is to pick a cigarette made of finer tobacco.

Now here's another thing about LUCKY STRIKES. As a tobacco man, I know that sunshine and heat cause ripeness and, as I understand it, that's how "Toasting" works. That process of LUCKIES, which I've never seen, but have heard so much about from other tobacco men, surely should make LUCKIES easier on the throat. And I've certainly found them that way. Even after chanting tobacco sales at top speed during a 7-hour day, I find that LUCKIES never bother my throat at all. In fact, I'm usually puffing on a LUCKY all the time I'm doing the actual selling.

I think everything I've said helps explain why I've smoked LUCKIES for nine years, although I'm not connected with LUCKY STRIKE in any way. I deal with all cigarette companies on a fair and impartial basis, and that's true of the many other independent tobacco men I see smoking LUCKIES. These auctioneers, buyers and warehousemen, who know tobacco backwards and forwards, just naturally pick the cigarette they know is made of finer tobacco. And that means LUCKIES for the vast majority of us.

BRYAN WILLIAMS  
1915 S. Main Street  
Paris, Kentucky

OCCUPATION; Auctioneer

NO. OF YEARS IN OCCUPATION; 16 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 12 Years

STATEMENT - FEBRUARY 3, 1942

I have been in the tobacco business, in one way or another, for about 43 years - and with every season that passes I find the business more and more interesting. I grew up in a tobacco family, and as a boy I helped my Father with the growing of his tobacco crop. Even to this day I am still working the same farm my Father worked before me. This season I grew some 32 acres of tobacco and sold 46,000 pounds at the auctions. To give you some idea of the quality of this tobacco, let me point out that the average selling price for my crop was 38¢ a pound. Anyone who knows tobacco will tell you that this price indicates a really fine tobacco crop.

My major interest in the tobacco business however, has been as an auctioneer. In fact, I enjoy auctioneering so much that for the last several years now I have been running my own school of auctioneering at the Farmers Warehouse in Paris, Kentucky. As a practicing auctioneer I've been selling tobacco now for the last 16 years at markets in Paris, Kentucky; Mullins, South Carolina; Rocky Mount, North Carolina; Winston Salem, North Carolina; and Douglas, Georgia. I have sold on an average of 12 million pounds of tobacco a year, which means that all in all I have knocked out close to 200 million pounds of tobacco.

So, it's plain, I think, that my knowledge of tobacco is the result of first-hand, practical experience. I have said this before, and I don't mind saying it again - at the auctions where I have been selling tobacco all these years, LUCKY STRIKE has bid what it cost to get some of the finest tobacco on the floor. I know this because I have been right there on the spot when the tobacco was sold American. And I have seen this happen, not just now and then, but season after season, pretty regularly. Finer, naturally milder tobacco makes a sweeter, cooler better tasting cigarette. That's why, for my own smoking enjoyment I choose LUCKIES - and I've been smoking LUCKIES now for more than 12 years.

The tobacco that goes into LUCKIES is the choice leaf that comes from the lower third of the tobacco stalk. This tobacco is thinner in texture, brighter in color, milder in taste. It is tobacco that burns freely, tastes better and gives a smoke with real flavor and aroma. Of course, finer tobacco of this sort brings the price but I have noticed that the LUCKY STRIKE buyers don't let price stand in their way when the tobacco is of A-1 quality. This LUCKY STRIKE policy is well known in the tobacco business. In fact, when I come upon a basket of tobacco that is top-grade all the way down I know in advance that the LUCKY STRIKE buyers will bid the basket up and up.

I had an interesting experience recently at a night club in Middletown, Ohio. I was asked to demonstrate the chant I use at the auctions. After I was finished with the vocalizing, the people in the audience gathered around and began to pop all sorts of



BRYAN WILLIAMS

STATEMENT - FEBRUARY 3, 1942 (Cont'd.)

questions at me "Why do you smoke LUCKIES?" one lady asked. "Are LUCKIES really kind to your throat?" another one asked. "Do LUCKIES really buy the best tobacco?" So it went, the questions flying thick and fast. And this was my reply to them: "I smoke LUCKIES because they are made of the finest tobacco money can buy. Tobacco of this sort is naturally milder and therefore easy on the throat. And, yes, LUCKY STRIKE does buy some of the finest tobacco on the market." I had no hesitation about telling them this because I was merely reporting what I knew from my own personal observation.

Sometime ago a lady visitor came into the warehouse where I was auctioneering. Very attentively she watched me sell a pile of tobacco. It happened to be a basket of A-1 quality cigarette tobacco, and the competition was pretty keen. After a number of bids had been made the LUCKY STRIKE buyer flashed me the final bid which sold the basket to American. The moment I yelled: "Sold American!" the lady visitor slapped me on the back and said: "Say, I've heard you before!" I think this incident illustrates the fact that the LUCKY STRIKE standard of quality has become a byword with the general public. Let me sum up by saying that a tobacco man always judges a cigarette by the kind of tobacco that goes into it. In smoking LUCKIES for more than 12 years I have applied the same standard. Seeing the finer, naturally milder tobacco bought for LUCKIES every season, I am convinced of the superiority of LUCKY STRIKE cigarettes. That's why as I say, my own cigarette for the last 12 years has been LUCKIES. And I might add that among the independent tobacco men I see at the auctions, I have noticed the same general preference for LUCKIES.

ANDREW GARSON WRIGHT  
Kornersville, N. C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 14 years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 years

NICKNAME: "A. G."

STATEMENT - JANUARY 22, 1942

Yes, I smoke LUCKY STRIKE cigarettes - have been smoking 'em for 13 years now. When you stick to one cigarette for such a long time, there is usually a very good reason. I'd like to tell you why I've smoked LUCKIES - smoked them with a great deal of enjoyment - for so many years.

Any tobacco man will tell you that a cigarette is only as good as the tobacco that goes into it. Tobacco men know that fine quality tobacco gives you a milder, sweeter, better-tasting smoke. Naturally, they use what they know about tobacco when it comes to selecting a cigarette for themselves. An easy way to judge the quality of tobacco that is bought by cigarette companies at the auctions is to note the prices paid for the tobacco. Price is a pretty good index to quality, because experience shows that the best quality tobacco brings the fanciest price. So let's put it this way: You can figure out the quality of a cigarette if you know the kind of tobacco that was bought for it and if you know the price that was paid for that tobacco.

Without patting myself on the back, I believe that I know tobacco quality and tobacco value. And after being on the warehouse floor for the last 14 years, at auctions in Georgia, Kentucky, North Carolina, Tennessee and Maryland, I've been in a good position to see who bought the finer grades of tobacco and the price that was paid for it. I can truthfully state that in the 14 years I have been in business, I have seen LUCKY STRIKE buy the choicest tobacco on the market - the kind of tobacco that sells for the highest price. I believe that at tobacco markets every year, LUCKY STRIKE pays well above the average market price to get the finer, lighter, milder leaf.

Perhaps I ought to tell you a little bit about my "tobacco background," in order to show that I speak with some authority. I began to learn the ABC of tobacco even before I learned the 3 R's in school. I was born and raised on a tobacco farm, and from early childhood up, I was given a practical education by my father in the growing of tobacco. I was only 11 years old, I remember, when I cured my first barn of tobacco. When you grow up on a tobacco farm as I did, you know almost by second nature what good tobacco is. After some years, I learned to tell the quality of tobacco at a glance. Today, I buy on an average of 300,000 pounds of tobacco a year - and during a fast sale I have to make up my mind about the quality of the baskets almost at a glance. When you can do that and still make a living, I think you are justified in calling yourself a "tobacco man."

## STATEMENT - JANUARY 22, 1942 (Cont'd.)

My job is to follow the sales with the intention of buying tobacco that I can improve through rehandling. After regrading and cleaning up a basket of tobacco, I put it up for sale again. I try to improve every basket of tobacco I buy at least one grade; otherwise, I can't make any money. My margin of profit, you see, is very small. I handle an average of one-half million pounds of tobacco on about a two-cent margin - and I still make a good living at it. I think that proves my tobacco judgment. Some of the finest baskets of A-1 quality tobacco that I resell go to The American Tobacco buyers. These boys certainly have a sharp eye for quality - they can pick out a fine basket of tobacco almost before they walk up to it - and once they've seen what they want, they don't let price stand in their way to get it.

Sometimes a tourist comes through one of the warehouses in which I do my buying. Occasionally, they'll ask me to point out to them what I consider to be fine quality tobacco. I point out a basket in which the leaf is ripe, grainy, fluffy in texture, thinner in quality and of just the right color - the kind of tobacco that smokes sweet as honey. And if some one were to ask me to describe the kind of tobacco that LUCKY STRIKE buys, the easiest way to do it would be for me to point to the same pile!

Yes, in 14 years as an independent buyer, I've been outbid many times by LUCKY STRIKE when the lighter, milder tobaccos come up for sale - those boys will bid the price up and up until the rest of us simply can't keep up with them. So I know from my own experience, from what I see with my own eyes every season, that LUCKY STRIKE gets the finer, thinner leaf - and pays some mighty good prices for it. When you see this happen time and again - at market after market - naturally, it has a tendency to work on you when it comes to your own smoking enjoyment. It's human nature for a man to go by what he sees and by what he knows. I see LUCKY STRIKE buy the finest tobacco and I know that this high quality tobacco in a cigarette gives a smoother, cooler, more enjoyable smoke.

I think that should make clear why my own cigarette for the last 13 years has been LUCKIES, and among tobacco men, I'm not the only one by a long shot! They know, as well as I do, that fine tobacco means a fine smoke and they see, just as I do, that LUCKY STRIKE, season after season, pays the price to get the finer leaf. So it's only human nature for them to choose a cigarette they know is made of costlier and better-quality tobacco. That's why I guess at the markets all over the south I see the great majority of tobacco men smoking LUCKIES.

GEORGE EDWARD SMITH  
P.O.Box 116  
Reidsville, N.C.

OCCUPATION: Warehouseman

NO. OF YEARS IN OCCUPATION: 15 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: Ed

STATEMENT - January 16, 1942

I know tobacco because I was practically born into the tobacco business. My father was a tobacco grower, and as a boy I used to help him with the tobacco crop.

Since I was 17 years old I have been working in tobacco warehouses in North and South Carolina. That's where I got my real education in tobacco. I did practically everything any man could do around the warehouse. I "carried the book" - I "carried the clip" - I paid off the sales - I marked tickets - I weighed tobacco - I kept books - I acted as floor manager - I looked after the warehouse's own leaf account, and I even did a spell of auctioneering now and then.

And in 15 years I learned plenty. I can tell good tobacco by the way it looks and by the way it feels. I know that tobacco that is ripe, grainy and lighter-bodied brings a high price because that's the kind of tobacco that makes a milder, better-tasting smoke. And nowadays, smokers want a cigarette that has mild, mellow, sweet tobacco in it. The farmers know this and so many of them are beginning to use the latest methods in fertilizing and cultivating their tobacco. Just to show you how much of a change has taken place, let me say that ten years ago farmers used to prime their tobacco about four times, but today most farmers prime their tobacco as many as nine times, and this helps to make the leaf sweeter and milder.

Now, in the fifteen years during which I worked in tobacco warehouses, I had a good opportunity - because I was right on the spot when the sales were made - to notice that LUCKIES go after the finer, milder leaf and pay higher prices to get it. I've seen this happen a thousand times, and so have many other auctioneers, buyers and warehousemen. LUCKIES buy "top of the house," tobacco of the best smoking quality, and they'll bid up and up whenever a basket of this kind of tobacco is being auctioned. Time and again I have seen choice baskets of ripe, grainy second and third priming leaf - the kind that gives you a milder smoke - knocked out to the American Tobacco Company buyers. One thing I know is this - that if the tobacco is not just right, the LUCKY STRIKE buyers will not touch it at any price.

So, when we tobacco men say that the finer leaf is in LUCKIES, we are just believing what our own eyes show us - and naturally, when it comes to buying a cigarette for our own enjoyment we choose LUCKIES, and I have been smoking LUCKIES now for 13 years.

Let me add that I'm entirely independent of any cigarette company. I deal with them all on the same friendly and impartial basis. So, the fact that I smoke LUCKIES is simply my own personal preference, a preference that comes from long years of seeing LUCKY STRIKE pay what it costs to get the finer, lighter tobacco that means a milder, better-tasting smoke.

MACON JASPER MOYE  
813 Charles Street  
Greenville, N.C.

OCCUPATION: Warehouseman

NO. OF YEARS IN OCCUPATION: 21 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 11 Years

NICKNAME: Jack

STATEMENT - January 14, 1942

*Not Passed*  
*12/5/42*

One thing we do in a tobacco warehouse every single day before closing up for the night is to balance the sales for all buyers - cigarette companies, of course, included. So, if I could just show folks the warehouse books, I would be able to point out the average price paid by The American Tobacco Company for tobacco for every day and every season during many years. And this average price paid by The American Tobacco Company would be well above the average price for tobacco paid in that warehouse. I sometimes think that these black and white figures are the easiest way to explain why I've smoked LUCKIES for 11 years now.

But let me give the reasons in more detail. I practically grew up with tobacco. I was born on a farm, and I still raise tobacco every year. My elder brother ran a tobacco warehouse in Greenville, North Carolina, and I started in very early to help around the warehouse. For the past 21 years, I have been a warehouseman in my own right. At first I handled the leaf account for the warehouse. This requires a keen knowledge of tobacco values and grades, in order to buy and resell tobacco and make a profit. Then, in 1927, I started running the sales. This means that I walk along the rows of tobacco just in front of the auctioneer. I must open the bidding on each basket of tobacco that's sold. My initial price is usually a few dollars under the price at which I figure the basket will be finally sold. If I make a price too low, the bids become very numerous as the price goes up and up, and the actual sale is slowed down, wasting time. If I make the bid too high, and no one will take the tobacco at that price, it often is incumbent upon me as the warehouseman to buy the tobacco myself, then resell it later and take a loss on the whole transaction. This shows why it is very important for me to know just how much tobacco is worth - in other words, I've got to be an A-1 judge of the leaf to make a success in my business.

Now, as a warehouseman, it's part of my job to know just what grades of tobacco the different cigarette companies and other buyers are purchasing. I also need to know just how much they have been paying for the different grades. For all this enters into the price of the opening bid I make. So perhaps no one knows better than a warehouse operator like myself just who buys what tobacco at the auctions and the prices paid.

Now The American Tobacco Company, in buying tobacco for LUCKY STRIKES, gets what it wants, regardless of price. Time and again I've seen the LUCKY STRIKE buyer bid up and up on a basket of choice leaf 'til finally it is "Sold American." The warehouses I've operated are in the Bright Belt in North Carolina and Georgia. But I think that warehousemen all over the south have observed the same thing about LUCKY STRIKE's tobacco buying methods. At least, tobacco experts I have met from all over the south - not only warehousemen, but independent buyers and auctioneers - smoke LUCKIES by a big majority. Like myself, these experts are not connected with any cigarette company. They are perfectly impartial and they just judge by what they see at auction after auction. And so, they smoke LUCKIES.

MACON JASPER MOYE

STATEMENT - January 14, 1942 (cont'd.)

Maybe we tobacco men know better than most smokers how important good tobacco is in getting real smoking enjoyment. We know that the light, better burning, sweeter tobacco that LUCKY STRIKE buys gives a milder and better tasting smoke. That's the big reason behind our preference for LUCKIES, but the "Toasting" process is important, too. I, myself, have been through a LUCKY STRIKE factory - like lots of tourists from all over the country - and I've seen the "Toasting" process in operation. I'm convinced this process makes LUCKIES' fine tobaccos even kinder to the throat than nature has already made them. So, there are my opinions about smoking - the opinions of a man who's started the bidding on over 100,000,000 pounds of tobacco; who's seen what all the cigarette companies buy, and who knows that when you ask for LUCKY STRIKE at a cigarette counter, you get fine tobacco.

*used*

HARRY R. KING  
1204 North Gregson Street  
Durham, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 17 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 14 Years

NICKNAME: Harry

STATEMENT - JANUARY 13, 1942

Some folks say tobacco buying is an art. And I guess it is, looking at it from one standpoint, because you've got to be a real virtuoso when it comes to judging the various grades of tobacco. But I always looked upon my work as a real business and I pride myself at being very careful how I keep books on my operations. I have been an Independent Tobacco Buyer, buying for my own account, during the past seventeen years. I have bought well over 5,000,000 pounds of tobacco and invested some \$800,000.00 in the leaf -- and every penny of it my own.

Well, anyone who's ever done any investing knows that you have got to be on your investment to make a profit. Now, I figure that over the years, I've averaged a profit of \$2.00 per hundred pounds on the tobacco I've bought and resold. I think that shows I know tobacco pretty well. Because, you know when you're buying tobacco, you've got to make up your mind about its quality and worth in a mere split second. Tobacco sales at auctions average 360 an hour--one every 10 seconds. I have been able to invest that eight hundred thousand odd dollars in tobacco and make a profit simply because I know tobacco values and can recognize the milder, better tasting leaf at a glance.

Now the money I pay for a package of LUCKIES is a mighty small investment, but in making that investment I certainly don't forget to apply the knowledge of tobacco values I've gained in my 17 years as an Independent Buyer. I pick LUCKIES because, just on a cold, impartial business basis, I've seen them pay the price at market after market to get the finer, lighter tobacco -- the kind that gives you your money's worth in real smoking enjoyment.

I have bought tobacco in Georgia, the Carolinas, Maryland, Kentucky, Tennessee and Florida. So I know what happens at markets all over the south. And at every one of these markets I've seen LUCKY STRIKE consistently pay what it costs to get the first rate tobacco. Of course, better tobacco makes a better cigarette. That's why LUCKIES have continued to please me during the 14 years I've smoked them. LUCKIES' finer tobacco pleases my wife, too -- she's smoked LUCKIES ever since she started smoking. And judging from the number of other Independent Buyers, Auctioneers and Warehousemen I see smoking LUCKIES -- that finer tobacco suits them to a "T" also. That's why I think LUCKIES should please most any smoker.

I'd like to add that as an Independent Buyer, I am an independent operator in all senses of the word. I am not connected with LUCKY STRIKE or any other cigarette company, and what I've said is simply an honest reporting on what I've seen at auction after auction. I think it's a sufficient explanation of why LUCKIES have been my choice for 14 years.

FURNEY SIMMONS KING  
432 Aylesford Place  
Lexington, Ky.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 32 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Years

NICKNAME: -

STATEMENT - FEBRUARY 2, 1942

To make a living, an independent tobacco buyer has only one thing he can rely on--his own judgment.

If his judgment lets him down too often, he simply can't stay in business. Each mistake in judgment means a loss in dollars and cents out of his own pocket. Now I have been buying tobacco as an independent for the last 32 years -- and that in itself should indicate that my tobacco judgment is pretty sound. Otherwise I should not be here to tell the story today.

Here is how an independent tobacco buyer works. In a sense, he is a discoverer of quality tobacco that has been overlooked in the excitement of the auction. On the auction floor each basket of tobacco is supposed to be carefully graded so that all the leaves are of the same quality. But as it actually happens, sometimes these leaves are widely different in quality. As a result, the regular buyers hesitate to bid. A few inferior leaves can thus spoil the sale of the basket that is for the most part made up of really good tobacco. Now an independent buyer will see such a basket, buy it, and then "rehandle" it. He will grade it accurately and maybe split it up into two or three different baskets, each one uniform in grade.

I think this shows that an independent buyer must know the various grades and types of tobacco, and he must be able to anticipate the price that these baskets will bring after they have been rehandled.

During the auction the independent buyer has only a moment in which to make up his mind as to whether or not he wants to bid on a particular basket. And since the independent buyer is in competition with perhaps fifteen other buyers, it is obvious that he must be expert in his tobacco judgment in order to make a profit.

I mention all this to show that in speaking of tobacco, I speak with some authority. I have been buying on an average of 300,000 pounds of tobacco each year in the Bright districts of the Carolinas and Georgia and on the Burley market in Kentucky. Altogether I have bought well over eight million pounds of tobacco on my own account.

Now moving along with all the other buyers on the markets, up and down the warehouse floor, I see the kind of tobacco bought by the different cigarette companies and I see the prices they pay for it. One thing I have noticed in 32 years of independent buying, is that LUCKY STRIKE has kept to the same high standard of quality through the years. Indeed that standard has become so familiar to most tobacco men, that I can spot in advance a basket of tobacco on which the LUCKY STRIKE buyer will bid. The basket I have in mind is one that contains tobacco that is uniformly fine in quality, silky in texture and milder in taste--the kind of tobacco that gives the smoker a really grand cigarette. When it comes to superior tobacco of this kind LUCKY STRIKE buyers will bid the price up and up until they've topped all competition and the basket is "sold American."



FURNEY SIMMONS KING

STATEMENT - FEBRUARY 2, 1942 (Cont'd.)

Let me illustrate from my own personal experience just what I mean by the LUCKY STRIKE standard of quality. Over a period of years I have come to know that standard so well that very often I will use it as a guide in regrading the tobacco I buy. I'll take all the finer, thinner, brighter leaves, sort them together until I have a basket that is perfect from top to bottom, and only then, when I've achieved this, will the American Tobacco buyer pitch in and bid on the pile.

That's what I mean by the LUCKY STRIKE standard. And I guess other independent buyers like myself use the same standard as a guide in building up baskets that are tops in quality.

In smoking for my own enjoyment I look for a cigarette that is milder in quality and better in taste. That means that the cigarette must be made of really fine tobacco because only the ripe sweeter, lighter tobacco will produce these qualities in a cigarette. Now for many years I have seen the kind of tobacco that is bought for LUCKIES, and I know that this tobacco is finer, lighter and naturally milder. That is why for the last fifteen years I have been smoking LUCKIES exclusively. I have found them cooler, milder, and better tasting -- I don't think any smoker can ask for more in a cigarette. What I have told you about the LUCKY STRIKE standard of high quality is well known in the tobacco business. I guess that explains why most independent tobacco men also prefer LUCKIES.

FRED LEONARD EVANS  
1905 W.Main St.  
Danville, Va.

OCCUPATION: Independent Buyer

NO.OF YEARS IN OCCUPATION: 21 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 15 Years

NICKNAME: Fred

STATEMENT - JANUARY 21, 1942

An independent buyer on a tobacco market has a very real dollar-and-cents interest in the tobacco that is being sold. You can't make a living as an independent buyer unless you know the quality and the value of tobacco. At a tobacco auction the independent buyer follows the auctioneer and other buyers as they move down the rows of tobacco so he is right on the spot when the sale is made. Buying tobacco is a very competitive business and it calls for split second judgment on the part of the independent buyer. Even the best of us sometimes make a mistake but the more experience you have in buying tobacco season after season, the less chance there is of making a mistake in judgment. I guess the best way for me to describe my own record as independent buyer is to say that I have been making a pretty good living at it now for 21 years. I have been buying on an average of a quarter of a million pounds of tobacco a year - that adds up to well over 5,000,000 pounds of tobacco in all. And if you want some notion of just how much tobacco this represents, just try to figure out the number of cigarettes that could be made out of it.

On a day when 2,500 baskets of tobacco might be sold at an auction I might buy only 25 of these baskets, but I am busy every minute of the 7-hour day watching every sale that is made. It is my business to know just who is buying what tobacco at all times and the prices that they are paying. In 21 years of independent buying, I don't know how many hundreds of thousands of individual sales I have seen. But I do know, because I have seen it happen regularly every season, that the buyers of The American Tobacco Company go after the finest quality tobacco in the house - and that tobacco usually brings a fancy price. When the LUCKY STRIKE boys see a basket of bright, grainy, lighter-bodied tobacco, they don't let price stand in their way. I ought to know because I am right there on the floor competing with them. Often a LUCKY STRIKE buyer will pass up a basket of tobacco because it is not uniform all the way down. Sometimes I will buy a basket that was rejected by the LUCKY STRIKE buyers and then by removing the leaves that are not up to the LUCKY STRIKE standard, by cleaning up the pile and regrading it, I will put it up for sale again and if the pile is A-1 in quality, I know very well that The American Tobacco buyers will be definitely interested.

After 21 years of buying in the tobacco markets of Georgia, North Carolina, Virginia and Maryland, I can walk down a row of tobacco and tell in advance just which baskets The American Tobacco will bid on. I know this because in all that time the standards of the LUCKY STRIKE buyers have not changed. Today, just as years ago, they still go after tobacco that is ripe, lighter and silky in texture - the kind of tobacco that makes for milder, cooler smoking.

FRED LEONARD EVANS

STATEMENT - JANUARY 21, 1942

Incidentally, the trend these days is toward a milder cigarette. Years ago when I worked on my Father's farm, the tobacco we grew then was of the heavier kind. That was because in those days we used to cut the whole plant and cure it at one time. Nowadays farmers realize that the thinner, lighter leaf brings the highest price. And so by using new fertilizers in the soil, by priming the leaf six and seven times and by curing it more scientifically, they are producing a finer, mellowier tobacco than the kind we had on the market in my Daddy's day. This thinner, brighter leaf smokes cooler and tastes better.

Tobacco men know the importance of good tobacco in the cigarette. They know that a cigarette made of brighter, thinner, grainier tobacco will give them more smoking enjoyment. I, personally, know the kind of tobacco that LUCKY STRIKE buys, for I have been right alongside of their buyers when the sales are made. Naturally, then, when it comes to choosing a cigarette for myself, I go by what I see at the auctions. So for the last 15 years I have been smoking LUCKIES. Tobacco men know good tobacco when they see it, when they feel it and when they smoke it. That is why at tobacco markets all over the south you will see the great majority of tobacco men smoking LUCKY STRIKES.

ROY LEE DANIEL  
Oxford Road, Route 5  
Durham, N.C.

✓✓X ✓✓✓✓! 9/17/42  
OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 32 years 8/13

NUMBER OF YEARS A LUCKY STRIKE SMOKER: 15

NICKNAME: Roy

STATEMENT - JANUARY 12, 1942

We hear a lot nowadays about youngsters taking the place of older men. But one place where age and experience are always respected - where you might say "Life Begins at Forty" - is at the tobacco auctions.

I have been a tobacco auctioneer for thirty-two years now. In that time I figure I have sold around two hundred million pounds of tobacco - enough tobacco, if all the baskets were placed end to end, to stretch over fifteen hundred miles. A friend of mine who is handy with figures worked that out for me one day. Since Luckies came on the market in 1917, I figure I have sold over twenty-three million pounds of tobacco to Lucky Strike. So, I really know the kind of tobacco that is "Sold American." And I know that they buy consistently the finer grades of ripe high quality light tobacco - tobacco that is chuck full of aroma, mildness and good taste. Well, knowing that Lucky Strike pays the price to get this fine tobacco, I naturally ask for Luckies when I stop up to the cigarette counter.

Now most tobacco experts are just like me. At the auctions we see just what grades of tobacco each buyer gets. And we see how much they pay. So we really know what's what. ~~That is why the fact that so many of us smoke Luckies ought to say a lot to other smokers.~~

I guess everybody knows that the quality of the tobacco itself is the most important thing in any cigarette. This is true not only when it comes to mildness and better taste, but also in the matter of less throat irritation. The tobacco Lucky Strike buys is fine, light and mild - so it is genuinely easy on the throat. I know that mighty well from personal experience because I often chant around twenty-thousand words in a single day of selling at the tobacco auctions - yet I can smoke Luckies after a day like that without the least complaint from my throat.

Well - there you have one tobacco man's reason for smoking Luckies and I think it is pretty general. You see I love tobacco. My father was a tobacco farmer. I have been in tobacco all my life and I know it like a book. And fine tobacco and Lucky Strike are two things that mean the same thing in my mind. That is why I have smoked Luckies for fifteen years.

WILLIAM LEE CURRIN  
Route #4  
Durham, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 20 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 19 Years

NICKNAME: "Bill"

STATEMENT - JANUARY 20, 1942

*Anderson*  
3/16/43

There's an old expression around here - "Growing is Knowing." And believe me, sir, those three words say plenty. The best way to know tobacco is to know it from the ground up - to know all the details of planting the beds, fertilizing the soil, priming and curing the leaf. You see, the tobacco plant has a life of its own - and the wise farmer knows just the right moment when the leaf is in its prime and ready to be pulled. Pulling the leaves a day too soon or a day too late may mean the difference between tobacco that's mild and tobacco that's strong. Now I've had the experience of watching tobacco grow, of helping with the cultivation of the leaf, of priming, curing, grading and packing the leaf and sending it off to market. I learned all this as a boy on my father's tobacco farm. He worked a crop for many years, and until I was 17 years old, I worked along with him on the farm. You might say this gave me a kind of basic understanding of tobacco - the down to earth kind of learning that is so important in the tobacco business.

Now that's just one angle of the business that I learned. There are other ways of knowing tobacco, and in my time I have had a chance to master all of them. Straight from a tobacco farm, I went to work in my brother's warehouse in Blackshear, Georgia. What I had learned on the farm came in mighty handy here, because as a floor manager in this warehouse, one of my jobs was to line up the baskets for the auctions. Being a floor manager is about the hardest work there is, because you have to keep all the grades separated and that means that you've got to know how to spot the quality of tobacco and spot it pretty accurately. The training I got doing this work, combined with my early experience on the farm, gave me a sound dollar-and-cents conception of tobacco quality and tobacco value.

But I really began to know what you might call the "fine points" of the tobacco business when I became an auctioneer. That was 20 years ago. I still remember, as if it were only yesterday, the first bit of auctioneering that I did. It happened in my brother's warehouse in Louisburg, North Carolina. One day the regular auctioneer was a little late, and since all the buyers were ready and the farmers were anxious to see the sales begin, my brother asked me to sell a row of baskets. Believe me, that was the toughest row I have ever sold, and I was as nervous as a yearling running his first race. The buyers, of course, saw an opportunity to have a little fun. They teased me and tried every trick they knew to get me rattled. One buyer would yell "41-2;" another would sing out "17" - boy, they were tearing me up and down and I didn't know which bid to pick up. Some how, I managed to get through with that row of 60 baskets, and when I was finished, I felt as if I had walked about 100 miles.

WILLIAM LEE CURRIN

STATEMENT - JANUARY 20, 1942 (Cont'd.)

And that was the beginning of a long and interesting career as an auctioneer. Gradually, by working two hours a day for a while, then four hours a day and finally a full working day, I came into my own as a full fledged auctioneer. An auctioneer must catch the bids as they are flashed to him by the buyers. And this means being right on your toes. Each buyer has his own way of signaling a bid. He may wink his eye - or touch his lapel - or lift a finger - or stick out his tongue - or shrug his shoulder. And you have to keep those mighty straight - even when they're coming fast - to give all buyers a square and honest deal.

Yes, that first day, when I sold only 60 baskets, seems far away and long ago. My average of sales today is well over 18,000,000 pounds a year - and brother, that's a lot of tobacco. I wish I knew how many miles of actual territory I have covered walking up and down the rows of all the warehouses in which I have auctioneered in North Carolina, South Carolina, Tennessee, Virginia and Georgia these last 20 years - I am sure it would add up to a pretty staggering figure. And you know, walking up and down these rows, selling thousands and thousands of baskets of tobacco year after year, you begin to get a pretty good idea of just who buys what tobacco, and the prices they pay. I'd like to say that in all my 20 years as an auctioneer, I've seen one thing happen every season at all the markets I've worked. What I've seen is simply this: the LUCKY STRIKE buyers go after the best tobacco we have to offer, and they don't let price stand in their way. I don't know how many thousands of times I have seen those boys walk off the floor with the finest tobacco in the house; and in 20 years though a great many things have changed in the tobacco business, one thing still remains the same as it was when I first began to auctioneer - and that's the LUCKY STRIKE standard of quality. In all my time, I have not seen any change in the kind of leaf that LUCKIES buy. If I were asked to describe what this leaf looks like, I'd say that it was lighter in color and in body, silky in texture, fluffy, grainy and sweet as honey - the kind of tobacco that really stands for milder, mellower smoking - and everyone of us tobacco men knows how much tobacco of this sort means in a cigarette.

And because we do know that high quality tobacco makes a high quality cigarette, and because we see The American Tobacco buyers walk off the floor with this kind of tobacco, we know just what cigarette to choose when we step up to a cigarette counter. For the last 19 years, I have smoked LUCKIES - and smoked them with a good deal of pleasure. Three of my brothers are in the tobacco business - they're boys who know what's going on in the tobacco world - and the three of them smoke LUCKIES. When I know "a good thing," I believe in passing it along to others. I reckon I've caused a lot of people to smoke LUCKIES and I do not know any of them who have not been well pleased. Among the men I know in the tobacco world - and I know a great many of them - among other auctioneers like myself, warehousemen and independent buyers, I've noticed the same general preference for LUCKIES. It doesn't surprise me one bit, because these boys know what good tobacco is and, naturally, when it comes to buying their own cigarette, they choose a cigarette they know is made of the finest tobacco available.

WILLIAM LEE CURRIN

STATEMENT - JANUARY 20, 1942 (cont'd.)

The tobacco last season was of the finest quality I have ever seen, but it was also one of the shortest crops in history. At some markets, the crop was fifteen to twenty million pounds short, so you can understand that the competition for this tobacco was mighty keen; and I saw the LUCKY STRIKE buyers bid some of the fanciest prices in all my experience and take the finest part of this splendid crop. I think the tobacco they bought last season is just about tops, and even if agricultural methods continue to improve, I don't think tobacco will ever be turned out superior in quality to the tobacco that was bought by "American" this season.

Let me just say one word about your radio programs. It sounds like the real McCoy to me - just as if the auction were taking place right in my own living room. I'm not trying to hand you any bouquets, but to me, your radio auction sounds just perfect. It gives me a thrill to hear them, and that chant of "Dan Boone's" and "Speed" Riggs' is sweet music to my ears. Those boys can sure sing it out. Incidentally, Boone used to sell in my brother's warehouse at Blackshear, Georgia.

Well, I guess I've talked a great deal, but you know how it is when something really means a lot to you. Tobacco has been bread and butter to me for many years and the more I stay with tobacco, the more I learn about it, and the more interesting the whole business becomes. Let me stress one thing....as an auctioneer, the only thing I'm interested in is selling tobacco for the best prices it will bring. I'm absolutely independent of any cigarette company. When it comes to business dealings, they are all the same to me, but when it comes to picking a cigarette for my own personal enjoyment - well, I pick LUCKIES. Is that any wonder, after all I've told you?

JAMES R. CALLIS, JR.  
Willow Springs, N. C.

OCCUPATION: Warehouseman  
(Also independent buyer for 14 years)

NO. OF YEARS IN OCCUPATION: 14 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 19 Years

NICKNAME: Jimmie

STATEMENT - January 12, 1942

I was raised on my father's tobacco farm in Wake County, North Carolina - a place called Willow Springs, which I still consider my home. A good twenty-one years ago I started following the auctions, working in a tobacco warehouse at first one job, then another. Then fourteen years ago I became a tobacco warehouseman. At the same time, I began buying tobacco for my own account at many different auctions. I have bought tobacco in Georgia, South Carolina, North Carolina and Tennessee. For the past five years I have been a warehouseman with the same warehouse in Loris, South Carolina. I have also operated Mangum's warehouse at Durham, North Carolina, for the past eleven years. I figure that we have sold a good thirty million pounds of tobacco in Mangum's warehouse over that period of time. Now, of course, all the different cigarette companies buy their tobacco at these auctions. As a warehouseman, I do business with them all on a fair and impartial basis. So I am independent in the truest sense of the word. Yet I have smoked Luckies for nineteen years now. Let me tell you why.

Tobacco is like anything else that grows. The quality of leaves vary a great deal. For instance, there are the bitter "tips" - the top leaves - which Lucky Strike does not buy. Tobacco like that makes an undesirable smoke - one that is bitter to the taste and harsh to the throat. Lucky Strike tobacco buyers always bid for the center leaves. These leaves are finer in texture, having smaller fibers and stems, also better tasting, milder smoking. Of course, at the auctions, all the buyers want to get tobacco like that, but time and again I have seen Luckies bid up and up to take the sale. Yes, Luckies pay the top dollar to get the finest, lightest, mildest cigarette tobacco that is sold at auction.

All this I know from my day to day experience as a warehouseman. But as an independent tobacco buyer at many markets, I have seen the same thing happen. Standing right in line with the Lucky Strike buyer and buyers for the other companies, I have seen the price go up and up, and heard that familiar "Sold American," which always means more mild, fine tobacco for Lucky Strike cigarettes. Proof that I know what kind of tobacco is milder and better tasting and know what's what in the business is given by this fact: That I normally buy, as an independent, \$22,500.00 worth of tobacco per year - and, what's more, make a profit doing so.



JAMES R. CALLIS, JR.

STATEMENT - JANUARY 12, 1942.

Now, most folks know that the kind of smoke they get out of a cigarette depends on good tobacco. But it is also mighty important to handle tobacco properly. For instance, you have to age tobacco properly to get the best results. It also has to be cured exactly right to bring out the best taste and the finest color. I learned all that on my father's tobacco farm. And I know that Lucky Strike people are just as skillful at handling tobacco as at buying it.

Let me end by saying, as one man who makes his living buying and handling tobacco, that Lucky Strike tobacco buyers are tops in the business. They must go through years of careful training before they are allowed to buy for American. And the kind of tobacco they get shows the value of this training.

*used for Network  
Hit Parade, June 20*

CHARLES L. BELVIN  
121 Hunt Street  
Durham, N. C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 13 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 12 Years

NICKNAME: Charlie

STATEMENT - JANUARY 13, 1942

My father was a tobacco farmer in Wake County, North Carolina, and I first bought tobacco at the Durham market in 1920. I bought for two years, then left the tobacco business for a while. But I guess tobacco was in my blood because I got back into the tobacco business again. That was in 1931. And ever since I have been an independent tobacco buyer at eight different markets in Georgia, South Carolina, North Carolina and Tennessee. Altogether, I have spent thirteen years buying tobacco. I usually buy around eight to ten thousand pounds of tobacco a week while the markets are at their peak. And I buy at as many auctions every day as I can find time for. In thirteen years, I figure I have bought tobacco at well over fifteen hundred tobacco auctions. And, of course, at every one of these auctions Lucky Strike was buying tobacco too. At the different markets I have seen some fifteen or twenty of Lucky Strike's expert tobacco buyers in action, and I'd like to pay them a real compliment. In a sense, they are my competitors because I frequently bid against them for baskets of tobacco. So I really know how good they are - in fact the best in the world.

Now I would like to say that everybody who knows the tobacco business, knows how important it is for a cigarette company to have cracker-jack tobacco buyers like Lucky Strike's. Smokers enjoy the benefits of their skill and training every time they light up a Lucky Strike cigarette.

It does not take a tobacco man like me to tell smokers that tobacco is what is important in a cigarette - after all, that is something they can figure out for themselves. The only advantage I have over most smokers, when it comes to selecting a cigarette, is that I know tobacco so well. With my training and background, it is almost second nature for me to recognize the different grades and qualities of tobacco almost at a glance. That is why I can be so positive that the grades of tobacco I have seen Lucky Strike buy at auction after auction are the best. And that is why I have smoked Luckies myself for the past twelve years. Let me explain further:

The tobacco business is run like any other business with a regular set of rules to govern every operation. For instance, to be an independent buyer on the Durham market, I must have a government license that costs me ten dollars a year, and I have to pay Board of Trade dues amounting to two hundred and fifty dollars the first year and forty dollars every year thereafter. There are at least twenty of us independent buyers so qualified to buy on the Durham market. Then

CHARLES L. BELVIN

STATEMENT- JANUARY 13, 1942 (Cont'd.)

the warehouseman - he operates according to a set of rules too. The farmer pays to the warehouse an auction fee - a weighing fee - plus 2 1/2% commission. That is how the warehouseman makes his money, and he must be completely impartial to all buyers who bid for the farmers' tobacco. Well, as to how the tobacco is actually sold, another rule takes over: Every basket of tobacco is sold according to its merits - sold to the highest bidder. The finer, lighter, more fragrant and milder a basket of tobacco is - the more money it will bring at auction. And at the markets wherever I have bought I have seen Lucky Strike pay the price to get this finer leaf.

Now, obviously, we men who know just how a tobacco auction is run - just how tobacco is sold - just what leaf is milder, better tasting- and who buys it- well, we are in a position to choose a cigarette that will really give us the best smoke. So the fact that most independent tobacco men like myself smoke Luckies should certainly mean a lot to the average smoker.

CHARLES L. SAUNDERS  
Reidsville, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 24 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 17 Years

NICKNAME: Charlie

Statement - January 16, 1942

When the auctions open at any tobacco market, one of the first things an independent tobacco buyer like myself looks for is the prices that will be paid for tobacco by the leading cigarette companies. For, of course, our profit depends upon knowing the prevailing prices in each market. Now, I've been an independent tobacco buyer for 24 years and have bought tobacco at markets in North Carolina, South Carolina and Virginia, and at every market, season after season, I've taken note of what The American Tobacco Company, among other buyers, is paying for tobacco. I'd like to say that the prices paid by the makers of LUCKY STRIKE cigarettes are consistently well above the average price paid for tobacco in any of these markets. I think this is important, because the prices paid for tobacco are a pretty good indication of the quality of the leaf.

I have bought an average of 150,000 pounds of tobacco a year, a total of about 3,600,000 pounds of tobacco during my years as an independent buyer. This has represented an investment of some \$720,000. If that sounds as if I am a big-money operator, let me explain that every one of my transactions is done on a very small scale indeed. I frequently buy baskets of tobacco that may contain as little as 100 pounds of tobacco. I then resell these and make a profit, or try to, on the transaction. That seven hundred twenty thousand dollar figure simply means that I have made thousands and thousands of these small individual transactions.

So, the number of times I have had to rely on my tobacco judgment - well, I'd hate to have to count 'em up.

I do pride myself on knowing quite a bit about the leaf, so let me tell you my background.

My grandfather was a tobacco grower. He also ran a tobacco factory. Until only a couple of years ago, some of the walls of this old factory were still standing in Lawsonville, North Carolina and were known as one of the local landmarks. My father followed in his father's footsteps and was a tobacco grower all his life. Now I'm carrying on the same tradition as a buyer at the tobacco auctions. So ours is a tobacco family sure enough. It's practically second nature for me to know tobacco. I can close my eyes and you can hand me a bundle of tobacco and I'll tell you its quality just by the feel of it. You see, the grain of tobacco is, in my opinion, its most important single feature. Tobacco that is slick is just not desirable as smoking leaf. Tobacco that's grainy, that has the right feel to it, is bound to be good, ripe leaf. Now, I've noticed that LUCKY STRIKE tobacco buyers pay particular attention to this matter of grain. They never buy the off-types. If at any auction the finer smoking tobaccos are not present, those buyers for LUCKY STRIKE just don't bid. Or, if there is just a little of the finer leaf, they'll buy that up and pay whatever it takes to get it and then just quit buying. So, they never get tobacco that isn't "in the groove" for them - and that's certainly one of the secrets of LUCKIES' great success with tobacco men like myself.

I've smoked LUCKIES for the past 17 years. I choose them in preference to any

CHARLES L. SAUNDERS

Statement - January 16, 1942 (Cont'd.)

other cigarette simply because they please me best. I want to make that emphatic, because in my business I deal with all cigarette companies impartially and it's important for me to be known as an unbiased operator.

Yes, I stand on my own feet in this tobacco business. I am not beholden to anyone. But at markets through the Bright Tobacco Belt - year after year - I've seen LUCKY STRIKE pay the price to get the finer, lighter tobaccos - the kind that make a naturally milder and better-tasting smoke. So, it's just plain common sense for me to ask for LUCKIES when I step up to a cigarette counter.

THOMAS RAY OGLESBY  
Winterville, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 13 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 13 Years

NICKNAME: Ray

STATEMENT - January 21, 1942

You ask me how I happened to become an auctioneer. Well, sir, some folks wait a long time before they decide what occupation they want to follow, but I guess I was not more than six or seven years old when I decided very definitely just what I wanted to do for the rest of my life. I was a mischevious youngster, full of spirit, and no schoolroom could hold me - it was just like trying to hold a wild bird in a cage. I still remember very clearly the day on which I skipped school, jumped on a friend's mule wagon and rode to town to see my first auction. Believe me, sir, it was the most wonderful thing I have ever seen. My friend lost me in the crowded warehouse, but I didn't care a bit, because I was simply fascinated by everything I saw. I watched the auctioneer moving down the long rows of tobacco, singing out the bids, and to me that man was a great hero. Right then and there I decided, come what may, I was going to be an auctioneer.

Well, sir, it's been 13 years now since I started auctioneering. In that time, I have covered tobacco markets in North Carolina, Georgia, Tennessee and Kentucky, and I have sold an average of 10,000,000 pounds of tobacco a year - which adds up, all in all, to about 130,000,000 pounds of tobacco. I think that this long record entitles me to speak with some authority on the subject of tobacco.

Now an auctioneer who has walked as many miles as I have, up and down the warehouse floors of tobacco markets all over the south, has a good opportunity to see the kind of tobacco bought by the various cigarette companies, and the prices they pay for it. I can say that the buyers of The American Tobacco Company have always been interested in the finest leaf that was put up for sale, and time and again I have seen them pay the price to get it. When these boys see a basket of the brighter, thinner leaf that gives a milder, cooler smoke, they never let price stand in their way. No matter how keen the competition may be for a choice basket of tobacco, the LUCKY STRIKE buyer will pitch right in and bid up and up until the basket is his.

Let's take this last season, for example. We had a very short market and, consequently, the competition was keener than ever. Yet, even with bids mounting up to some of the fanciest prices I have ever seen, I saw the LUCKY STRIKE buyers walk off the floor with the finest tobacco in the house. Well, when you see this happen season after season, you know that when you smoke LUCKIES you're smoking really fine tobacco.

Here's another point that is particularly important to me. An auctioneer must keep his throat in good working condition, because it's the most important tool he has with which to do his job. Great demands are made on an auctioneer's voice in the course of an average tobacco season. You try yelling "22 - ditty-dee - ditty-dee - 23" and so on, at the top of your voice, for hours on end - and you'll see mighty plain what I mean. Naturally then, when I have to choose a cigarette for myself, I'm going to look for one that I know will be easy on my throat. That, of course, means a cigarette that is made of light, milder tobacco. Thirteen years ago, I found just this kind of a cigarette when I smoked my first package of LUCKIES - and I've been smoking them ever since. In all that time, never once have I found LUCKIES harsh or irritating on my throat.

THOMAS RAY OGLESBY

STATEMENT - January 21, 1942(cont'd.)

If you would ask me what a tobacco man looks for in a cigarette, I'd say, "finer tobacco." That's because every tobacco man knows that good tobacco makes good smoking. That's why, I believe, so many of the tobacco men I knew have been smoking LUCKIES for many years. These veterans know what good tobacco is, they know what good tobacco means in a cigarette, and they know that year after year at the auctions LUCKY STRIKE pays what it costs to get the lighter, milder, better tasting tobacco. So isn't it a matter of plain common sense for these tobacco men to choose LUCKIES?

BRICE REYNOLDS LEECH  
Glasgow, Kentucky

OCCUPATION: Independent Buyer

NO.OF YEARS IN OCCUPATION: 23 Years

NO.OF YEARS A LUCKY STRIKE SMOKER: 12 Years

NICKNAME: --

STATEMENT - FEBRUARY 5, 1942

A good tobacco man has to know tobacco right from the patch straight on to the auctions. I've been in the tobacco business now for 23 years and my experience covers every phase of tobacco, from seed to cigarette. I have grown tobacco on my own farm for the last 15 years. I have handled the different grades of tobacco as manager of a redrying plant and also acted as their tobacco buyer. These last 23 years I have been buying tobacco on the markets as an independent. I not only buy tobacco for myself on account but also execute commissions for leaf dealers. I reckon that in my time I've bought over forty-two million pounds of tobacco.

The job of an independent buyer is to know tobacco. He succeeds or fails in his business according to his own judgment. Every mistake in judgment means a definite "dollar-and-cent" loss out of his own pocket. And since there are no two crops alike an independent buyer has to be very much on the alert to detect grades of difference between one basket and the next, and to appraise the value of the tobacco even before he buys it. Furthermore, he must know the kinds of tobacco the different cigarette companies use in their brands. Knowing this he can buy tobacco with an eye to regrading it according to the standards of the individual companies.

I should like to point out a distinction between the work I do and the work of the average independent buyer. I buy tobacco with a definite standard in mind; I cure and dry this tobacco myself, pack it in hogsheads and store it in my own storage barns. The different cigarette companies, finding themselves short on occasions, will buy these graded hogsheads directly from me. Without patting myself on the back, I can say that in all my dealings with these cigarette companies they found me entirely reliable in the grades of tobacco I've sold to them. I attribute this uniformity of grading to the long years in which I handled and became familiar with the various types of tobacco on the market.

Being present at the auctions, year after year, I have a close-up view of the kind of tobacco each of the different companies buys. I can speak authoritatively, therefore, as an eye witness when I say that AMERICAN buys the best quality tobacco for LUCKIES. By the best I mean the tobacco leaves that come from about the middle of the plant. These leaves make perfect smoking tobacco. They are thinner in body, finer in texture, mellow in quality. The color is of just the right brightness, which means that the stalk was cut in the field at the peak of its ripeness. Tobacco of this kind burns freely, smokes smoother and tastes milder. It has the unmistakable flavor that only choice leaf can give. When this finer, naturally milder tobacco goes into a cigarette you've got something really worth smoking. And from my own observations I can say that you can't buy better tobacco than that which goes into LUCKIES. It is without question the best Burley cigarette tobacco that grows. And that, plainly and simply, is the reason why I have been an out-and-out LUCKY STRIKE smoker for more than 12 years now.



## STATEMENT - FEBRUARY 5, 1942 -(Cont'd.)

It's all very well to produce a good cigarette for one season or two seasons. But it's a real triumph of tobacco buying, blending and manufacture when a company can turn out a truly fine cigarette year after year. I have had enough time in 23 years as an independent tobacco man to note that LUCKY STRIKE, all through the years, has continued to maintain the same high standard of quality. The LUCKIES I smoke today are of the same excellent quality as the LUCKIES I smoked 12 years ago. Remember that no two crops of tobacco are alike -- there are good crops, poor crops and indifferent crops. But one thing you can rely on is that the LUCKY STRIKE buyers, each season at the auctions, will pay what it costs to get the top quality cigarette tobacco that comes up for sale. When you can turn out a cigarette as good as LUCKIES for so many years running, it indicates that no compromise is ever made with quality. LUCKY STRIKE wants the best and pays for the best. That's why, in my opinion, they produce the best cigarette that is sold.

Knowing these things to be absolutely true, I've become a kind of walking advertisement for LUCKIES. I always carry a few packs of LUCKIES in my pockets -- and whenever the opportunity presents itself I pass them around for others to try. I don't know how many LUCKY STRIKE smokers I have made in this way, but I do know that I've been steering them in the direction of more real smoking enjoyment. I feel that many other independent tobacco men share my views, because at the markets I visit I see the vast majority of them also smoking LUCKIES. The finer, costlier tobacco that goes into LUCKIES is, to my mind, the best reason in the world for smoking them. And that's why as I say, I have been smoking LUCKIES now for more than 12 years.

PERCY W. JOYNER  
Route #1  
Louisburg, N. C.

OCCUPATION: Tobacco Auctioneer

NO. OF YEARS IN OCCUPATION: 13 Years

NO. OF YEARS A LUCKY STRIKE SMOKER; 12 Years

NICKNAME: Percy

STATEMENT - JANUARY 14, 1942

When folks ask me what makes a good cigarette, I am likely to reply: "Well, it's mainly the seasons and the sun." Now maybe that needs a little explaining. It's the seasons and the sunshine that make tobacco ripe and mellow and good to smoke and, of course, it's tobacco like that that makes a cigarette milder and better tasting. The quality of tobacco bought at the auctions is the only answer I know to real good smoking.

Now I know quite a bit about the "seasons and the sun" as they apply to tobacco. For I was born and raised on a tobacco farm near Louisburg, Franklin County, North Carolina, and I'm still growing tobacco. As a matter of fact, at the time of making this statement, I am just getting ready to burn off some ground to put in my tobacco seed beds for the coming season. Growing tobacco is one essential to knowing tobacco, in my opinion. Of course, that isn't enough to make a man a tobacco auctioneer. When I was just seventeen, I got a job as a clerk in a warehouse in my home town. I'd always had it in my mind to be a tobacco auctioneer - as a matter of fact, I had caused quite a commotion in some of my school classrooms by early attempts to do a little practice chanting. So when the auctioneer in the warehouse gave me a chance to try selling a row or two of tobacco, I jumped at the opportunity. And the next year, 1928, I got my first regular job as an auctioneer in Louisburg. My first day, I sold 50,000 pounds of tobacco. That seems sort of small, looking back, because I've sold in my 13 years as auctioneer, well over 130,000,000 pounds of tobacco. I once sold 450,000 pounds of tobacco in a single day at Oxford, North Carolina. It sold for an average of 22¢ or 23¢ a pound - so that one day I sold just about \$100,000 worth of good bright leaf.

I've sold tobacco at the following markets: Lumberton, Henderson, Louisburg, Fairmont, Oxford and Winston-Salem, North Carolina; Adel and Blackshear, Georgia; Conway and Loris, South Carolina; and Maysville, Kentucky. Yes, I've been around - I've seen tobacco sold all over the south - and at market after market, I've watched LUCKY STRIKE pay the price to get the milder, better tasting tobacco - the kind that makes the best cigarette. That's why I've smoked LUCKIES for the past 12 years.

A lady once asked me to describe for her the kind of tobacco LUCKY STRIKE buys. This happened to be near my home in Louisburg. So I said, "Well, come over here to this field of tobacco, and I'll show you." I went to a tobacco plant and pointed out the difference in the leaves - the top leaves that are smaller and thick and bitter. I said, "Tobacco like that does not make a good smoke and that's not the kind of tobacco LUCKY STRIKE buys." Then I reached down and pulled off two of the lug leaves - leaves well down in the center of the plant. I showed these leaves to the

## STATEMENT - JANUARY 14, 1942 (Cont'd.)

lady and pointed out how well developed they were - how thin and light in texture - and I said, "These leaves, when they are ripened and cured, will be a beautiful lemon color - soft and silky to the touch - and so light you can see through them. Now tobacco like that just can't be beaten for a cigarette. And that's the kind of tobacco LUCKIES pay the price to get."

Well, that's the best way I know of explaining why I smoke LUCKIES - and why I always boost LUCKIES to people like that lady, who want the real facts about smoking. LUCKIES' fine, light tobaccos give no mildness, better taste and never bother my throat at all, even after a hard day auctioneering. I think these are the reasons why most independent tobacco experts - buyers, auctioneers and warehousemen - also pick LUCKIES for their cigarette. We tobacco men are not connected with any cigarette company, but we know that good tobacco makes a good smoke - and we know that LUCKIES pay the price to get the good tobacco. That says it all, in my opinion.

ALEXANDER G. IRVIN  
329 Main Street  
Reidsville, N. C.

OCCUPATION: Warehouseman

NO. OF YEARS IN OCCUPATION: 10 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 11 Years

NICKNAME: Alec

STATEMENT - JANUARY 15, 1942

I've spent a good twenty-five years in the tobacco business in South Carolina, North Carolina, Tennessee and Kentucky. Even way back when I was in high school, I used to work in a tobacco factory during my summer vacation. I worked at casing, ordering, stemming tobaccos - regrading the leaf as it came from the warehouse floor - picking up a knowledge of tobacco that was to be very valuable for me later on.

For the past ten years I have been a warehouseman with Watt's Warehouse in Reidsville North Carolina. During that period of time we have sold twenty seven million pounds of tobacco - that is, over four million dollars' worth. Now all cigarette companies are represented at these auctions. I deal with their buyers on an absolutely fair and impartial basis - otherwise Watt's Warehouse just would not be flourishing as it is today. I say this simply to show that I am not connected with LUCKY STRIKE or any other cigarette manufacturer.

I wish I could show you the books we keep in the warehouse. We have records not only for this past year, but for several years back, showing what The American Tobacco Company and other buyers paid for tobacco. Even a quick examination of the figures would show that the makers of LUCKY STRIKE pay considerably more for tobacco than the average. Farmers bringing in their tobacco will often ask me: "Do you think this pile of tobacco is good enough smoking for American?" You see they have got the idea in mind that, if it is good enough tobacco for The American Tobacco Company, they will surely get a good price for it.

So there's plenty of proof of LUCKIES' high quality in terms of good hard cash. But as a tobacco man I can tell you in more detail why LUCKIES are a milder, better-tasting cigarette. The fundamental in all cigarettes is the tobacco that goes into them. Good tobacco makes a good smoke. I guess no one would gainsay that. American buys for LUCKIES the riper, medium bodied, high quality "cutters," as well as the thin bodied lighter "lugs." Properly blended these mild, mellow, fragrant tobaccos make an A-1 recipe for top smoking enjoyment. Maybe you are beginning to see now why LUCKIES are my choice in cigarettes.

But there is another important reason why I pick LUCKIES. The finer, lighter, milder tobaccos LUCKY STRIKE buys are naturally easier on the throat than ordinary leaf. Besides that, the "Toasting" process makes LUCKIES even more mellow and gentle-smoking. And as I average well over a pack and a half a day, that is important to me. You see, I start the sale in my warehouse. I often yell out the opening bid on 1,000 baskets of tobacco a day. So my throat gets plenty of hard work - yet, even so, LUCKIES never bother my throat at all.

I said I smoke over a pack and a half a day, but I buy a whole lot more LUCKIES than that. As a warehouseman I find that one of the best ways to greet farmers is to offer them a LUCKY when they drive into the warehouse. Tobacco farmers around here smoke LUCKIES by quite a majority, and that is certainly true of tobacco men like my self - warehousemen, auctioneers, and independent buyers. We independent tobacco experts go for LUCKIES because we know that good mild tobacco makes a good mild smoke. That is why I have smoked LUCKIES for the past eleven years.

JOHN WILLIAM HILL, JR.  
1148 Jefferson Avenue  
Winston-Salem, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 14 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 6 Years

NICKNAME: "Bill"

STATEMENT - JANUARY 19, 1942

It takes a long time to know tobacco, especially all the fine points that are so important when it comes to knowing the quality and value of tobacco. Now, I've been in tobacco for a long time - just about all my life, I reckon. I am the last of several generations of tobacco people. My grandfather grew tobacco a long time ago, and my father was for many years an independent buyer. In fact, he still is very active, and I often find myself competing with him at the auctions. A good deal of what I know about tobacco I got from my father. I was no more than six or seven years old, when I went along with my father to markets in North Carolina and South Carolina. As a boy, I used to help him in the regrading and repacking of the tobacco he bought.

But you really begin to know tobacco when your livelihood depends upon knowing it. For the last 14 years, I have been buying tobacco for myself at the markets in Mullins, South Carolina, and Winston-Salem, North Carolina. You can't afford to make mistakes in judgment when you're an independent buyer, because each mistake means a definite financial loss. This season, I bought over 1,000 baskets of tobacco and only in one or two cases was I mistaken in the tobacco I bought. That's a pretty good average. Very often, I notice that The American Tobacco buyer turns down a basket of tobacco because some of the leaves in the basket may be green or marked. In a case like that, I buy the basket and regrade it according to what I know The American Tobacco buyer wants, which means that I remove every leaf that is not just up to standard. When I finish with that basket, I try to resell it and I know that this time, because the whole basket is lighter in body, finer in texture and of just the right color, The American Tobacco Company buyer will be interested in it; for in all my years as an independent buyer, I have noticed that LUCKY STRIKE always pays the price to get the thinner, sweeter tobacco - the kind that gives you a grand smoke. These days, smokers want a milder cigarette - and for a cigarette to be milder, you've got to use finer, lighter tobacco.

In my 14 years as an independent buyer, I have bought and sold over 700,000 pounds of tobacco. That means that I have actually made thousands and thousands of individual purchases. It also means that in all these years of being right on the spot where tobacco is sold, I've been in a good position to see the kind of tobacco bought and the prices paid for it. I have seen LUCKY STRIKE buy the finest tobacco on the market, and no matter how keen the competition was for them, I have seen them pitch in with one bid after another until the basket was knocked down to them. I know, because I have seen it actually happen, that for many years LUCKY STRIKE has bought the lighter, milder leaf. Farmers around here know that this kind of tobacco fetches the highest price and so they have tried to cultivate their tobacco plants more scientifically and to use newer methods of curing, in order to bring this kind of finer tobacco to market.

JOHN WILLIAM HILL, JR.

STATEMENT - JANUARY 19, 1942 (Cont'd.)

About six years ago, I was so impressed with the quality of tobacco that LUCKY STRIKE was buying that I changed from my former brand to LUCKIES, and I've been mighty pleased that I did. I see LUCKIES buy the ripe, naturally milder tobacco, and I know that when this tobacco goes into a cigarette, it means real smoking enjoyment. So when it comes to buying a cigarette for myself, I naturally add these things together and choose LUCKIES; and most of the other independent experts that I know smoke LUCKIES for the same reason. Let me add that I have seen what happens to the fine tobacco LUCKY STRIKE buys after it gets to the factory. I have been through the LUCKY STRIKE plant in Durham, N.C., and I have seen the famous "TOASTING" process in operation. It's really a wonderful thing, because it helps to make the tobacco mellow, less irritating, and smoother smoking. I'd say that when you have a combination like this, then you've got a cigarette that's tops in quality.

CHARLES JACKSON GUNTER  
Madison, N.C.

OCCUPATION: Independent Buyer

NO. OF YEARS IN OCCUPATION: 51 years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: "Coon," "Jack"

STATEMENT - JANUARY 16, 1942

I'm 72 years old and I started buying tobacco on the markets when I was 21, so that makes just 51 years I have been an independent tobacco buyer. But it's no new thing for a Gunter to set up a long time record in tobacco business. My father, who lived to be 87 years old, grew tobacco for 75 years - yes, 75 successive crops of tobacco - and my grandfather was a tobacco farmer, too. So I come from a real tobacco family. Now, I've been smoking LUCKIES ever since they first came on the market in 1917. That may seem a long while back to some people, but it really doesn't to me. The only reason I smoke LUCKIES is because of that good, grainy, sweet tobacco I see them buy at the auctions. I sometimes tell smokers of other brands whom I meet, "If you just come down to the sale and take a look at what they're buying you'd see what you're missing when you don't smoke LUCKIES." If you are buying peaches you'll pick the good ripe one, not the hard, dried up, green one. That's because, of course, everybody knows the ripe peach tastes better. Well, the same thing holds true of cigarettes, though the tobacco in them is wrapped up in paper. Good, sweet and ripe tobacco, such as LUCKY STRIKE buys, of course, tastes better and smokes milder and is really easy on your throat. I've never seen a LUCKY STRIKE buyer even make a bid at the auctions on any tobacco that was too leafy or slick, or tough and leathery. He won't bid on that tobacco because he knows it gives a bitter smoke. LUCKY STRIKE usually gets the second and third pullings from the tobacco stalk. Those are the leaves that a tobacco farmer will use if he makes some home-made cigarettes for himself, because he knows same as anyone connected with tobacco that that good light LUCKY STRIKE type of tobacco is best for smoking.

As I've said, it was 51 years ago when I started out as an independent buyer on the tobacco market, and season after season I have followed the sales at markets in Georgia and Florida, Virginia and North and South Carolina. I've bought as much as 40,000 pounds of tobacco in a single day at the auctions. So you can see I've handled millions and millions of pounds of tobacco in my life. For several years I have also been connected with tobacco warehouses in Madison, North Carolina. For three seasons I started the sales as warehouseman and I've handled the warehouse leaf account, which takes an extra good knowledge of tobacco if you want to make a profit.

I think my years in the business have made me a pretty good judge of the leaf, and I'm an impartial judge, too, because of course I'm not connected with any cigarette company. I just smoke LUCKIES for the same reason as 75 per cent of the independent tobacco men I know. At thousands of auctions I see LUCKY STRIKE pay what it costs to get the finer, lighter, riper tobacco - leaf that's mild and sweet as a peach. So I've smoked LUCKIES for 25 years.

JOSEPH ERVIN CUTHRELL  
513 Harding Avenue  
Kinston, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 25 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 8 Years

NICKNAME: "Jo-Jo"

July 25, 1942  
Hit Parade  
STATEMENT - January 24, 1942

When folks ask me what makes a good cigarette, I am sure to have a ready answer, "In a cigarette, it's the tobacco that counts." And when I talk tobacco, it's as an independent expert, because in being an auctioneer, I am impartial and friendly with all buyers and all cigarette companies.

I think I do have a pretty complete knowledge of tobacco leaf. You see, my Daddy was a tobacco auctioneer, too - he sold tobacco for 40 years. From the time I was a kid, he used to take me to the auctions with him and, as a matter of fact, today I often run into old-timers who'll come up to me and tell me how much my chant sounds like my father's. Then for four long years, I worked in a Redrying Plant in Rocky Mount, North Carolina to learn tobacco, and started as an auctioneer when I was 21. Now, an auctioneer must be able to recognize the grade and quality of tobacco, to estimate its value, and to catch each bid the buyers make - all in the twinkling of an eye. Now, that very fact is why tobacco men like me must be pretty good judges of leaf, and why I feel I can speak with authority when it comes to the subject of tobacco.

Yes, no cigarette is any better than the tobacco that's bought for it. The thin, silky, grainy tobacco LUCKY STRIKE buys is easier burning than the heavy leaf. It's got real ripeness - sweet as a nut - better aroma and being thoroughly ripe, it's also thoroughly mellow and, naturally, easy on your throat. Now, that just goes to show how important it is to pick a cigarette made of finer tobacco.

I've had plenty of tobacco experience, and most important - diversified experience. I mean I've sold all over the bright and burley belts in Georgia, North Carolina, South Carolina, Virginia, Tennessee and Kentucky. Since I became an auctioneer, I've sold an average of 20,000,000 pounds of tobacco a year - approximately 500,000,000 pounds of tobacco in my 25 years of auctioneering; and at market after market, I've seen LUCKY STRIKE consistently buy the top grades of tobacco. It's tobacco containing the good smoking qualities. The American buyers seem to be especially interested in getting the "lugs" - that is, the second and third primings from the tobacco stalk. They select the leaf with the most color, the best grain, the light body, that insure a good smoke. As I sell tobacco, and step up to a basket filled with this high grade, silky texture tobacco, I usually glance at the LUCKY STRIKE buyer, because I know he'll be interested. Interested is putting it mildly - he'll usually bid that pile of tobacco on up and up 'til the last dollar and the high dollar makes the basket "Sold American." So when it comes to my own cigarette, I naturally choose LUCKIES, because I believe what I see. Also, using my voice all day long, crying at the auctions, year in, year out, I have found that LUCKIES are not only better tasting, but milder and truly easier on my throat.



JOSEPH ERVIN CUTHRELL

STATEMENT - January 24, 1942 (Cont'd.)

I think everything I've said helps explain why I've smoked LUCKIES for 8 years. Seeing tobacco that's ripe, a beautiful lemon color, soft and silky to touch, grainy and sweet with aroma, is a pleasure for any tobacco man. Now, this tobacco naturally brings the top price, because it's the finest tobacco that is offered on the market. And American consistently, at auction after auction all over Tobaccoland, never holds back on this score. It's very obvious that they are willing to pay what it takes to get this tobacco for LUCKIES. I expect that is why so many auctioneers, independent buyers and warehousemen, who know tobacco right from the ground on up, just naturally pick the cigarette they know is made of this kind of finer tobacco; and that means LUCKY STRIKE for the vast majority of us.

FRANK A. BROWN  
Stoneville, N. C.

OCCUPATION: Warehouseman

NO. OF YEARS IN OCCUPATION: 21 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Years

NICKNAME: Frank

7/11/42  
STATEMENT - JANUARY 15, 1942

The other day a man who had listened to a recent LUCKY STRIKE radio program asked me if it was true that LUCKY STRIKE pays so much above the average market price to get tobacco. Well, I told him that it certainly was true, and I explained to him how I could be so sure. You see, in a warehouse such as I operate in Stoneville, North Carolina a floor sheet is made out for every day's sales. Two warehouse employees follow the auctioneer along the warehouse floor. One - known as a clip man - fills out for each sale a Farmer's Bill which contains the name of the farmer, the number of pounds of tobacco and the price per pound. This bill is immediately carried to the warehouse office, which instantly makes out a check for the farmer. Meanwhile the other warehouse employee - known as a book man - is taking down even more data about each sale - including the buyer's name and the grade, as well as the farmer's name, the number of pounds and the price paid. From this floor sheet, after the auction is over, the warehouseman makes out a Buyer's Bill for each buyer. Then the data on the number of pounds sold, the price and the purchaser is entered in a book which is kept for the whole year's sales.

So, you can see it's easy for a warehouseman to be well informed about the price paid by any cigarette company for tobacco. Now, I have been a warehouseman for 21 years in North Carolina, South Carolina and Virginia. The warehouse I started with 21 years ago is in Stoneville, North Carolina and I am operating this same warehouse today. In those 21 years my Stoneville warehouse has sold over 21,000,000 pounds of tobacco to buyers representing all the cigarette companies. And of course, these sales are conducted with absolute impartiality and fairness to all.

However, when it comes to choosing my own personal cigarette, I must say I prefer LUCKIES above all the others, for I not only know that LUCKY STRIKE pays the price to get the finer tobacco, but I also see every day during the auctions just what qualities this tobacco possesses. We tobacco men sometimes speak of leaf like that as being "sweet as honey." It's thin tobacco, but not too thin - light, yet not too light - and always perfectly ripe and mellow. Now, those aren't just technical facts about tobacco. They're important from every smoker's viewpoint. If, for example, the tobacco in your cigarette is not ripe you won't enjoy it any more than you'd enjoy eating a green apple. And if the tobacco in your cigarette is too heavy, you'll notice a real bitter taste and a harsh, unpleasant sensation in your throat. Yes, in picking a cigarette, the tobacco is mighty important and I know that LUCKIES get the kind of tobacco that will give a smoker the most real enjoyment.

FRANK A. BROWN

STATEMENT - JANUARY 15, 1942 (Cont'd.)

Now, I was born and raised on a tobacco farm in Stoneville, North Carolina. I have grown tobacco all my life and my father and grandfather were tobacco growers before me. So, I have the tobacco farmer's viewpoint about LUCKIES, as well as the warehouseman's viewpoint, and I know that there isn't a farmer who isn't pleased when he can sell his best grades of tobacco to LUCKY STRIKE, because for him that means extra money in the bank.

Well, those are the reasons I have smoked LUCKIES for 25 years now - in fact, ever since they were first made in 1917. I have smoked them just because I know they contain a finer, lighter tobacco that gives me a milder, better-tasting smoke.

*9/10/42*  
JAMES MONROE BALL  
419 S. Hawthorne Road  
Winston-Salem, N.C.

OCCUPATION: Auctioneer

NO. OF YEARS IN OCCUPATION: 27 Years

NO. OF YEARS A LUCKY STRIKE SMOKER: 25 Yrs

NICKNAME: Jimmy

STATEMENT- JANUARY 19, 1942

No doubt, you've heard of all kinds of records - well, here's one record that has never been duplicated in the long history of tobacco. I have sold well over 266,000,000 pounds of tobacco. Yes, that's a lot of tobacco, and I'd hate to have to figure up the number of cigarettes that came out of it. It takes a long time to sell that much tobacco, and my own career as a tobacco man goes back to the beginning of this century. My family has been in tobacco since 1825 - that's pretty nearly 125 years. My father and my grandfather were farmers and producers. I have grown my own tobacco, worked in a warehouse as a ticket marker and as an operator, and for the last 27 years as an auctioneer. I have covered markets in North Carolina, South Carolina, Georgia and Virginia. The tobacco business is one business that takes a long time to learn, and any tobacco man will tell you that no matter how long you have been with tobacco, there are always new things to learn every season. So I feel that as an old tobacco veteran, I can speak with some authority on the fine points of tobacco.

In 27 years of auctioneering, I have seen LUCKY STRIKE buy tobacco with one consistent standard in mind. LUCKY STRIKE goes after the finer, lighter leaf - the kind you get from the second and third primings of the tobacco plant, and they pay what it costs to get it. Last season, we had the best tobacco crop I have ever seen. I don't think that crop has ever been equaled in the whole history of tobacco growing in this country, and a great deal of the finest tobacco in that crop was knocked out to LUCKY STRIKE after some of the keenest bidding I have ever seen. I don't think that tobacco has ever been equaled in quality anywhere, and I know that tobacco of that quality will make just about the finest smoking any smoker has ever enjoyed.

When I see the milder, lighter, fluffy grained tobacco that American buys, naturally when it comes to choosing my own cigarette, I pick LUCKIES, because I appreciate a mild smoke just as much as the next fellow. And perhaps even more, because I, as an auctioneer, have to be careful of my throat. When you're selling from 350,000 to 400,000 pounds of tobacco a day, that is quite a strain on your throat; and I have found that even at the peak of a strenuous season, LUCKY STRIKES are always easy on my throat. I've been smoking LUCKIES for 25 years now, and I have never on a single occasion been hoarse. That is just another way of saying that the tobacco that goes into LUCKIES is really mild and mellow - and having seen the LUCKY STRIKE "Toasting" process in operation, I know that the last harsh irritant has been removed from the tobacco.

JAMES MONROE BALL

STATEMENT - JANUARY 19, 1942 (Cont'd.)

I am considered the plainest auctioneer on the markets. I use three voices to sell tobacco. You see, if you change the tone of your voice, it takes all the pressure off and at the end of the day, your voice is just the same as it was when you began the day's sales. The change in tone helps to relieve the tiredness. When I begin to feel tired, I switch to another tone of voice. That is one of the arts in selling tobacco.

So far as I know, I am the only auctioneer in the three belts who does not have a warehouseman with him to start the bid. Along with my regular job of auctioneering, I do this extra job myself. Now, an auctioneer has to know tobacco and a warehouseman who starts the bids certainly has to know tobacco, but when one man handles both of these jobs - well, you can see that you really have to know a great deal about tobacco. So when I say that I have been smoking LUCKIES ever since they were first made in 1917, it's because I have seen, during this last quarter of a century, the buyers of The American Tobacco Company go after the finest tobacco in the house, regardless of price. I believe that most old-timers like myself, most men who know tobacco and have watched it grown and sold, choose LUCKIES for their own smoking enjoyment for exactly the same reason. They know, as well as I do, that finer tobacco gives you a milder, better tasting smoke; and they, too, have seen The American Tobacco Company buy the finer tobacco for LUCKIES.