

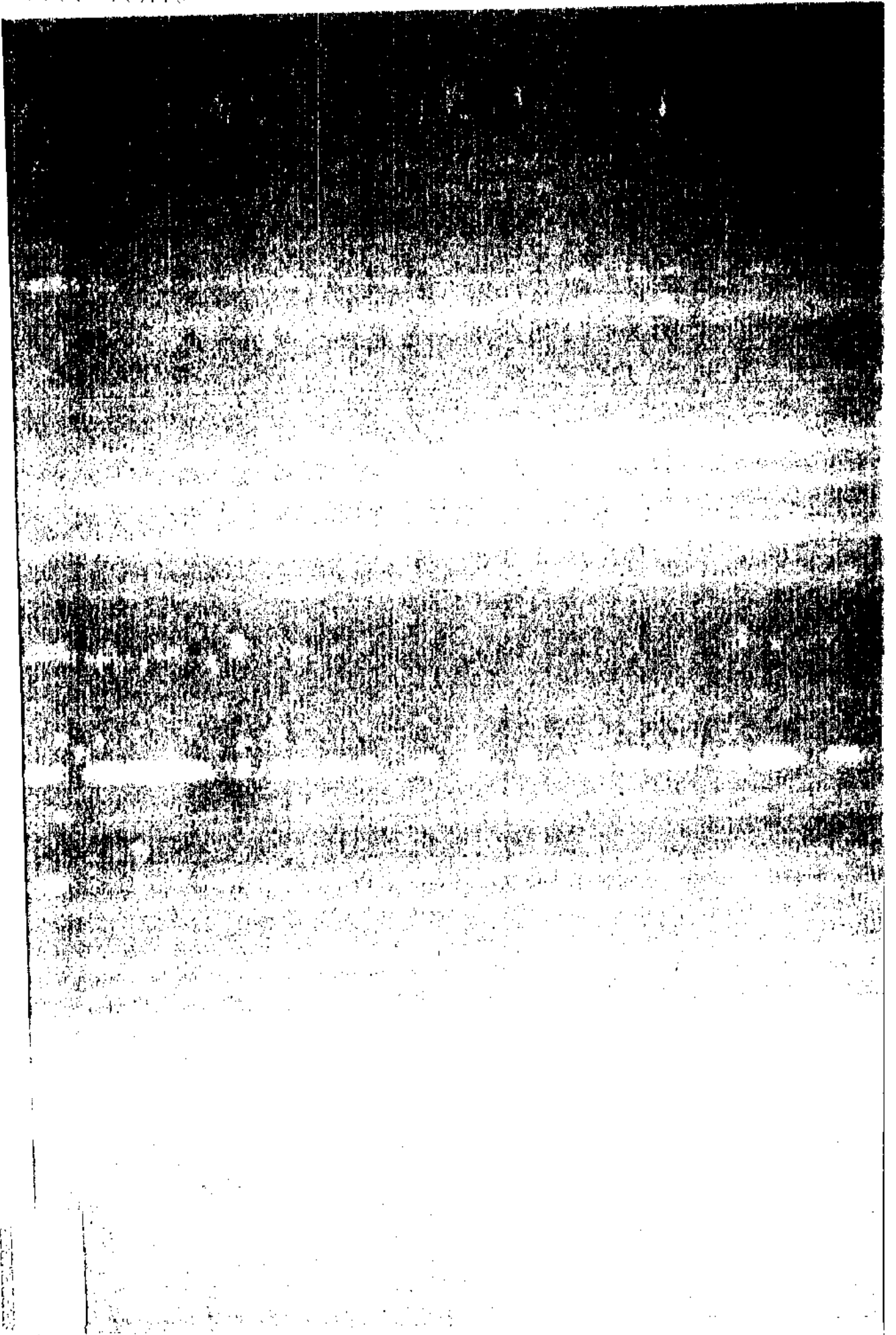
ALDO
DORTCH

LUCKY STRIKE

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1928-29

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NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00-11:00 P.M.

SEPTEMBER 15, 1928

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of This Is My Lucky Day. Immediately followed by announcer: (With spoken refrain - Rolfe)

1. (THIS IS MY LUCKY DAY - ORCHESTRA)

ANNOUNCER:

And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

MR. ROLFE: Here's a real dancing combination - a good one from George White's Scandals, Pickin' Cotton and another old friend, Bambalina.

2. (PICKIN' COTTON - ORCHESTRA)

3. (BAMBALINA - ORCHESTRA)

MR. ROLFE: Here's a chance for your feet to join the many thousands who have danced to the enticing strains of "The Parade of the Wooden Soldiers" by the Lucky Strike Orchestra.

4. (PARADE OF THE WOODEN SOLDIERS - ORCHESTRA)

MR. ROLFE: Now for a waltz - The Lucky Strike Dance Orchestra plays the famous classic from The Merry Widow.

5. (THE MERRY WIDOW - ORCHESTRA)

ATX01 0261807

ANNOUNCER:

"Douglas Fairbanks, America's motion picture favorite, will soon appear in his new production of "The Iron Mask". This is a sequel to "The Three Musketeers" with Mr. Fairbanks again playing the part of D'Artagnan. The characters, however, are more romantic and adventurous and Mr. Fairbanks considers the picture as a whole to be faster moving than any story he has ever brought to the screen. The manufacturers of Lucky Strikes have requested me to read what Douglas Fairbanks has to say regarding the Lucky Strike Cigarette. Mr. Fairbanks says - "I got more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."

LOCAL ANNOUNCEMENT:

MR. ROLFE: That is the high opinion Douglas Fairbanks has of Lucky Strike cigarettes. The Lucky Strike Dance Orchestra continues with Crazy Rhythm, a musical impediment of speech, together with Mitzi's favorite from Pom-Pom, Oh Evelyn! Stop Your Develin!.

6. (CRAZY RHYTHM - ORCHESTRA)

7. (OH EVELYN! STOP YOUR DEVELIN! - ORCHESTRA)

MR. ROLFE: A waltz dedicated to all lovers, The Sweetheart of Sigma Chi, played by the Lucky Strike Dance Orchestra.

8. (THE SWEETHEART OF SIGMA CHI - ORCHESTRA)

MR. ROLFE: All nations are invited to dance "The International Patrol" played by the Lucky Strike Dance Orchestra.

9. (INTERNATIONAL PATROL - ORCHESTRA)

ATX01 0261808

ANNOUNCER:

A short time ago the world was thrilled by the daring of Amelia Earhart, the first woman ever to cross the Atlantic Ocean by airplane. Of Lucky Strike cigarettes Miss Earhart said "Lucky Strikes were the cigarettes carried on the Friendship when she crossed the Atlantic. We bought a carton in Newfoundland before we took off, because Luckies are best. On a long hard grind of this kind they were real life-savers, and were smoked continuously from Trepassey to Wales. I think nothing else helped so much to lessen the strain for all of us." The makers of Lucky Strikes thank Miss Earhart - "Lady Lindy" for her high praise of Lucky Strike cigarettes.

LOCAL ANNOUNCEMENT:

MR. ROLFE: This is a combination of the program of the Lucky Strike Dance Orchestra, Here's a musical conception of troubled sleep, caused by Welsh Rarebit - The Nightmare.

10. (THE NIGHTMARE - ORCHESTRA)

MR. ROLFE: Dance, now, to the strains of The Twelve O'Clock Waltz by the Lucky Strike Dance Orchestra.

11. (THE TWELVE O'CLOCK WALTZ - ORCHESTRA)

MR. ROLFE: An optimistic little melody, Old Man Sunshine, is your next invitation to the dance, by the Lucky Strike Dance Orchestra.

12. (OLD MAN SUNSHINE - ORCHESTRA)

MR. ROLFE: Next "Then Came the Dawn" and "Hallelujah" played by the Lucky Strike Dance Orchestra.

13. (THEN CAME THE DAWN - ORCHESTRA)

14. (HALLELUJAH - ORCHESTRA)

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ATX01 0261809

MR. ROLFE: The Lucky Strike Dance Orchestra sets a sizzling pace
with Tiger Rag!

15. (TIGER RAG - ORCHESTRA)

CLOSING ANNOUNCEMENT:

Theme tune - One chorus of This Is My Lucky Day with vocal
refrain, immediately followed by announcer:

ANNOUNCER:

This closes the program of one hour's dance music presented
for your pleasure by the manufacturers of Lucky Strike
Cigarettes. The tunes that made Broadway, Broadway, Thank You.

AGENCY/EM
9/21/28

ATX01 0261810

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TITLE: ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00-11:00 P. M.

SEPTEMBER 22, 1928

SATURDAY

OPENING:

Theme tune one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer;

(THIS IS MY LUCKY DAY)

ANNOUNCER: And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

TIME: 1:00

MR. ROLFE:

We hope you'll all dance to the rhythm of "The Jazz Patrol" by the Lucky Strike Dance Orchestra.

(THE JAZZ PATROL)

TIME: 5:00

MR. ROLFE:

"Ten Years Ago Today" is a caption used in the newspapers. The Lucky Strike Dance Orchestra sets it to music.

(TEN YEARS AGO TODAY)

TIME 6:00

MR. ROLFE:

Three musical gems from George White's Scandals, "On the Crest of a Wave," "An American Tune," and "What D'ye Say," by the Lucky Strike Dance Orchestra.

(ON THE CREST OF A WAVE)

(AN AMERICAN TUNE)

(WHAT D'YE SAY)

TIME 7:00

ATX01 0261811

ANNOUNCER:

The nation looks to New York, Palm Beach and Newport for knowledge of the social trend. Miss Marjorie Oelrichs is among the leaders of the younger set at these fashionable resorts. In speaking of her favorite cigarette, Lucky Strike, Miss Oelrichs says: "Since Lucky Strike is my favorite cigarette, it is the only one I serve to my friends. It is surprising to note how many of them prefer Luckies to all other cigarettes. We are all agreed that toasting gives us the finest flavor and removes those impurities which cause throat irritation and harshness."

The makers of Lucky Strikes thank Miss Oelrichs for her high praise of Lucky Strike Cigarettes.

TIME: 1:00

(LOCAL ANNOUNCEMENT)

\$30

MR. ROLFE: The program continues as the Lucky Strike Dance Orchestra invited you to dance to the strains of Victor Herbert's "Waltz Revue."

(WALTZ REVUE)

TIME 8:00

MR. ROLFE: Another delightful melody that lures the feet to the dance floor is "Polly Primrose" by the Lucky Strike Dance Orchestra.

(POLLY PRIMROSE)

TIME 4:00

MR. ROLFE: For fast steppers, the Lucky Strike Dance Orchestra offers a fast little number, "When Sweet Susie Goes Steppin' By."

(WHEN SWEET SUSIE GOES STEPPIN' BY)

TIME 5:00

ANNOUNCER:

Several months ago, June 24th, to be exact, at Olympia Field, Chicago, the coveted crown of National Open Golf Champion gracefully rested on the head of the popular Johnny Farrel. Our champion of golf has nominated Lucky Strike as his cigarette. In a letter to a friend, Johnny Farrel says: "There is no question, but

ATX01 0261812

what the flavor of Lucky Strike Cigarette is superior to that of any other cigarette. They are easier on my wind and on my throat. Toasting really takes out the bad things and adds to the flavor --I know from my personal experience -- because it is the only cigarette I can smoke, and I am glad to make this statement."

We must admit that Johnny Farrell makes a hole in one when he so speaks of Lucky Strike Cigarettes. TIME 1:00

(LOCAL ANNOUNCEMENT) :30

MR. ROLFE: The Lucky Strike Dance Orchestra resumes with a recollection of an old time camp meeting, 'way down South, "Ready for the River."

(READY FOR THE RIVER) TIME 5:00

MR. ROLFE: A contrast between the new and the old in waltz melodies "My Memories of France," and "When the Harvest Moon is Shining," by the Lucky Strike Dance Orchestra.

(MY MEMORIES OF FRANCE)

(WHEN THE HARVEST MOON IS SHINING) TIME 9:00

MR. ROLFE: Here's where the Lucky Strike Dance Orchestra compares today and yesterday in faster dance rhythm, "Rad Doll" and "Alexander's Ragtime Band."

(RAG DOLL)

(ALEXANDER'S RAGTIME BAND) TIME 6:00

CLOSING:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: This closes the program of one hour's dance music presented for your pleasure every Saturday night by the manufacturers of Lucky Strike Cigarettes. The tunes that made Broadway, Broadway.

Thank you.
AGENCY/EJR
9/22/28

TIME 1:00

ATX01 0261813

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00-11:00 P. M.

SEPTEMBER 22, 1928

SATURDAY

OPENING:

Theme tune one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer;

(THIS IS MY LUCKY DAY)

ANNOUNCER: And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. TIME: 1:00

MR. ROLFE:

We hope you'll all dance to the rhythm of "The Jazz Patrol" by the Lucky Strike Dance Orchestra.

(THE JAZZ PATROL)

TIME: 5:00

MR. ROLFE:

"Ten Years Ago Today" is a caption used in the newspapers. The Lucky Strike Dance Orchestra sets it to music.

(TEN YEARS AGO TODAY)

TIME 6:00

MR. ROLFE:

Three musical gems from George White's Scandals, "On the Crest of a Wave," "An American Tune," and "What D'ye Say," by the Lucky Strike Dance Orchestra.

(ON THE CREST OF A WAVE)

(AN AMERICAN TUNE)

(WHAT D'YE SAY)

TIME 7:00

ATX01 0261814

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio hour for station announcements. This is WBAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M. SEPTEMBER 29th, 1928. SATURDAY.

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. TIME: 1:00

MR. ROLFE: On with the dance! "The Dance of the Blue Danube", and "Get Out and Get Under the Moon" by the Lucky Strike Dance Orchestra.

(DANCE OF THE BLUE DANUBE)
(GET OUT AND GET UNDER THE MOON)

✓ TIME: 6:00

MR. ROLFE: The Lucky Strike Dance Orchestra offers "The Dancing Tambourine" and "Jumping Jack" - two popular melodies.

(DANCING TAMBOURINE)
(JUMPING JACK)

TIME 6:00

MR. ROLFE: How minstrel feet have pattered to these three classics. "Ida", "Rolly Bolly Eyes", and "Oh, Didn't It Rain", by the Lucky Strike Dance Orchestra.

(IDA)
(ROLLY BOLLY EYES)
(OH, DIDN'T IT RAIN)

TIME: 6:00

ANNOUNCER:

The songs you have just heard have been celebrated as

ATX01 0261815

part of the repertoire of Eddie Leonard, beloved by all as "Our Minstrel". With his songs and dances, he has brought smiles to every part of the land. That Eddie Leonard means to minstrelsy, Lucky Strike means to the stars of the stage. May we read you what Mr. Leonard says about Lucky Strike Cigarettes:

"As a veteran performer, I cannot emphasize too strongly the value of a good, clear voice at all times. That is why I have smoked Lucky Strike ever since it came on the market. Luckies give genuine pleasure and at no time do they overtax the voice nor cut the wind. Toasting helped me go through "Roll Those Rolly Bolly Eyes" many and many a time".

Eddie Leonard's choice is typical of the preference of members of the theatrical profession for Lucky Strike Cigarettes, where voices must be protected.

LOCAL ANNOUNCEMENT: TIME: 1:00
:30

MR. ROLFE:

As the program continues, romance and the dance go hand in hand with the tango, "La Veeda" and "Spain", played in fox trot time by the Lucky Strike Dance Orchestra.

(LA VEEDA)
(SPAIN)-

TIME: 6:00

MR. ROLFE:

The Lucky Strike Dance Orchestra offers a chance for fast stepping couples - "Back in Your Own Backyard", and "My Ohio Home".

(BACK IN YOUR O'N BACKYARD)
(MY OHIO HOME)

TIME: 6:30

MR. ROLFE: Our only waltz tonight - a dreamy melody - "Grieving" by the Lucky Strike Dance Orchestra.

(GRIEVING)

TIME: 5:00

ANNOUNCER:

The women of the opera who thrill us with the rare beauty and magic tone of their glorious voices, look to Lucky Strike for relaxation, knowing it will bring comfort with no throat irritation. Florence Easton, soprano and prima donna of the Metropolitan Opera Company is one of the many operatic stars who have selected Lucky Strike as their favorite cigarette. In telling of her choice, Madame Easton says about Lucky Strike Cigarettes:

"The last tour of the Metropolitan Opera Company took me through the South and Middle West. Everywhere I went I saw more and more people smoking Lukies. They are finding out what I discovered some years ago. A flavor that is the best in the world and no ill effects on throat or wind."

This, indeed, is high praise of Lucky Strike Cigarettes when it is realized how carefully Florence Easton must protect her precious voice.

TIME: 1:00

LOCAL ANNOUNCEMENT: TIME: :30

MR. ROLFE: The Lucky Strike Dance Orchestra resumes with a terpsichorean kick - "I Can't Give You Anything But Love" and "Ten Little Miles from Town".

(I CAN'T GIVE YOU ANYTHING BUT LOVE)
(TEN LITTLE MILES FROM TOWN)

TIME: 7:00

MR. ROLFE: Dance! The Lucky Strike Dance Orchestra will recall to you the strains of old favorites, "Hiawatha", "Georgia Camp Meeting", and "Moving Day in Jungle Town".

(HIAWATHA)
(GEORGIA CAMP MEETING)
(MOVING DAY IN JUNGLE TOWN)

TIME: 6:30

ATX01 0261817

(4)

MR. ROLFE: "You Took Advantage of Me" and "One Step to Heaven",
is the answer of the Lucky Strike Dance Orchestra to the pleading
couples who ask for "Just One More".

(YOU TOOK ADVANTAGE OF ME)
(ONE STEP TO HEAVEN)

TIME: 6:00

CLOSING: (Theme tune - One chorus of "This is My Lucky Day" with
vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

This closes the program of one hour's dance music presen-
ted for your pleasure every Saturday night by the manufacturers of
Lucky Strike Cigarettes. The tunes that made Broadway, Broadway.

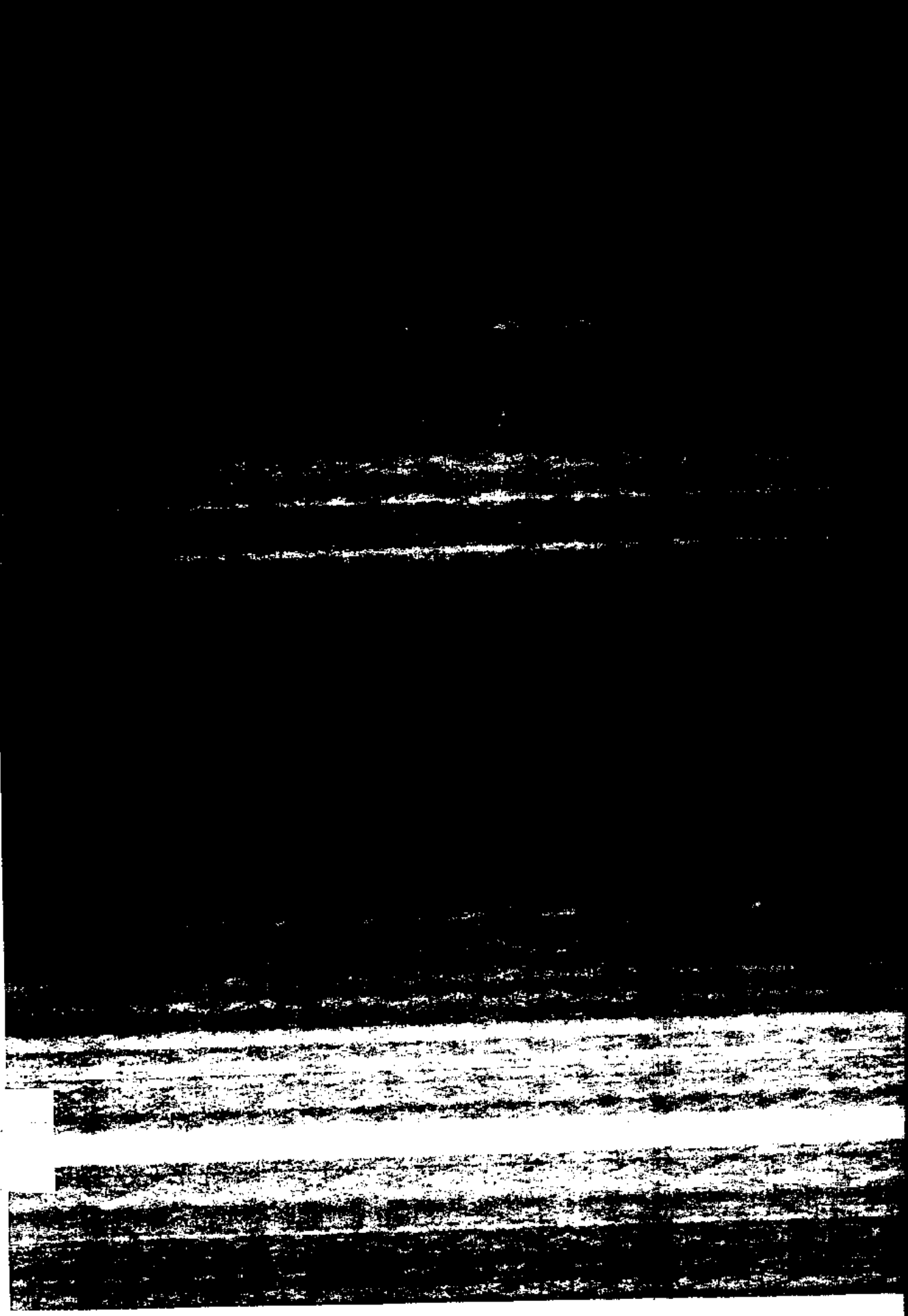
TIME: 1:00

AGENCY

ERT

9-27-28

ATX01 0261818



OCTOBER

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Dance Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE DANCE HOUR.

()-()
10:00-11:00 P.M.

OCTOBER 6th, 1928.

SATURDAY.

OPENING: (THEME TUNE - ONE CHORUS OF "THIS IS MY LUCKY DAY" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

ANNOUNCER:

And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

MR. ROLFE:

Join in the dance as the Lucky Strike Dance Orchestra plays "Imagination" and "Oh Baby".

(IMAGINATION)
(OH BABY)

MR. ROLFE:

Here's a couple that'll roll the rugs back. "Sweet Sue", "Just You", and "Without You, Sweetheart", by the Lucky Strike Dance Orchestra.

(SWEET SUE, JUST YOU)
(WITHOUT YOU SWEETHEART)

MR. ROLFE:

"The Hawaiian Medley" - the Lucky Strike Dance Orchestra hopes you'll recognize some old favorites.

(THE HAWAIIAN MEDLEY)

ANNOUNCER:

No game ever takes the place of Base Ball in the hearts of the American people. And now we are in the midst of Base Ball's greatest classic - the World Series. Let me read you the headlines

ATX01 0261820

from the New York Times of October 5th, after the first game had been played: "YANKEES WIN, 4 TO 1, IN SERIES OPENER - HOYT IS THE HERO TO YANKEE MATES; FULL CREDIT FOR VICTORY BELONGS TO PITCHING ACE, ASSERTS MANAGER HUGGINS". That tells the story of Waite Hoyt, star twirling ace of the New York Yankees, who performed one of the finest feats in the history of Base Ball. Allowing the Cardinals but three hits, he proved the mastery of one man over nine. Listen to what this great athlete says of Lucky Strike Cigarettes:

"While ball players do not maintain intensive training during the season, we must pay particular attention to our wind and the steadiness of our nerves. I have always smoked Lucky Strikes. I enjoy their splendid flavor and they have never had the slightest effect on my physical condition."

The manufacturers of Lucky Strike Cigarettes congratulate Waite Hoyt on his remarkable victory and thank him for his praise of Lucky Strike Cigarettes:

LOCAL ANNOUNCEMENT.

MR. ROLFE: The Lucky Strike Dance Orchestra continues its program, with a novelty fox trot "One Step to Heaven".

(ONE STEP TO HEAVEN)

MR. ROLFE: Waltzes - the dance of all the ages. "Beloved" and "The Shadow Song", by the Lucky Strike Dance Orchestra.

(BELOVED)
(THE SHADOW SONG)

MR. ROLFE: Now for "Who Wouldn't be Blue" and "Two Lips" by the Lucky Strike Dance Orchestra. Get your partners:

(WHO WOULDN'T BE BLUE)
(TWO LIPS)

ANNOUNCER: Fanny Ward, celebrated both here and abroad for her ever youthful appearance who returned on the Berengaria yesterday, is a wonderful example of why we need never grow old. Fanny Ward, whose daughter is the beautiful Lady Plunkett of England, while nearing her sixties, possesses every physical trait and charm of a young girl. The manufacturers of Lucky Strike Cigarettes have requested me to read this message which Fanny Ward sends to the women of America.

"Reach for a Lucky and not for a bonbon' - that's been my policy ever since Luckies started -- my way of retaining the figure I need, to be known as the ever-youthful Fannie Ward.

"I take care of my skin, of course. We all have to do that. But there is no point to a good complexion, a youthful face, that's combined with an unattractive, matronly body. It deceives no one. So I say to you women who want to cheat Time, as I have done, "Reach for a Lucky and not for a bonbon'".

The manufacturers of Lucky Strike Cigarettes thank Fannie Ward for her message and are pleased at the opportunity of transmitting it to the American people.

LOCAL ANNOUNCEMENT: :30.

MR. ROLFE:

"Just Like a Melody Out of the Sky" and "Sleep Baby, Sleep". The Lucky Strike Dance Orchestra gives two good answers to restless feet.

(JUST LIKE A MELODY OUT OF THE SKY)
(SLEEP BABY SLEEP)

MR. ROLFE: The thrill of the tango comes back to you as the Lucky Strike Dance Orchestra plays "Havana" and "Underneath the Stars" in a few brief times.

(HAVANA)
(UNDERNEATH THE STARS)

MR. ROLFE:

The Lucky Strike Dance Orchestra likes to finish fast - keep up with us - "No Parking".

(NO PARKING)

CLOSING : (THEME TUNE-ONE CHORUS OF "THIS IS MY LUCKY DAY" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night by the manufacturers of Lucky Strike Cigarettes. The tunes that made Broadway, Broadway. Thank you.

AGENCY

ERT

10-6-28

ATX01 0261823

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEEF, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M. OCTOBER 13th, 1928. SATURDAY.

(OPENING: Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. TIME:1:00

MR. ROLFE: "The Best Things in Life are Free" and "Georgie Fergie" by the Lucky Strike Dance Orchestra - clear the floor for action.

(THE BEST THINGS IN LIFE ARE FREE)
(GEORGIE FERGIE)

TIME: 6:00

MR. ROLFE: Now, let's really step out as the Lucky Strike Dance Orchestra offers "Half Way to Heaven" and the "Varsity Drag".

(HALF WAY TO HEAVEN)
(V.ARSITY DR.G)

TIME: 5:30.

MR. ROLFE: "Beautiful Ohio" and "When You Were Sweet Sixteen" - a glorious chance to waltz away the time as you hear the Lucky Strike Dance Orchestra.

(BEAUTIFUL OHIO)
(WHEN YOU WERE SWEET SIXTEEN)

TIME: 7:00

MR. ROLFE: And, now, for a medley of bygone days by the Lucky Strike Dance Orchestra.

(MEDLEY OF GEORGE M. COHAN'S POPULAR HITS)-

TIME: 4:30.

ANNOUNCER: Of course, everybody's guessed it! The songs just played are the musical portrait of America's stage favorite, George M. Cohan. It's really remarkable how favorites attract each other.

ATX01 0261824

Lucky Strike, the choice of millions, is the favorite cigarette of our grand old Yankee Doodle Boy. Here is what George M. Cohan says about Lucky Strike Cigarettes: "Good old Luckies! We've been pals for years. And like an old friend they treat me well. No irritation to my throat and no coughing. And I appreciate Lucky Strike - the full body tobacco with the toasted flavor that's been the same since the day we met."

That's the opinion of Lucky Strike Cigarettes held by George M. Cohan, who has done so much to help make the songs that made Broadway, Broadway. Speaking of Broadway, a cordial invitation is issued to everyone to visit The Lucky Strike Exhibit at 45th Street and Broadway. The manufacturers of Lucky Strike believe the whole world ought to see this when they come to New York.

LOCAL ANNOUNCEMENT:

TIME 1:00

130

MR. ROLFE:

The Lucky Strike Dance Orchestra continues with some rhythm to tempt your feet - "Talking to Myself" and "Digga-Digga-Do."

(TALKING TO MYSELF)

(DIGGA-DIGGA-DOO)

TIME 6:00

MR. ROLFE:

"Anything You Say" and "Last Night I Dreamed You Kissed Me". The Lucky Strike Dance Orchestra hopes these melodies will lure you to the dance.

(ANYTHING YOU SAY)

(LAST NIGHT I DREAMED YOU KISSED ME)

TIME 5:30

MR. ROLFE:

Here's a pair of entrancing melodies. "In the Shadows" and

ATX01 0261825

and "Bo-Peep," by the Lucky Strike Dance Orchestra.

(IN THE SHADOWS)

(BO-PEEP)

TIME 5:00

ANNOUNCER:

There has recently appeared upon the billboards, the very attractive figure of a young woman, under the caption - "I'm A Lucky Girl." This figure is not that of the imagination; she is an actual girl; her name is Miss Rosalie Adele Nelson; she lives on East 40th Street, New York City. Naturally today she is known from one end of the United States to the other; the bill-posters attended to that. It is a fact that Miss Nelson is a Cigarette smoker. She smokes Lucky Strike Cigarettes and she is very careful, naturally, of her appearance. Of Lucky Strike Cigarettes she says:

(Continued on next page)

ATX01 0261826

"I'M A LUCKY GIRL' because I've found a new way to keep my figure trim. Whenever the desire for a sweet tempts me, I light up a LUCKY STRIKE. It is remarkable how nicely the toasted flavor of Luckies satisfies me. Toasting has taken out all impurities - all that is left is the thrilling Lucky aroma. I certainly am lucky to be "The Lucky Girl"."

This too, is another indication of the tendency of the modern woman to safe-guard her figure. She has long recognized that the enjoyment of a Lucky Strike cigarette offers companionable association with her brother or husband with no injurious results to her health or figure.

MR. ROLFE: "Dream River" and "Was it a Dream" - the Lucky Strike Dance Orchestra resumes the program with two charming waltzes.

(DREAM RIVER)
(WAS IT A DREAM)

TIME: 6:50

MR. ROLFE: Music brings memories. The Lucky Strike Dance Orchestra reminds you of "Look for the Silver Lining", "Yes We Have No Bananas", "Put On Your Old Gray Bonnet", and "Waitin' for the "Robert E. Lee".

(LOOK FOR THE SILVER LINING)
(YES, WE HAVE NO BANANAS)
(PUT ON YOUR OLD GRAY BONNET)
(WAITIN' FOR THE ROBT. E. LEE)

TIME: 6:00

MR. ROLFE: Put on the old pap - away goes the Lucky Strike Dance Orchestra with "Down South".

TIME: 3:00

(DOWN SOUTH)

CLOSING: (Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer:

(5)

ANNOUNCER: This closes the program of one hour's dance music presented for your pleasure every Saturday night by the manufacturers of Lucky Strike Cigarettes. The tunes that made Broadway Broadway, Thank you.

TIME 1:00.

AGENCY.

ERT EJR.

10-11-28

ATX01 0261828

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAE, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00-11:00 P.M.

OCTOBER 20, 1926

SAURDAY

OPENING:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Time 1:00

MR. ROLFE:

And once again the dance is started as the Lucky Strike Dance Orchestra opens with "You're A Real Sweetheart" and "Lonesome in the Moonlight."

(YOU'RE A REAL SWEETHEART)
(LONESOME IN THE MOONLIGHT)

Time 6:00

MR. ROLFE:

And still the pace is fast - "Sometimes I'm Happy" and "Hallelujah" by the Lucky Strike Dance Orchestra,

(SOMETIMES I'M HAPPY)
(HALLELUJAH)

Time 6:00

MR. ROLFE:

The skirling bagpipes of the Lucky Strike Dance Orchestra shriek a stirring invitation to the dance with Harry Lauder's famous songs.

(HARRY LAUDER'S SONGS)

Time 4:00

ATX01 0261829

ANNOUNCER:

As we dance tonight to the music of the Lucky Strike Dance Orchestra, it is appropriate to mention George White. George White's "Scandals" are always one of the high spots of the American theatrical season. At the present time, the current "Scandals" are playing to delighted audiences each night in New York City. Before he became a producer, George White was one of our foremost dancers. Of course, his physical condition and general health were of great concern since his living depended on his ability to keep fit. I know you will be interested to learn the advice Mr. White gives to the members of his "Scandals." It is good advice since it is based on his own experience. George White says: "You can't dance unless you are slender. Light a Lucky Strike whenever you crave sweets and pastries. That's what I discovered when I was active on the stage as a dancer. And, now, I pass it on as advice to all my girls. The toasted flavor of Luckies is an appealing alternative for a sweet and quickly satisfies. Toasting has removed all impurities and Luckies cannot irritate the throat." Let me repeat, "Light a Lucky whenever you crave sweets and pastries." That's what George White says of Lucky Strike Cigarettes. I know you will appreciate the value of these words when you consider they are taken very seriously by those people whose living depends on their ability to keep fit and slender. Men discovered this first but the women quickly learned to Reach for a Lucky instead of a sweet.

Time 1:00

LOCAL ANNOUNCEMENT

:30

ATX01 0261830

MR. ROLFE:

The Lucky Strike Dance Orchestra continues as "Romona" and "Chiquita", waltzes of Spain, now beckon to you.

(ROMONA)

(CHIQUITA)

Time 7:00

MR. ROLFE:

Let's step again with "Tea for Two," "Allah's Holiday," "I'm Always Chasing Rainbows," and "Dardinella," by the Lucky Strike Dance Orchestra.

(TEA FOR TWO)

(ALLAH'S HOLIDAY)

(I'M ALWAYS CHASING RAINBOWS)

(DARDINELLA)

Time 5:00

MR. ROLFE:

"Just a Night for Meditation" and "Happy Go Lucky Lane" - The Lucky Strike Dance Orchestra in some rhythm to satisfy that dancing appetite.

(JUST A NIGHT FOR MEDITATION)
(HAPPY GO LUCKY LANE)

Time 5:00

MR. ROLFE:

Just swing along as the Lucky Strike Dance Orchestra revives waltz memories with "Always," "Indiana Moon," and "What'll I Do."

(ALWAYS)

(INDIANA MOON)

(WHAT'LL I DO)

Time 7:00

ATX01 0261831

ANNOUNCER:

It was only a week ago that the eyes of the world were turned to the storm tossed Atlantic where Dr. Eckener and his courageous crew were making such a game battle to bring the Graf Zeppelin to these shores. Outstanding among the members of that fearless company was the one woman aboard the ship, Lady Drummond Hay. Her charming personality and brave spirit did much to cheer her fellow passengers during the flight. Immediately upon landing at Letchurst, Lady Drummond Hay called for her favorite cigarette, Lucky Strike. She greatly welcomed the delicious toasted flavor of Luckies after her long flight. Lady Drummond Hay is prominent in the fashionable circles of England and the Continent. She knows the danger of over-weight. She smokes Luckies rather than indulge in fattening foods. Here is what Lady Drummond Hay says about Lucky Strike Cigarettes.

"The fact that we were not permitted to smoke from the time the Graf Zeppelin left Friedrichafen until we landed at Letchurst, only increased my appetite for a Lucky Strike. Oh, how good that first one tasted! I'm really keen for Lucky Strike - the toasted flavor is delightful. I smoke a Lucky instead of eating sweets - that's what many men have been doing for years. I think it high time wh women smoked Luckies and kept our figures trim".

The manufacturers of Lucky Strike Cigarettes thank Lady Drummond Hay and congratulate her on her successful flight. She surely has earned the title of "good sport".

There is merit to Lady Drummond Hay's suggestion when you consider that those men who keep fit and love the pep and vigor that comes with health, have practised this method for years.

Let me repeat, "Reach for a Lucky instead of a sweet".

(LOCAL ANNOUNCEMENT)

(:30)

MR. ROLFE:

As the program is resumed by the Lucky Strike Dance Orchestra you'll hear "El Choclo" and "Venetian Moon" & the tango with its fiery flash and splendor - but played in fox trot time.

(EL CHOCLO)
(VENETIAN MOON)

TIME 6:00

MR. ROLFE:

"Don't Keep Me in the Dark, Bright Eyes" and "We Love It" by the Lucky Strike Dance Orchestra.

(DON'T KEEP ME IN THE DARK BRIGHT EYES)
(WE LOVE IT)

MR. ROLFE:

"My Man", "Show Me the Way to Go Home", "Yes, Yes, Marie" and "Valencia" - there's a touch of Europe in these but the Lucky Strike Dance Orchestra will make a fast American finish,

(MY MAN)
(SHOW ME THE WAY TO GO HOME)
(YES, YES, MARIE)
(VALENCIA)

TIME: 5:00

CLOSING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. The tunes that made Broadway, Broadway. Thank you.

AGENCY

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10-20-28

ATX01 0261833

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M. OCTOBER 27th, 1928. SATURDAY.

OPENING: Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

TIME: 1:00

MR. ROLFE:

The Lucky Strike Dance Orchestra invites you to step on the floor as they open with "Lila" and "The Limehouse Blues".

(LILA)-(TRIO)
(LIMEHOUSE BLUES)-(TIME: 8:30)

MR. ROLFE:

It's going to be hard to keep your feet still now - "Old Man Sunshine" by the Lucky Strike Dance Orchestra.

(OLD MAN SUNSHINE)-(TIME 8:30)

MR. ROLFE:

Here's a pair of entrancing waltz melodies. "Together" and "The Pink Lady", by the Lucky Strike Dance Orchestra.

(TOGETHER)-(ALBAN)
(THE PINK LADY)-(TIME 7:00)

ANNOUNCER:

American inventive genius has brought another form of entertainment to everyone. This is the talking picture. Particularly successful is the Vitaphone presentation of Al Jolson

ATX01 0261834

in "The Singing Fool", which thousands are now enjoying. Al Jolson will live long in the hearts of all of us - he brings smiles and tears with his comedy and song. In order to win his audience, fitness and voice condition are most important. He believes in reaching for a Lucky instead of a sweet. So, listen to what Mr. Jolson says about Lucky Strike Cigarettes.

"Talking pictures demand a very clear voice. While making "The Singing Fool", Warner Brothers Vitaphone picture, I was sure happy that Lucky Strike was always my favorite brand of cigarettes. Toasting kills off all the irritants, so my voice is as clear as a bell in every scene. Folks, let me tell you, the good old flavor of Luckies is as sweet and soothing as the best "Hummy" song ever written. Honest, when it comes to Luckies, you ain't heard anything yet. There's one great thing about the toasted flavor. - it surely satisfies the craving for sweets. That's how I always keep in good shape and always feel poppy - I light a Lucky and go light on the sweets".

Remember what Al Jolson says: "I light a Lucky and go light on the sweets". Remember that Mr. Jolson's success depends on his physical fitness. Why not let Lucky Strikes help you to keep fit and slender as others are doing? Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: 30

MR. ROLFE:

The Lucky Strike Dance Orchestra continues with the "Doll Dance" and "The Tin Pan Parade"...,introducing the doll herself,

DOLL DANCE)
(TIN PAN PARADE)-(TIME 6:00)

ATX01 0261835

MR. ROLFE:

Here's where your feet will just carry you along.
"Jim Walker Between the Raindrops" and "When Erastus Plays His
Old Kazoo", by the Lucky Strike Dance Orchestra.

(JIM WALKING BETWEEN THE RAINDROPS)
WHEN ERASTUS PLAYS HIS OLD KAZOO)-(TIME: 5:30)

MR. ROLFE:

The Lucky Strike Dance Orchestra swings into "My Blue
Ridge Mountain Home" and "Humoreskimo".

(MY BLUE RIDGE MOUNTAIN HOME)
(HUMORESKIMO)-(TIME: 6:00)

ANNOUNCER:

Of all the beautiful women connected with the stage, none
recalls to our minds, a more lithesome attractive figure than that
of Nazimova, the famous Russian actress, who opened in Tchekov's
"Cherry Orchard" last week. The comments of the press were most
favorable and this in particular as to Madame Nazimova's personal
performance. Madame Nazimova appreciates the necessity of retain-
ing her youthful figure. So she lights a Lucky instead of eating
sweets. It is interesting to hear what she has to say regarding
the modern way of dieting. Madame Nazimova says:

"I know an easy way to keep from getting fat - Light a
Lucky instead of eating sweets".

Again:

"I have tried them all - the cigarettes of Cairo, Paris,
London and Madrid, but here in my adopted country, America, I
have found my favorite cigarette, Lucky Strike. In addition to its
lovely fragrance and wonderful flavor, it has no bad effect upon
my voice."

We thank Madame Nazimova for her thoughtful message and take the liberty of repeating again her phrase:

"I know an easy way to keep from getting fat - Light a Lucky instead of eating sweets" - Nazimova.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30.

MR. ROLFE:

The Lucky Strike Dance Orchestra resumes with more melody for more dancing - "Crazy Elbows" and "Alexander's Ragtime Band".

(CRAZY ELBOWS)
(ALEXANDER'S RAGTIME BAND)-(TIME 6:00)

MR. ROLFE:

And now for some waltz rhythm to charm you. "Chanson Bohemienne", "The Desert Song", and "Auf Wiedersehn", selected by the Lucky Strike Dance Orchestra for your pleasure.

(CHANSON BOHEMIENNE)
(THE DESERT SONG)
(AUF WIEDERSEHN)-(TIME: 6:00)

MR. ROLFE:

Now in faster tempo the Lucky Strike Dance Orchestra says tap your toes to "Oh, Ya Ya" and "Deep Hollow".

(OH YA YA)-(TRIO)
(DEEP HOLLOW)-(TIME 5:00)

MR. ROLFE:

Now we have the Lucky Strike Dance Orchestra offer the tuneful "March of the Musketeers" from "The Three Musketeers", being played by special permission of the copyright owners.

(MARCH OF THE MUSKETEERS)-(TIME 3:30)

CLOSING:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ATX01 0261837

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. The tunes that made Broadway, Broadway, Thank you.

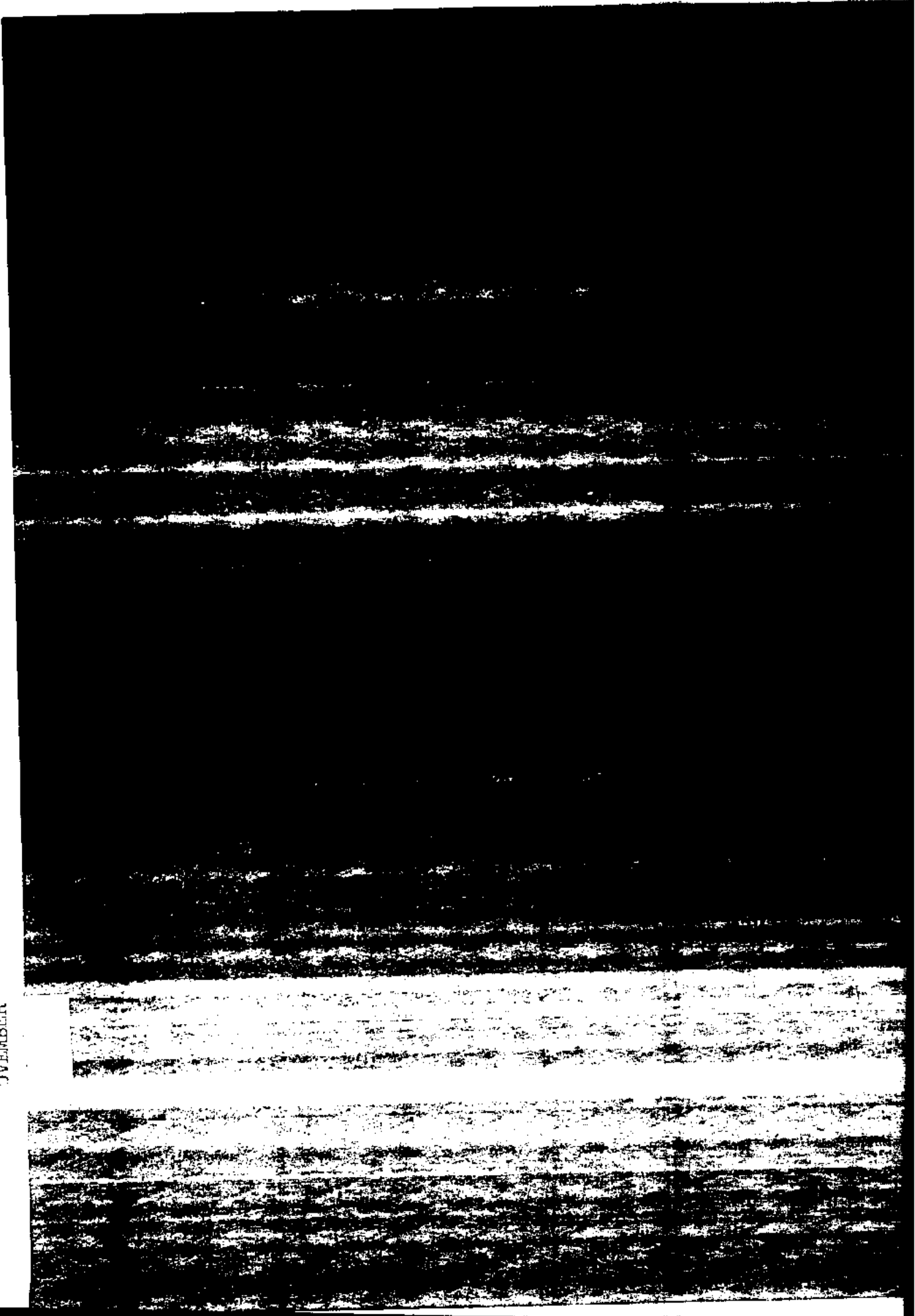
AGENCY

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ATX01 0261838

NOVEMBER



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M. NOVEMBER 3rd, 1928. SATURDAY

OPENING: Theme tune - one chorus of This Is My Lucky Day with vocal refrain. Immediately followed by announcer:

ANNOUNCER: And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe conductor of the Lucky Strike Dance Orchestra will announce the program.

MR. ROLFE:

Good evening my friends - we sound a musical invitation to the dance with "My Heart Stood Still" and "Thou Swell".

(MY HEART STOOD STILL)

(THOU SWELL)-(6:00)

MR. ROLFE:

Keep dancing! The Lucky Strike Dance Orchestra grows hotter as she play "The Girl Friend" and "The Blue Room".

(THE GIRL FRIEND)

(THE BLUE ROOM)-(TIME 5:30)

MR. ROLFE:

Amina and Canadian Capers - for fast steppers here's some fast melody by The Lucky Strike Dance Orchestra.

(AMINA)

(CANADIAN CAPERS)-(TIME: 5:00)

ATX01 0261840

ANNOUNCER:

Ever since the conclusion of the World Series all eyes have been turned to see who would be chosen the most valuable player in each of the major baseball leagues. The announcement was recently made that Micky Cochrane, catcher of the Philadelphia Athletics had been chosen as the most valuable player in the American League for the season of 1928. This, we are sure, will meet with universal approval. Mickey Cochrane has given me an interesting message concerning Lucky Strike Cigarettes and I know you are anxious to hear it. He says: "Baseball players are under a considerable strain - they need the comforting qualities of a good cigarette. That's why Lucky Strike is the only cigarette I ever smoke. The marvelous toasted flavor of Luckies brings complete enjoyment and relaxation but does not tax the wind. I'm strong for Luckies - they bat 400 in the cigarette league.

"Spring training is going to be a cinch this year. - I won't have to take off any weight. Instead of growing fat and flabby I'm going to be full of "pep" because I lay off sweets and smoke Lucky Strikes."

Why not take Mickey Cochrane's advice about Lucky Strike Cigarettes and the next time sweets tempt you, reach for a Lucky instead of a sweet. Many athletes have found that this is an effective way of keeping fit. "REACH FOR A LUCKY INSTEAD OF A SWEET."

Time 1:00

LOCAL ANNOUNCEMENT

:30

MR. ROLFE:

To continue the program, The Lucky Strike Dance Orchestra tempts the waltzing couples with Millions D'Harlequin, La Sorento and Cielito Lindo.

ATX01 0261841

MR. ROLFE:

Dancing feet will be glad of the chance to stop again to Black Bottom and Yama Yama Man by The Lucky Strike Dance Orchestra.

(BLACKBOTTOM)
(YAMA YAMA MAN) - TIME 4:30)

MR. ROLFE:

Here's a group of old favorites by The Lucky Strike Dance Orchestra. Many a rug has been rolled back to Mammy, Poor Butterfly, When Day Is Done and Cuddle Up a Little Closer. Your attention is called to the wail of the steel saw, heard for the first time in the programs of The Lucky Strike Dance Orchestra.

(MAMMY)
(POOR BUTTERFLY)
(WHEN DAY IS DONE) - ALBAN
(CUDDLE UP A LITTLE CLOSER) - TIME SLOO)

MR. ROLFE:

Here's a pair for those folks with rhythm in their souls. Cornfed and Sister Kate, by The Lucky Strike Dance Orchestra.

(CORNFED)
(SISTER KATE) - TIME 5:30)

ANNOUNCER:

All of us know the phrase, "A camera never lies". That's why motion picture stars are so careful to maintain trim, slender figures. The camera lens tells a truthful story and therefore, the stars in Hollywood know it's good to smoke a Lucky, they believe there's health in Luckies. Hollywood reaches for a Lucky instead of a sweet.

Instead of rich food between meals, instead of a second helping of desserts, beautiful women keep youthful and slim these days by smoking Lucky Strike. Constance Talmadge,

star of the screen and of the stage, whose glorious figure and attractive appearance is known to millions, has long recognized this fact. Miss Talmadge says: "Light a Lucky and you'll never miss the sweets that make you fat. . . Everybody around the movie studios smokes Lucky Strikes. I'm happy to say that I'm no exception. If I were I'd be missing a lot. Luckies are my favorite cigarette and I use no other. The toasted flavor is wonderful and I get loads of enjoyment from these fine cigarettes."

The manufacturers of Lucky Strike Cigarettes thank Miss Talmadge for her tribute and take the liberty of repeating her words of advice to the women of America - "Light a Lucky and you'll never miss the sweets that make you fat. Constance Talmadge."

Time 1:00

LOCAL ANNOUNCEMENT :30

MR. ROLFE:

The Lucky Strike Dance resumes with some feet tingling melodies, "Out of the Dawn" and "Blue Shadows."

(OUT OF THE DAWN)
(BLUE SHADOWS)

Time 6:00

MR. ROLFE:

On Miami Shore and Marcheta by the Lucky Strike Dance Orchestra, is your chance for a glorious waltz.

(ON MIAMI SHORE)
(MARCHETA)

Time 6:30

MR. ROLFE:

The dance continues fast and furious to the strains of "The Crest of a Wave" and "Where's That Rainbow", by the Lucky Strike Orchestra.

(CREST OF THE WAVE)
(WHERE'S THAT RAINBOW)

CLOSING:

Theme Tune - one chorus of This Is My Lucky Day
with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this
hour by the manufacturers of Lucky Strike Cigarettes. You
have heard the Lucky Strike Dance Orchestra conducted by
B. A. Rolfe in the tunes that made Broadway, Broadway.
Thank you.

TIME 1:00

AGENCY/MEH

11/3/28

ATX01 0261844

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

10:00 to 11:00 P.M. NOVEMBER 10, 1944

SATURDAY

OPENING: Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra will announce the program.

Mr. Rolfe:

Good evening my friends. "Let's Go" is our watchword as we open the dance with "One Alone" and " 'S Wonderful."

(ONE ALONE)
('S WONDERFUL)

TIME 6:30

Mr. Rolfe:

"Crazy Rhythm" and "Sweet Sue". Step on the floor as the Lucky Strike Dance Orchestra offers some rhythm to keep your feet moving.

(CRAZY RHYTHM)
(SWEET SUE)

TIME 5:30

MR. Rolfe:

The Lucky Strike Dance Orchestra brings a touch of memory with a medly from the stirring days of ten years ag

(MEDLEY OF WAR SONGS)

ANNOUNCER: November 11, 1918! The day that
memorable date!

ATX01 0261845

And, so, tonight, on the eve of that anniversary, it is but fitting that we pause to recall Armistice Day which brought to a halt the conflict that embroiled half the world. Among our outstanding military heroes was General Robert Lee Bullard who commanded the First Division of The American Expeditionary Force. General Bullard well knows what comfort and solace our troops derived from Lucky Strike Cigarettes during the nervous tension of days at the front. There's health in Luckies, because the toasted flavor becomes an alternative for fattening sweets. Lucky Strike keeps men trim and fit. A soldier, more than anyone else, realizes the importance of a trim, slender figure. ~~Therefore, I am going to read you a message about~~ Lucky Strike Cigarettes from General Bullard, ^{page} General de Braack, one of Napoleon's greatest cavalry leaders, said: 'Smoke yourself and teach your men to smoke. It will comfort you and them under the greatest strain.' One hundred years after de Braack, one million Americans fighting at the front in France and smoking Lucky Strikes found it to be true. Of course, I say reach for a Lucky instead of a sweet. An army man besides must keep fit and not be overweight."

The manufacturers of Lucky Strike thank General Bullard and appreciate the honor of being permitted to deliver his advice to the men of America. Remember that General Bullard has spent an active life. There is no room in the army for bulging corporations or rolls of excessive fat. Be guided by the words of a man who stresses the importance of keeping fit. The next time you are tempted: Reach for a Lucky instead of a sweet. Time 1:00

LOCAL ANNOUNCEMENT:

:30

MR. ROLFE:

The Lucky Strike Dance Orchestra resumes its program with

ATX01 0261846

"Missouri Waltz" and "My Trail of Dreams" and invites you to dreamily waltz along.

(MISSOURI WALTZ)
(MY TRAIL OF DREAMS)

TIME 6:30

MR. ROLFE:

Here's some rhythm in faster time - The Lucky Strike Dance Orchestra in "Varsity Drag" and "Half Way to Heaven".

(VARSITY DRAG)
(HALF WAY TO HEAVEN)

MR. ROLFE:

An Hawaiian Medley by the Lucky Strike Dance Orchestra. Watch your feet - this will make them move.

(HAWAIIAN MEDLEY)

TIME 6:30

ANNOUNCER:

Our national prosperity is reflected in our homes. We Americans are a home-loving nation and place much emphasis upon beauty and comfort in the home. Miss Elsie de Wolfe is celebrated as one of our pioneers of interior decoration. Her work, of course, brought her in contact with every country in Europe. In fact, Miss de Wolfe is now Lady Mendl of England. She is in close touch with all phases of the fashionable trend. The mode of the modern woman is for a trim slender figure. She is not tempted by fattening sweets which bring on weight and flabbiness. She reaches for a Lucky instead of a sweet. That is the secret of the chic figure which fashion dictates. The opinion of Elsie de Wolfe always carries great weight and I know you will be interested to hear what Miss de Wolfe says about Lucky Strike Cigarettes. #I recommend a Lucky in place of a sweet. Toasting has taken out every bit of harshness in the Lucky Strike tobacco. All that remains is the splendid Lucky flavor - an excellent substitute when your appetite

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ATX01 0261847

craves a sweet but your figure must be considered." The manufacturers of Lucky Strike Cigarettes are happy to have the opportunity of transmitting Elsie de Wolfe's advice to the women of America. Opinions such as you have just heard are why folks say "It's good to smoke Luckies." There is health in Lucky Strike, so, when fattening sweets tempt you, consider your figure and: Reach for a Lucky instead of a sweet.

Time 1:00

LOCAL ANNOUNCEMENT:

:30

MR. ROLFE:

The program continues - you'll remember these old favorites, "Pretty Baby," "You Made Me Love You" and "Oh, You Beautiful Doll." Dance away as the Lucky Strike Dance Orchestra revives some memories.

(PRETTY BABY)
(YOU MADE ME LOVE YOU)
(OH, YOU BEAUTIFUL DOLL)

Time 4:30

MR. ROLFE:

And now for "Lucky in Love" and "Moonlight on the Ganges" by the Lucky Strike Dance Orchestra. Here's some syncopation that spells D-A-N-C-E.

(LUCKY IN LOVE)
(MOONLIGHT ON THE GANGES)

Time 6:00

MR. ROLFE:

The Lucky Strike Dance Orchestra goes steaming along with "Sonny Boy" and "March of the Toys."

(SONNY BOY)
(MARCH OF THE TOYS)

Time 6:30

CLOSING:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard the Lucky Strike Dance Orchestra conducted by E. A. Rolfe in the tunes that made Broadway, Broadway. Thank you. Time 1:00

AGENCY
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11/7/28

ATX01 0261849

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WBAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

10:00 - 11:00 P.M.

NOVEMBER 17, 1928

SATURDAY

OPENING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra will announce the program. TIME 1:00

MR. ROLFE:

Good evening my friends. Just to get your feet warmed up we open with "Broadway" and "Tres Moutard".

(BROADWAY)
(TRES MOUTARD)

TIME 5:00

MR. ROLFE:

There's no let up. Stay right on the floor. The Lucky Strike Dance Orchestra is off again to the tunes of "There's A Rainbow 'Round My Shoulder" and "Once In A Lifetime"

(THERE'S A RAINBOW 'ROUND MY SHOULDER)
(ONCE IN A LIFETIME)

TIME 6:00

MR. ROLFE:

Let's hark back to your dancing school days - remember, "1-2-3-dip?" "Tales from The Vienna Woods" and "The Beautiful Blue Danube" by the Lucky Strike Dance Orchestra.

(TALES FROM THE VIENNA WOODS)
(BEAUTIFUL BLUE DANUBE)

TIME 8:00

ATX01 0261850

ANNOUNCER:

This is the time of the year when football, the great American college game, reigns supreme. About 22 years ago another generation of football enthusiasts were thrilled by the gridiron exploits of Walter Eckersall of the University of Chicago who was picked by the late Walter Camp as the Greatest quarterback of all times. Walter Eckersall is still very active in football. He is a nationally known official and a sports writer of great prominence. Mr. Eckersall has always realized the value of physical condition and the importance of maintaining correct weight. It's good to smoke Luckies - it's healthy to reach for Lucky instead of a fattening sweet. Here's what Walter Eckersall says about Lucky Strike Cigarettes.

"Football is a supreme test of physical fitness and mental alertness. At every game, Luckies help me through. I can't afford to get fat - no sweets, no over-rich desserts for me. I light a Lucky instead. Throughout the athletic world, I find Luckies the reigning favorites - during intermissions at the games, other officials who pride themselves on keeping fit, always ask Luckies from my supply - that toasted flavor can't be equalled."

There's considerable merit in Mr. Eckersall's Lucky Strike message to the men of America. Walter Eckersall knows football. The gridiron is no place for "Cream puff tummies" nor for flabby "fatties." The next time the fat makers are passed around, remember what Walter Eckersall said. Remember that a reasonable use of sugar is recommended, but authorities are overwhelming that too many fattening sweets are harmful. So for moderation's sake, reach for a Lucky instead of a sweet.

TIME 1:00

Local announcement

:30

ATX01 0261851

MR. ROLFE:

The Lucky Strike Dance Orchestra continues with "Back In Your Own Back Yard and "My Ohio Home" - a modern dancing lesson in faster time.

(BACK IN YOUR OWN BACK YARD)
(MY OHIO HOME)

TIME 6:00

MR. ROLFE:

Now for some rippling rythm. The Lucky Strike Dance Orchestra in "Ten Little Miles From Town" and "You Took Advantage Of Me." Here's your chance for post-graduate terpsichorean work.

(TEN LITTLE MILES FROM TOWN)
(YOU TOOK ADVANTAGE OF ME)

TIME 6:09

MR. ROLFE:

More feet tingling melody. "I Still Belong To You" and "Halleluiah" by the Lucky Strike Dance Orchestra.

(I STILL BELONG TO YOU)
(HALLELUIAH)

TIME 6:30

Now a days we hear much of the word "Personality."

Probably one of the greatest examples of personality is Irene Bordoni, the French actress, whose charming manner is so vivacious that it reaches over the footlights to grasp the audience of her new musical comedy called "Paris" which is now one of the hits of the current New York theatrical season. Reaching for a Lucky instead of a fattening sweet is one way Miss Bordoni is able to preserve the trim slender figure for which she is noted. She does not permit herself to accumulate excess weight and flabbiness. There's health in Luckies' toasted flavor which makes one look askance at fattening sweets. But let me read you what Miss Bordini says of Lucky Strike Cigarettes.

ATX01 0261852

"Men, non- sweets are not for me - I smoke a Lucky to keep petite. I cannot afford to eat the French pastries that my countrymen know so well how to make. What would my public think if La Bordonni were no longer slim and petite.. So, I smoke my favorite Lucky Strike, with its delightful toasted flavor. It rests my tired nerves after the play - it never irritates my throat - and , it always make very happy."

There is sound advice to the women of American in what Miss Bordonni says about Lucky Strike Cigarettes. It's good to smoke Luckies if you desire the slender figure which is so much the vogue with the modern woman. Remember this when you crave fattening sweets. Remember that a reasonable use of sugar is recommended, but authorities are overwhelming that too many fattening sweets are harmful. So for moderation's sake, reach for a Lucky instead of a sweet.

TIME 1:00

LOCAL ANNOUNCEMENT

:30

MR. ROLFE:

The Lucky Strike Dance Orchestra resumes the program. Faster grows the pace, peppier the dance as you hear a medley from the musical comedy "Irene".

(MEDLEY FROM IRENE)

TIME 5:00

Mr. ROLFE:

The Lucky Strike Dance Orchestra offers a charming invitation to glide along to some lovely waltzes, "Dear, When I Met You" and "Jeanine of Lilac Time".

(DEAR WHEN I MET YOU)
(JEANINE OF LILAC TIME)

TIME 7:00

MR. ROLFE:

The Lucky Strike Dance Orchestra speeds melodiously

ATX01 0261853

along to the strains of a medley from the current New York
Musical success "Hold Everything"

(MEDLEY FROM HOLD EVERYTHING)

TIME 5:30

CLOSING:

Theme tune - end chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have heard
the Lucky Strike Dance Orchestra conducted by B.A. Relfe in the
tunes that made Broadway, Broadway, Thank you. TIME 1:00

AGENCY/MEH

11/15/28

ATX01 0261854

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M. NOVEMBER 24, 1928 SATURDAY

OPENING: Trump tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra will announce the program. TIME 1:00

MR. ROLFE:

Good evening my friends. We sound a melodious invitation to the dance with "Doin' The Raccoon" and "'Round Evening"

(DOIN' THE RACCOON)
(ROUND EVENING) TIME 6.45

MR. ROLFE:

For dancing feet that just can't be still the Lucky Strike Dance Orchestra offers "Parade of the Wooden Soldiers" and "Pickin' Cotton"

(PARADE OF THE WOODEN SOLDIERS)
(PICKIN' COTTON) TIME 6.45

MR. ROLFE:

Here are some old friends by the Lucky Strike Dance Orchestra. "Moonlight Bay" "Shine On Harvest Moon" and "Aint We Got Fun" - dance melody which never grows old.

(MOONLIGHT BAY)
(SHINE ON THE HARVEST MOON)
(AINT WE GOT FUN) TIME 5.00

ATX01 0261855

ANNOUNCER:

Billiards is a game which enjoys tremendous popularity in all countries. It is a fascinating form of recreation and offers much of the competitive spirit which is such a large part of our national life. The skill of Willie Hoppe, who has spent many years in the championship ranks, is almost a by-word among lovers of the game. Keeping trim and fit means everything to Willie Hoppe. If his tummy were too large he could hardly lean over a billiard table. That's why it's good to smoke Luckies when fattening sweets tempt. May I call your attention to what Willie Hoppe says about Lucky Strike Cigarettes.

"I couldn't have a bulky waistline, or be fat, and lean way over the table when a shot requires it, so I lay off sweets which add nothing but fat, and instead reach for a Lucky. They soothe and steady my nerves and never tax my wind or irritate my throat. Smoking a Lucky is a pleasure."

Mr. Hoppe's advice carried a real message to the man of America. Billiards call for real art and skill. The billiard table mocks at corpulent corporations and double chins. When fattening sweets are passed around, pass them by - smoke a Lucky instead. A reasonable portion of sugar may be included in the diet, but authoritative evidence proves that the excessive use of fattening sweets is harmful. So, for moderation's sake, we say reach for a Lucky instead of a sweet. TIME 1:00

LOCAL ANNOUNCEMENT :30

MR. ROLFE:

The program resumes as the Lucky Strike Dance Orchestra plays "Revenge" and "Jolly Fellows" waltzes of melodious

ATX01 0261856

charm.

(REVENGE)
(JOLLY FELLOWS) TIME 6:00

MR. ROLFE:

Here's some real and genuine dancing rythm . "Too Busy" and "Louisiana" by the Lucky Strike Dance Orchestra.

(TOO BUSY)
(LOUISIANA) TIME 5:30

MR. ROLFE:

The Lucky Strike Dance Orchestra still seeks to thrill you to the dance with "Ready for the River" and "I Can't Give Your Anything but Love"

(READY FOR THE RIVER)
(I CAN'T GIVE YOU ANYTHING BUT LOVE) TIME 6:00

ANNOUNCER:

The attributes of grace and poise do much to make womanhood charming. These characteristics are admirably typified in Gertrude Lawrence, the delightful English musical comedy star who has been aptly called "The Idol of Two Continents." At present, she is appearing in her Broad success, "Treasure Girl." Enthusiastic audiences at each performance show their delight at her winning charms. The trim slender figure of Miss Lawrence is vital to her success. She cannot afford to grow fat and flabby. Therefore she smokes a Lucky when fattening sweets are in sight. You will see that there's health in Luckies' toasted flavor when I read you what Gertrude Lawrence says of Lucky Strike Cigarettes.

"Frankly, I'm keen for the modern mode which demands a trim slender figure. I'm also quite keen about Lucky Strike.

ATX01 0261857

I'd rather smoke a Lucky than eat fattening sweets - my figure dictates this choice. I know the difference between the satisfying toasted flavor and the things that cause overweight."

The women of America will realize the truth of Miss Lawrence's advice about Lucky Strike Cigarettes. The current vogue demands a slender figure - it's easy to be fashionable if you will smoke a Lucky instead of nibbling on fattening sweets. A reasonable portion of sugar may be included in the diet, but the doctors are agreed that the excessive use of fattening sweets is harmful. So, for moderation's sake, Miss Lawrence reaches for a Lucky instead of a sweet. TIME 1:00

LOCAL ANNOUNCEMENT :30

MR. ROLFE:

Continuing the program, the Lucky Strike Dance Orchestra offers more dance inviting melody with "If You Want The Rainbow, You Must Have The Rain" and "Digga-Digga-Do"

(IF YOU WANT THE RAINBOW YOU MUST HAVE THE RAIN)
(DIGGA - DIGGA - DO) TIME 6:00

MR. ROLFE:

Waltzing memories come out of the past as you hear "Let Me Call you Sweetheart", "Till We Meet Again" and "My Buddy" by the Lucky Strike Dance Orchestra.

(LET ME CALL YOU SWEETHEART)
(TILL WE MEET AGAIN)
(MY BUDDY) TIME 8:00

MR. ROLFE:

Here's more chance to trip the light fantastic. The Lucky Strike Dance Orchestra in "Get Out and Get Under The Moon" and "Is She My Girl Friend."

(GET OUT AND GET UNDER THE MOON)
(IS SHE MY GIRL FRIEND) TIME 5:00

ATX01 0261858

CLOSING:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

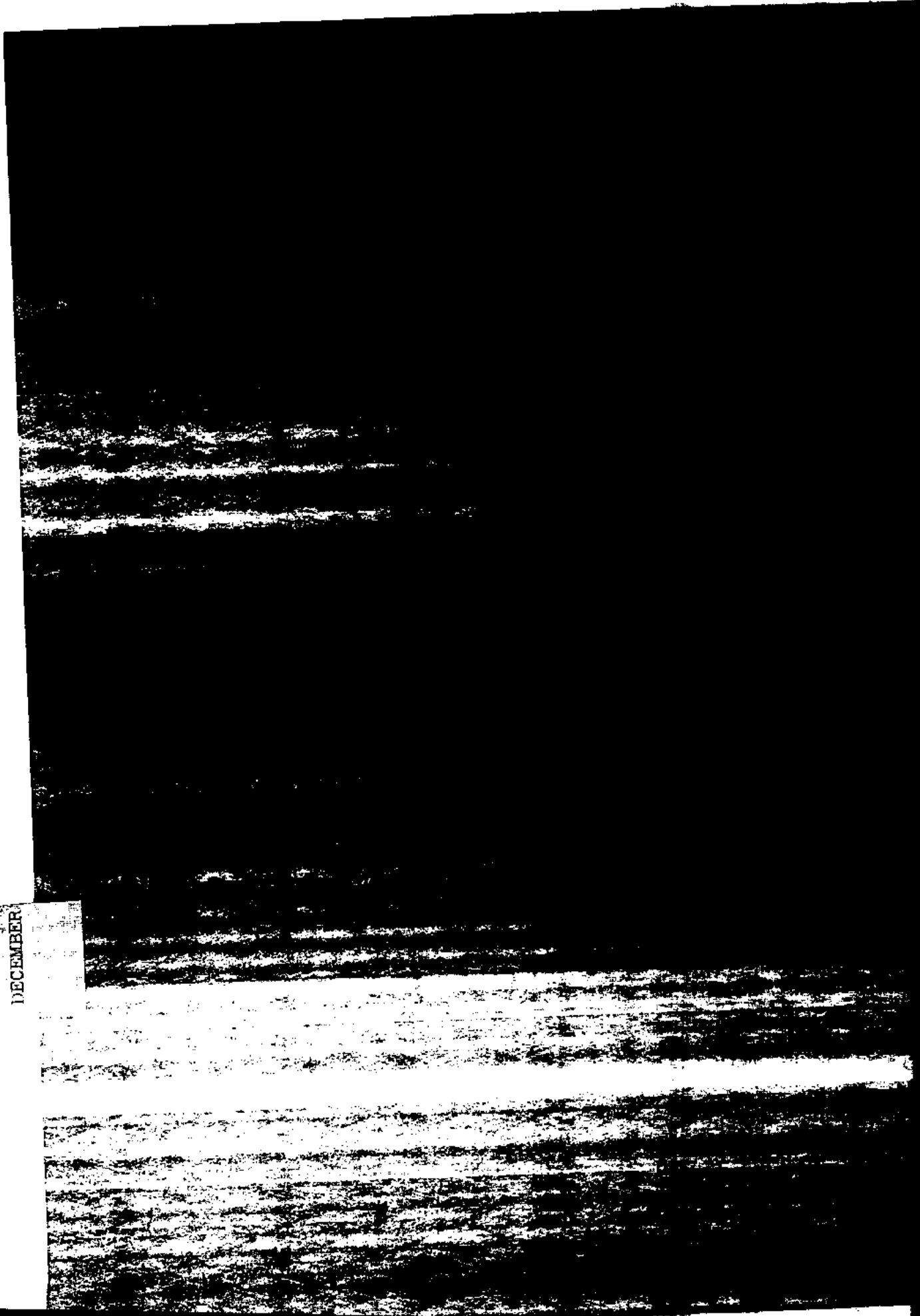
ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard the Lucky Strike Dance Orchestra, conducted by B-A.Rolfe in the tunes that made Broadway, Broadway. Thank you. TIME 1:00

AGENCY/MEH

11/22/28

ATX01 0261859



DECEMBER

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WELF, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

DECEMBER 1, 1928

SATURDAY

OPENING: Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra will announce the program.

TIME: 1:00

MR. ROLFE: Good evening, my friends. Let's start to stop to "Miss Annabelle Lee" and "Magnolia".

1. (MISS ANNABELLE LEE)

2. (MAGNOLIA)

TIME: 8:00

MR. ROLFE: The Lucky Strike Dance Orchestra reveals a bit of dancing history with "Dengoza", a tango, played in foxtrot time.

(DENGOZA)

ANNOUNCER: Physical fitness is all important to the men of the movies. Keeping trim and fit is their assurance of truthfully and sincerely portraying their roles to the audiences of the screen. To reach for a Lucky instead of a sweet is the constant practice of the motion picture stars. It is their sensible solution of combating the overweight which would undermine their

ATX01 0261861

ability to actually carry out the parts they play in their various pictures. And so it is with John Gilbert, one of our leading cinema stars, whose tremendous popularity is evidence of his histrionic skill. Mr. Gilbert is a real artist. He realizes the obligation he owes his public to keep trim and fit. He reaches for a Lucky instead of a fattening sweet. You'll see why folks say: "It's good to smoke Luckies" when you hear what John Gilbert has written of Lucky Strike Cigarettes. He says:

"Motion picture actors are under a great strain - they need the comforting qualities of a good cigarette. That is why most of us smoke Lucky Strike. The marvelous toasted flavor of Luckies brings complete enjoyment and relaxation but does not hurt the throat or wind. I am strong for Luckies - they are the 'stars' of the cigarette picture. I would rather have a Lucky after a meal than rich pastries or desserts."

There is a fund of real advice to the men of America in Mr. Gilbert's message. John Gilbert knows the camera lens cannot be cheated - it will truthfully record each pound of excessive weight. Light a Lucky when the fat makers tempt. While your diet may include a reasonable quantity of sugar, the weight of reliable evidence proves the harm that is done by the excessive use of fattening sweets. So, for moderation's sake, we say: "Reach for a Lucky, instead of a sweet".

TIME: 1:00

LOCAL ANNOUNCEMENTS: TIME: :30

MR. ROLFE The Lucky Strike Dance Orchestra resumes the program with a medley of Irish airs - waltz away, folks to the tunes of old Erin.

(A LITTLE BIT OF HEAVEN)
 (MOTHER MACHREE)
 (COME BACK TO ERIN)
 (MY WILD IRISH ROSE)

TIME: 6:00

ATX01 0261862

MR. ROLFE: "Bye Bye Blackbird" and "That's a Good Girl" by the Lucky Strike Dance Orchestra. Some lively rhythm for poppy people with fidgety feet.

(EYE EYE BLACKBIRD)
(THAT'S A GOOD GIRL)

TIME: 6:30.

MR. ROLFE: Choose your partner now for a real dancing treat. The Lucky Strike Dance Orchestra offers "Mystery" and some bits from the musical comedy, "Good Boy".

(MYSTER)
(SOME SWEET SOMEONE) FROM "GOOD BOY"
(I WANNA BE LOVED BY YOU)

TIME: 6:45.

ANNOUNCER: The pages of American theatrical history are replete with beautiful women. These stars of our stage have always been the shining examples of our national type of beauty. Today there is common accord that the real American girl is she of the trim, slender and boyish figure. The modern woman is a part of every sphere of activity. Her sparkling femininity radiantly reflects the glow of health which comes with a sylph-like figure. Miss Billie Burke, the eminent American actress, truly represents this standard. Miss Burke is the wife of Florenz Ziegfeld, the famous producer of musical comedy. Therefore she intimately knows the current trend for the slender figure. Overweight and flabbiness are enemies which she fears. So, she reaches for a Lucky when fattening sweets foreshadow extra flesh. That's why there's health in Luckies' toasted flavor. Let me read you what Billie Burke says of Lucky Strike Cigarettes.

"To stay slender reach for a Lucky Strike instead of a sweet when your sweet-tooth tempts you. I have practised this for years and find it a most effective way of retaining a trim figure. There is something to the toasting process which

develops a flavor in Luckies that completely satisfies the desire for sweets. At the same time, toasting takes out the irritants and Luckies never affect the voice!

The women of America will welcome Miss Burko's advice about Lucky Strike Cigarettes. Nibbling fattening sweets and eating between meals hold no place in the schedule of the modern woman - she reaches for a Lucky instead. Of course, sugar, in reasonable amounts, may be a part of the diet but authorities are overwhelming that there is great harm when fattening sweets are used to excess. Remember what Billie Burke has said and for moderation's sake reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT. :30

MR. ROLFE: The program of the Lucky Strike Dance Orchestra continues with the charming waltzes "So Blue" and "Chinese Lullaby". Watch for the Chinese fiddlers, folks.

(SO BLUE)

(CHINESE LULLABY)

TIME: 7:00

MR. ROLFE: The dance grows speedier, my friends, as you hear "Polly Primrose" and "That's My Weakness Now" by the Lucky Strike Dance Orchestra.

(POLLY PRIMROSE)

(THAT'S MY WEAKNESS NOW) (TIME: 6:30)

MR. ROLFE: Now the Lucky Strike Dance Orchestra presents "Y Como' le Va" and "Taint So, Honey, Taint So". Another tango, again in foxtrot time, with a real modern selection. A glorious combination for lovers of the dance.

(Y COMO' LE VA)

(TAINT SO HONEY TAINT SO)

TIME: 6:00

CLOSING: Theme tune - one chorus of "This is My Lucky Day"
with vocal refrain, immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard the Lucky Strike Dance Orchestra conducted by B. A. Rolfe in the tunes that made Broadway, Broadway. Before signing off, may we remind you that Lucky Strike Cigarettes may now be purchased in all leading tobacco shops in specially decorated Christmas cartons of 200 or in attractive tins of 50 for the home or office. Don't forget, Luckies make a most acceptable Christmas gift. Thank you.

Time 1:00

AGENCY
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12/1/28

ATX01 0261865

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA, New York City.

TIME: () ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

DECEMBER 8, 1928

SATURDAY

OPENING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra will announce the program.

TIME 1:00

MR. ROLFE: Good evening, my friends. Roll back your rugs. We open with "Pomponola" and "Dreaming of the Day."

(POMPONOLA)

(DREAMING OF THE DAY)

TIME 6:00

MR. ROLFE: And now for a genuine surprise! By special permission from Florenz Ziegfeld, the Lucky Strike Dance Orchestra has been granted the right to broadcast the principal numbers from his new musical extravaganza "Whoopie" starring Eddie Cantor, music by Walter Donaldson, lyrics by Gus Kahn. This is the first time this music has been broadcast.

(MEDLEY FROM "WHOOPEE")

TIME 6:00

ANNOUNCER:

That delightful dance medley/^{was}from "Whoopie", Florenz Ziegfeld's latest musical production, which opened last Tuesday. The New York dramatic critics enthusiastically hailed its first performance. Another stage success is added to the imposing list which Mr. Ziegfeld has compiled during his theatrical

ATX01 0261866

career. Celebrated as "the glorifier of the American Girl," Florenz Ziegfeld stands pre-eminent as a judge of beauty. From every corner of the land gorgeous girls are recruited for his productions. Mr. Ziegfeld knows that the modern idea of beauty calls for the graceful lines of the trim slender figure. He knows it is better to smoke a Lucky than to indulge in fattening sweets and eating between meals. The danger of overweight is a real menace to women who would be fashionable. That's why Mr. Ziegfeld considers Lucky Strike the healthy cigarette. Let me read you what Florenz Ziegfeld tells his girls about Lucky Strike Cigarettes.

"Many girls in my shows have asked my opinion on the best method of keeping slender. I always tell them: 'Reach for a Lucky when you crave something sweet. That's the easiest way I know to keep from getting fat.' I have found that the toasted flavor of Luckies is a rare delight and instantly satisfied the taste. Of course, toasting has also removed the impurities and there is no chance of irritation to the throat."

When Florenz Ziegfeld speaks of beauty the whole world listens. There is real advice for the women of America in what he says of Lucky-Strike Cigarettes. There is no room in "The Follies" for overweight which destroys grace and poise. Don't let fattening sweets tempt- smoke a Lucky instead. A reasonable portion of sugar may be included in the diet but the medical world over-whelmingly points to the harm caused by the excessive use of fattening sweets. So, in the sake of moderation, believe in Florenz Ziegfeld's advice and reach for a Lucky instead of a sweet.

TIME 1:00

LOCAL ANNOUNCEMENT :30

MR. ROLFE: The Lucky Strike Dance Orchestra continues the program with "My Window of Dreams" and "Three O'clock in the Morning."

(MY WINDOW OF DREAMS)

(THREE O'CLOCK IN THE MORNING)

TIME 7:00

MR. ROLFE: And, now, let the fast steppers strut their stuff. "Down Where The Sun Goes Down" and "Where The Shy Little Violets Grow" by the Lucky Strike Dance Orchestra.

(DOWN WHERE THE SUN GOES DOWN)

(WHERE THE SHY LITTLE VIOLETS GROW)

TIME 5:30

MR. ROLFE: The Lucky Strike Dance Orchestra in "You're The Cream In My Coffee," and "Underneath The Stars." Some soothing strains for slippery feet.

(YOU'RE THE CREAM IN MY COFFEE from "DONT HOLD EVERYTHING")

(UNDERNEATH THE STARS)

TIME 5:45

ANNOUNCER: The emancipation of the American woman is today an accepted fact. She has startled the world with her willingness and ability to engage in every activity. Woman has found her place in each sphere of our professional, industrial and artistic forms of endeavor. The amazing vitality of the modern woman is a tribute to the current vogue for a trim slender figure. Fashion has wisely dictated this since women find it easy to be active by maintaining correct weight. An outstanding personality in American social life is Mrs. Anne U. Stillman, whose husband is one of the foremost bankers of the country. Mrs. Stillman's estate at Three Rivers, Quebec, gives her much opportunity to be outdoors, where the trim figure admirably blends with the vigorous life of the Canadian woods. In

ATX01 0261868

addition to this, Mrs. Stillman has just become engaged in a commercial pursuit - she is very active in the publication of a new magazine called "Panorama" which is issued weekly in New York City. Mrs. Stillman reaches for a Lucky instead of a sweet. That is her way of maintaining correct weight so that she may fittingly fill her duties in both the social and business world. Here is what Mrs. Stillman says about Lucky Strike Cigarettes.

"It's good to smoke Luckies - I reach for a Lucky instead of a sweet. Many men have told me that they keep fit by smoking Lucky Strike, rather than indulging in over-rich foods. I've tried it and it's great fun. It's a sensible method of resisting over-weight - the delicious toasted flavor is a splendid alternative for fattening sweets. Then, too, toasting has removed impurities and Luckies never bother the throat."

The business women of America will find much of interest in Mrs. Stillman's advice about Lucky Strike Cigarettes. Over-weight and flabbiness retard the active woman. She lights a Lucky instead of nibbling fattening sweets. Of course, the diet may include a reasonable amount of sugar, but the authorities warn against overweight and ill health when fattening sweets are used to excess. So, for moderation's sake, we say: Reach for a Lucky instead of a Sweet. TIME 1:00

LOCAL ANNOUNCEMENT .30

MR. ROLFE: The program is resumed as the Lucky Strike Dance Orchestra beckons to you with "My Memories of France" and "Grieving" - - waltzes of rhythmic charm.

(MY MEMORIES OF FRANCE)

(GRIEVING -)

TIME 7:30

ATX01 0261869

MR. ROLFE: All set, folks? Here's a burst of dancing speed.
"Anything Your Heart Desires" and "I'd Rather Cry Over You than
Smile at Somebody Else" by the Lucky Strike Dance Orchestra.

(ANYTHING YOUR HEART DESIRES)

(I'D RATHER CRY OVER YOU THAN SMILE AT SOMEBODY ELSE)- TIME 6:00

MR. ROLFE: Again the Lucky Strike Dance Orchestra calls you
to the dance floor with "Ida, Sweet as Apple Cider" and "Down
South."

(IDA SWEET AS APPLE CIDER)

(DOWN SOUTH)

TIME 5:30

CLOSING:

Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain, immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have heard
the Lucky Strike Dance Orchestra conducted by B.A. Rolfe in
the tunes that made Broadway, Broadway. Before signing off, m
we remind you that Lucky Strike Cigarettes may now be purchased
in all leading tobacco shops in specially decorated Christmas
cartons of 200 or in attractive tins of 50 for the home or
office. Dont forget, Luckies make a most acceptable Christmas
gift. Thank you;

TIME 1:00

AGENCY/MEH

12/8/28

ATX01 0261870

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WBAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M. DECEMBER 15, 1928 SATURDAY

OPENING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra, will announce the program.

TIME 1:00

MR. ROLFE: Good evening, my friends. Let's dance away to "Everybody Step" and "Say It With Music."

(EVERYBODY STEP)

(SAY IT WITH MUSIC)

TIME 6:00

MR. ROLFE: "There's A Rainbow 'Round My Shoulder" and "To Know You Is To Love You" by the Lucky Strike Dance Orchestra. Here's some real rythm for dancing delight:

(THERE'S A RAINBOW 'ROUND MY SHOULDER)

(TO KNOW YOU IS TO LOVE YOU)

TIME 6:00

MR. ROLFE: And now, folks, step faster as the Lucky Strike Dance Orchestra grows warmer with "Dusky Stevedore" and "A Lone Tale of Alsace Lorraine."

(DUSKY STEVEDORE)

(A LONE TALE OF ALSACE LORRAINE)

TIME 6:00

ANNOUNCER: Modern American music is being acclaimed on all sides. A new page in musical history is being written by our native

ATX01 0261871

composers, whose works have entered into all phases of our national life. Foremost among these modern musical pioneers is George Gershwin. His famous "Rhapsody in Blue" won him front rank in the files of our contemporary artists. On Thursday last Mr. Gershwin was signally honored when his new opus "An American in Paris" received its first performance by the Philharmonic-Symphony conducted by Walter Damrosch at Carnegie Hall in New York City. George Gershwin leads an active life. He must constantly be physically fit and mentally alert. In this regime overweight is dangerous. So, Mr. Gershwin smokes a Lucky Strike rather than nibble fattening sweets. Many people say it's good to smoke Luckies. I am sure you will see why when I read you what George Gershwin says of Lucky Strike Cigarettes.

"When People ask me how I keep in physical trim - with no excess weight, my answer is 'I just smoke a Lucky whenever I crave over-rich pastries which fatten.' There's nothing to equal that wonderful toasted flavor, so appetizing, yet never interfering with one's normal appetite for healthful foods."

There is sensible advice to the men of America in George Gershwin's message about Lucky Strike Cigarettes. The art of music is a hard task master. It demands an element of grace which overweight destroys. When you are tempted to eat between meals, try a Lucky instead; when fattening sweets are in sight, reach for a Lucky. While the diet may include a reasonable proportion of sugar, remember that the medical authorities convincingly warn of the harm caused by the excessive use of fattening sweets. For moderation's sake we say:
Reach for a Lucky instead of a sweet. TIME 1:00

ATX01 0261872

MR. ROLFE: The Lucky Strike Dance Orchestra resumes the dance program with some waltz inviting tunes - "Amoureuse" and "A Russian Lullaby."

(AMOUREUSE)

(A RUSSIAN LULLABY)

TIME 6:00

MR. ROLFE: Here's a bit of feet tickling melody. The Lucky Strike Dance Orchestra in "Roses of Yesterday" and "Punch & Judy."

(ROSES OF YESTERDAY)

(PUNCH AND JUDY)

TIME 5:30

MR. ROLFE: "Rain or Shine" and "Mississippi Mud" by the Lucky Strike Dance Orchestra, a musical breeze to sweep you to the dance floor.

(RAIN OR SHINE)

(MISSISSIPPI MUD)

TIME 6:30

ANNOUNCER: Each New York theatrical season generally produces one individual performance of note. Last year this palm was unanimously awarded Helen Hayes for her remarkable portrayal of the leading role in "Coquette". This play was an outstanding success and is now on a tour of the principal cities, with Miss Hayes in her original part. Helen Hayes is truly typical of our younger dramatic stars. Pretty, vivacious, and with genuine artistic skill, she is on the way to become a great name in the American theatre. Like many other prominent actresses. Miss Hayes realizes the value of a trim slender figure. Flabbiness and overweight would ruin the pleasure she constantly seeks to give to her audience. She cannot afford to nibble fattening sweets nor eat between meals. Instead, she lights a Lucky. That's why

Lucky Strike is called the healthy cigarette - it eliminates the dangers of overweight, Here is what Helen Hayes writes about Lucky Strike Cigarettes:

"Smoke a Lucky - snub a sweet. With a disdainful glance ignore the pastry tray. The first time is the hardest. But, after you've smoked a Lucky the longing for a sweet disappears in smoke. That's the way modern daughters keep their trim, smart figures. Now, almost every woman knows what every man has always known, that the toasted flavor of a Lucky can't be matched - that they never irritate the throat."

In Helen Hayes' message of Lucky Strike Cigarettes many women will find much of healthful and fashionable advice. The trim slender figure is here to stay. It represents the true American woman, who does not indulge in fattening sweets, who lights a Lucky instead. A reasonable proportion of sugar in the diet is advocated. However, when used to excess, fattening sweets cause overweight and ill-health. That is the consensus of authoritative medical evidence. So, in the sake of moderation, we say: Reach for a Lucky instead of a sweet.

TIME 1:00

LOCAL ANNOUNCEMENT 1:30

MR. ROLFE: As the program continues, the Lucky Strike Dance Orchestra sounds a tuneful dancing call with "Farmerette" and "Dardenella"

(FARMERETTE)

(DARDENELLA)

TIME 6:00

MR. ROLFE: Now, my friends, let's turn our thoughts to reminiscence as we waltz to "The Swan" and "La Barcarole" from

ATX01 0261874

"Tales of Hoffman."

(THE SWAN)

(LA BARGAROLE from TALES OF HOFFMAN)

TIME 7:00

MR. ROFFE Speeding along on all instruments the Lucky Strike Dance Orchestra offers "I Aint Got Nobody" and "The Rhythm King" a dancing treat.

(I AINT GOT NOBODY)

(THE RHYTHM KING)

TIME 6:00

CLOSING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER: This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard the Lucky Strike Dance Orchestra conducted by B.A. Rolfe in the tunes that made Broadway, Broadway. Before signing off, may we remind you that Lucky Strike Cigarettes may now be purchased in all leading tobacco shops in specially decorated Christmas cartons of 200 or in attractive tins of 50 for the home or office. Dont forget, Luckies make a most acceptable Christmas gift. Thank you.

TIME 1:00

AGENCY/MEH

12/11/28

ATX01 0261875

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEEF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00-11:00 P. M.

DECEMBER 22, 1928

SATURDAY

(OPENING:.. Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER: And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B. A. Rolfe, conductor of the Lucky Strike Orchestra will announce the program. Mr. Rolfe.

Time 1:00

MR. ROLFE:

Good evening, my friends. A glorious dancing start as the Lucky Strike Dance Orchestra opens with "Hallelujah" and "You're a Real Sweetheart."

(HALLELUJAH)

(YOU'RE A REAL SWEETHEART)

TIME 6:00

MR. ROLFE:

The Lucky Strike Dance Orchestra plays "Sometimes I'm Happy" and "Lonesome in the Moonlight." Some scintillating syncopation for snappy steppers.

(SOMETIMES I'M HAPPY)

(LONESOME IN THE MOONLIGHT)

TIME 6:00

MR. ROLFE:

Now folks, listen to the wail of the bagpipes as the Lucky Strike Dance Orchestra offers a tuneful dancing melody.

(HARRY LAUDER'S SONGS)

TIME 4:00

ATX01 0261876

ANNOUNCER:

What thoughts of old Scotland those tunes recall. Can't you picture a glorious Christmas scene? The countryside glistening in a blanket of white snow, while, inside, a roaring fire blazes real warmth and the bagpipes skirl a cheery welcome to the holiday makers. Christmas in Scotland - ~~the very thought just thrills the imagination~~ ^{and the world as well} - the holiday season in all its boundless glory. The people of Scotland are a sturdy, healthy race. Their physical vigor is a tribute to the open life of a rugged country. Despite the fact that conditions in America permit us to lead a less vigorous physical existence, we are always conscious of keeping trim and fit. That's why we reach for a Lucky instead of a sweet. This is the modern way of keeping in good shape. It indicates the new method - smoke a Lucky when fattening sweets are passed or there is the temptation to eat between meals. Scotland has been made famous in song and story by that messenger of laughter, Sir Harry Lauder. Sir Harry is proud to doff his tam o'shanter to Lucky Strike. We have a letter here, written in his own peculiar style, and I would like to read you what Harry Lauder says about Lucky Strike Cigarettes.

"It takes a Scotchman to truly appreciate that wonderful toasted flavor in Lucky Strikes. I've smoked Luckies for years and all this time I've been active in my work which demands a clear voice for singing and good wind for dancing. And so I say to Sandy McGregor, 'It's always a bra bright moonlight nicht with Luckies - Hoot Mon, they dinna hurt my wind or throat!'"

Sir Harry Lauder's praise of Lucky Strike Cigarettes is indicative of the esteem in which Luckies are held by those people whose livelihood depends on keeping trim and fit. That's why folks say, "It's good to smoke Luckies". Fattening sweets bring overweight

which is dangerous, so, light a Lucky instead. A reasonable amount of sugar is recommended in the diet, but the authorities are overwhelming that the excessive use of fattening sweets is harmful. For moderation's sake we say: "Reach for a Lucky instead of a sweet".

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

MR. ROLFE:

With "Ramona" and "Chiquita" the Lucky Strike Dance Orchestra resumes the program. The thrill of Old Spain will bring waltzing delight.

(RAMONA)
(CHIQUITA)

TIME: 7:00

MR. ROLFE:

Folks, you've often danced to these old favorites. Let's try them again. The Lucky Strike Dance Orchestra in "Tea for Two", "Allah's Holiday", "I'm Always Chasing Rainbows" and "~~Burdanolla~~".

(TEA FOR TWO)
(ALLAH'S HOLIDAY)
(I'M ALWAYS CHASING RAINBOWS)
(D. EDNELL)

TIME: 5:00

MR. ROLFE:

The Lucky Strike Dance Orchestra speedily bursts into "Just a Night for Meditation" and "Happy Go Lucky Lane". Some melody to fascinate your feet.

(JUST A NIGHT FOR MEDITATION)
(HAPPY GO LUCKY LANE)

TIME: 5:00

MR. ROLFE:

"Always", "Indiana Moon" and "What'll I Do" by the Lucky Strike Dance Orchestra. A chance to turn your waltzing thoughts to yesterday.

(ALWAYS)
(INDIANA MOON)
(WHAT'LL I DO)

TIME: 7:00

ATX01 0261878

ANNOUNCER:

Grand opera is probably the highest form of musical dramatic entertainment. While, as a nation, we are great lovers of opera, it is only recently that we have begun to contribute to this art. A few years ago saw practically the first opera composed by Americans - "The King's Henchman". Deems Taylor and Edna St. Vincent Millay - both Americans - were the authors. The stars of the opera have been mainly recruited from foreign lands. Lately, however, some of our native singers have earned their place. Last night, Hope Hampton, former motion picture star, made her opera debut in "Manon" in Philadelphia with the Philadelphia Grand Opera Company. From her previous experience Miss Hampton knows the importance of the trim, slender figure. She knows it means health and fashion. She banishes overweight by rejecting fattening sweets, by refusing to eat between meals, by smoking a Lucky instead. She is really a beautiful woman. Listen to what Hope Hampton says of Lucky Strike Cigarettes.

"Luckies have helped me win the laurel crown of my musical career - singing in opera. Stage presence demands a slim, youthful figure. Rich foods cannot tempt me. I light a Lucky and stay slender. The toasted flavor of a Lucky soothes the craving for goodies. Then, too, a Lucky never irritates my throat. Even, after smoking many, my voice is still clear."

All women of America must appreciate the advice in Hope Hampton's message of Lucky Strike Cigarettes. They must agree with her that Luckies offer a simple easy method of retaining a fashionable figure. Fat flies before the toasted flavor of Lucky Strike. The diet may include a reasonable proportion of sugar, but the excessive use of fattening sweets is bad for health. That is the

warning of the great mass of medical evidence. So, for the sake of moderation, we ask: Reach for a Lucky instead of a sweet.

TIME: 1:00

LIGHT ANNOUNCEMENT: :30

MR. ROLFE:

As the dance continues, the Lucky Strike Dance Orchestra offers "El Choclo" and "Venetian Moon" - a fox trot variation of the colorful tango.

(EL CHOCLO)
(VENETIAN MOON)

TIME: 6:00

MR. ROLFE:

The dance runs on in faster tempo. "Don't Keep Me in the Dark Bright Eyes" and "We Love It" by the Lucky Strike Dance Orchestra.

(DON'T KEEP ME IN THE DARK BRIGHT EYES)
(WE LOVE IT)

TIME: 5:00

MR. ROLFE:

The Lucky Strike Dance Orchestra calls to your shuffling feet for more speed, more pep - "My Man", "~~Show Me the Way to Go Home~~", "~~Yes, Yes, Marie~~" and "Valencia".

(MY MAN)
(~~SHOW ME THE WAY TO GO HOME~~)
(YES, YES, M. RIE)
(VALENCIA)

TIME: 5:00

CLOSING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

(ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard the Lucky Strike Dance Orchestra conducted by B. L. Rolfe in the tunes that made Broadway, Broadway. May we remind you that Lucky Strike

*
Cigarettes may now be purchased in all leading tobacco shops in specially decorated Christmas cartons of 200 or in attractive tins of 50 for the home or office. Don't forget, Luckies make a most acceptable Christmas gift. Thank you.

TIME: 1:00

AGENCY

ERT

12-20-28

ATX01 0261881

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WAAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

() ()
10:00-11:00 P.M. DECEMBER 29th, 1925. SATURDAY.

OPENING: (THEME TUNE: One chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

And so begins this hour of dance music, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, conductor of the Lucky Strike Dance Orchestra, will announce the program.

MR. ROLFE:

TIME: 1:00

Good evening, my friends. We're off to a fast dancing start with "Black Bottom".

(BLACK BOTTOM)

TIME: 6:30

MR. ROLFE:

"Forever and Ever" and "The Bells" by the Lucky Strike Dance Orchestra. Please watch for the chimes... a clarion call to the dance.

(FOREVER AND EVER)
(THE BELLS)

TIME: 6:00

MR. ROLFE:

Here's some brilliant rhythm to tempt impatient feet. "Rainbow Round My Shoulder" and "Blue Skies". by the Lucky Strike Dance Orchestra.

(RAINBOW ROUND MY SHOULDER)
(BLUE SKIES)

TIME: 6:00

ATX01 0261882

ANNOUNCEMENT:

The automobile, the radio, the newspaper, the telephone, the aeroplane - all these spell out our modern day. They do much to link the wide expanse of this nation. There is no east and west, no north and south - a split second is all that stands between. Events in New York are discussed in San Francisco almost as soon as they have happened; what occurs in New Orleans is at once known in Chicago. How true this is of fashion, the vogue which dictates our habits of life. Of course, Paris is the seat of fashion. From the brilliant capitol of France, come the creations and designs which are soon seen upon the streets of Boston, Atlanta, Cleveland and Spokane. Firmly enthroned among the leaders of the Parisian fashion dictators is Paul Poiret, whose charming creations set a standard for beauty and utility. Monsieur Poiret is now touring the United States, lecturing to vast audiences in our principal cities. The key of these lectures is the slender figure, which governs the designs of the Poiret gowns. Paul Poiret knows the tremendous importance of the trim figure in promoting good health. And so he advocates a Lucky Strike instead of a fattening sweet. He knows that to smoke a Lucky Strike rather than to eat between meals is a simple way of maintaining correct weight. I know you will be interested in hearing from Paul Poiret. So I will read what he writes of Lucky Strike Cigarettes.

"If you want to keep slender (and who doesn't in these days) avoid sweets and smoke Lucky Strikes. There seems to be something about them; possibly the flavor, that satisfies the craving for the rich things that add weight.

ATX01 0261883

"Voilà", reach for a Lucky instead of a sweet - the trim figure is always fashionable. Advertisements that I saw when I recently visited in America, said: - 'The best way for sugar to be eaten is a flavorer of foods.' They are quite correct in cautioning a modified use of sugar. Sweets to excess are bad. I advocate a few puffs of the Lucky Strike toasted flavor when sweets tempt.

"I may add that I smoke Lucky Strikes myself and I think they have contributed much to the state of mind which has helped me to create my greatest successes.

"Lucky Strikes are certainly an inspiration!"

Remember that Paul Poiret's message about Lucky Strike Cigarettes represents the advice of a genius, an expert in his chosen profession. Overweight is no inspiration for the design of a new creation. Smoke a Lucky Strike when fattening sweets tempt you - the toasted flavor of Luckios is the sensible way to keep trim and fit. The diet may include a reasonable proportion of sugar but give heed to the advice of responsible authorities who warn when fattening sweets are used to excess. For moderation's sake "Reach for a Lucky instead of a sweet."

TIME: 1:00

LOCAL ANNOUNCEMENT

:30

MR. ROLFE:

The Lucky Strike Dance Orchestra resumes the program with "Merry Widow Waltz" and "The Song is Ended" - a charming chance for a real waltz.

(MERRY WIDOW WALTZ)

(THE SONG IS ENDED)

TIME: 7:30

ATX01 0261884

MR. WALFE:

And now, folks, let's all speed up a bit as the dance grows faster. "Anything You Say" and "Oh Baby" by the Lucky Strike Dance Orchestra.

(ANYTHING YOU SAY)

(OH BABY)

TIME: 6:00

MR. ROLFE:

"My Blue Heaven" and "The One Girl" by the Lucky Strike Dance Orchestra. More rollicking rhythm to dance away the time.

(MY BLUE HEAVEN)

(THE ONE GIRL)

TIME: 6:00

ANNOUNCER:

The Theatre Guild of New York City has become known over the entire world. Its recent outstanding achievement has been its production of "Strange Interlude" by Eugene O'Neill, probably the greatest of our contemporary native dramatists. Miss Pauline Lord, touring the country, one of our foremost actresses is playing the leading role in this company, which played last week in New York City at the John Golden Theatre. "Strange Interlude" is the play, you will recall, which starts at half past five in the afternoon and runs until eleven at night. This lengthy performance produces a terrific strain on its players. Naturally, Miss Lord is careful not to accumulate excess weight which would lessen her physical strength. So, she avoids eating between meals and nibbling fattening sweets. Instead she lights a Lucky. Reaching for a Lucky instead of a sweet is Miss Lord's way of keeping a fashionable trim slender figure, which denotes health. That's why it's good to smoke Luckies. Here is what

ATX01 0261885

Pauline Lord says of Lucky Strike Cigarettes.

"I find there's real health in Lucky Strikes - it's good to smoke Luckies. Reducing contortions are out of my regime. I usually resist when rich foods tempt. The delicious, toasted flavor of Luckies satisfies my taste and saves the figure. I think Lucky has never been unfriendly in any way - never given me a 'cigarette voice' or an irritated throat."

How true and interesting to the women of America is Pauline Lord's advice about Lucky Strike Cigarettes. Her success depends upon charm - it is only natural that she should reject fattening sweets in favor of the toasted flavor of Lucky Strike. Sugar, in reasonable proportions, is recommended in the diet. But the great number of authorities is overwhelmingly of the opinion that the excessive use of fattening sweets is harmful. So, for the sake of moderation, we say: "Reach for a Lucky instead of a sweet."

TIME: 1:00

LOCAL ANNOUNCEMENTS: :30

MR. ROLFE:

The dance continues as the Lucky Strike Dance Orchestra offers "Fashionette" and "Ten Little Miles from Town" - a bit of enchanting melody.

(FASHIONETTE)

(TEN LITTLE MILES FROM TOWN)

TIME: 6:30

MR. ROLFE:

Folks, here's another waltzing opportunity. The Lucky Strike Dance Orchestra in those dreamy favorites - "Sweetheart of Sigma Chi" and "Valse Blue".

(SWEETHEART OF SIGMA CHI)

(VALSE BLUE)

TIME: 7:30

ATX01 0261886

W. POLINA:

Here's where all chairs will be vacated and the dance
will begin. Conducted by the Lucky Strike Dance Orchestra.
etc.

W. POLINA:

TIME: 3:00

CLOSING: Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

ANNOUNCER:

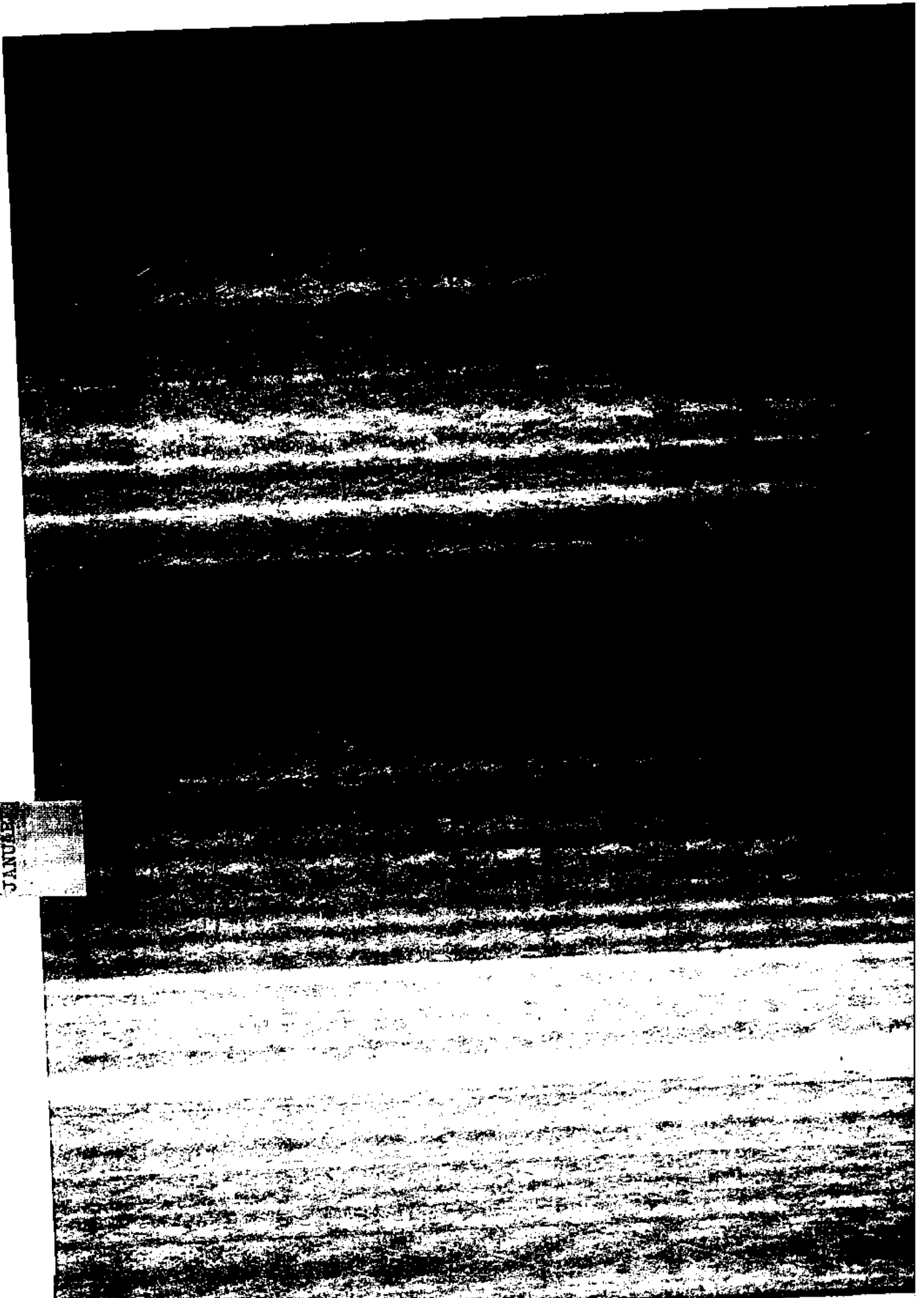
This closes the program of one hour's dance music presented
for your pleasure every Saturday night at this hour by the manu-
facturers of Lucky Strike Cigarettes. You have heard the Lucky
Strike Dance Orchestra conducted by B. Rolfe in the tunes that
made Broadway, Broadway. As 1928 draws near its end, may we wish
you all a very Happy New Year. Thank you.

TIME: 1:00

AGENCY/BM
1/3/23

ATX01 0261887

JANUARY



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JANUARY 5, 1928

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good Evening Friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Mr. B.A. Rolfe, will conduct the Lucky Strike Dance Orchestra.

Time 1:00

MR. ROLFE:

We open with "Hello Sweetie" and "Me and The Man in The Moon"

(HELLO SWEETIE)

(ME AND THE MAN IN THE MOON)

TIME 6:30

MR. ROLFE:

The Lucky Strike Dance Orchestra offers real rollicking rhythm in "Birth of the Blues" and "Alexander's Rag Time Band"

(BIRTH OF THE BLUES)

(ALEXANDER'S RAG TIME BAND)

TIME 6:30

MR. ROLFE:

The Lucky Strike Dance Orchestra invites you to waltz to "Caroline Moon" and "In New York Town"

(CAROLINE MOON)

(IN NEW YORK TOWN)

TIME 6:45

ATX01 0261889

ANNOUNCER:

Probably the best known poem on baseball is "Casey at the Bat." The epic of "the mighty Casey", who struck out, is familiar over the width and breadth of the land. No one has done more to make the poem famous than the venerable actor, De Wolf Hopper. Countless thousands have thrilled at his recital of that historic baseball game. The name of De Wolf Hopper stands high in the annals of the American stage. Just a short while ago he was tendered a tremendous testimonial banquet upon the occasion of his fiftieth anniversary as an actor. This record is a splendid tribute to the physique of one whose profession makes strenuous demands on health. The toasted flavor of Lucky Strike is a splendid alternative to fattening sweets, and is one reason why Luckies are called the healthy cigarette. Let me read what De Wolf Hopper has written of Lucky Strike Cigarettes:

"Physical fitness is as important to the actor as to athletes. My experience and diet require constant attention.

One lesson I've learned - whenever I crave between-meal tid-bits or over-rich foods and desserts, I light a Lucky instead. Their toasted flavor is most appetizing, yet I smoke all I please without interfering with a healthful diet."

De Wolf Hopper's praise of Lucky Strike Cigarettes is good advice for the men of America. His suggestion "reach for a Lucky instead of a sweet points the way to keeping trim and fit.

TIME: 1:00

:30

ATX01 0261890

MR. ROLFE:

The program continues - "Old Man Sunshine" and
"Moonlight and Roses" by the Lucky Strike Dance Orchestra.

(OLD MAN SUNSHINE)

(MOONLIGHT AND ROSES)

TIME 6:15

MR. ROLFE:

An Hawaiian Medley by the Lucky Strike Dance Orchestra.
A tuneful temptation for dancing.

(HAWAIIAN MEDLEY)

TIME 3:30

MR. ROLFE:

Now feet will move faster as the Lucky Strike Dance
Orchestra plays "Varsity Drag" and "Ready for the River"

(VARSIITY DRAG)

(READY FOR THE RIVER)

TIME 6:30

ANNOUNCER:

One of the most delightful bits of fiction was given
the American public two years ago when "Show Boat" was published.
This fascinating novel by the eminent authoress, Edna Ferber,
ran into many editions and was undoubtedly one of the most
popular books of our time. It was a colorful tale of life on a
showboat plying the waters of the Mississippi. These boats are
floated from town to town where they are tied at the wharves
and performances given on board. "Show Boat" was such a glorious
soty that it readily lent itself to musical comedy. In this
form it has been presented by Florenz Ziegfeld at the Ziegfeld
Thaetre in New York City, where last week it celebrated its
first full year on Broadway. One of the leading roles in this
musical adaptation has been played by Helen Morgan, the

delightful actress, whose song renditions are so popular. Much of Miss Morgan's charm lies in her trim slender figure. You will understand why folks say it's good to smoke Luckies when you hear what Helen Morgan says of Lucky Strike Cigarettes.

"Trim appearance and personal charm go hand-in-hand. That's why I'm so careful to avoid overweight. I do it sensibly and easily by refusing to pamper myself with rich foods. Instead, I light a Lucky when the 'sweet-tooth' beckons. Which makes me doubly grateful to the toasting process - for the toasted flavor soothes the hunger for sweets and helps to keep me slender. And toasting protects my voice by removing the irritants. That's why I can't help lovin' - these Luckies! "

What Helen Morgan advises about Lucky Strike Cigarettes is now being practiced by thousands of women. Like Miss Morgan and other stars of the stage, they reach for a Lucky instead of a Sweet".

TIME 1:00

LOCAL ANNOUNCEMENT '30

ATX01 0261892

MR. ROLFE:

The Lucky Strike Dance Orchestra resumes the program with
"Tres Moutard" and "Lila".

(TRES MOUTARD)

(LILA)

TIME: 6:00

MR. ROLFE:

Now, folks, waltz again - "Beautiful Ohio" - and "Was It
A Dream" by the Lucky Strike Dance Orchestra.

(BEAUTIFUL OHIO)

(WAS IT A DREAM)

TIME: 7:00

MR. ROLFE:

The dance continues as the Lucky Strike Dance Orchestra
plays "One Step To Heaven".

(ONE STEP TO HEAVEN)

TIME: 3:00

CLOSING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented
for your pleasure every Saturday night at this hour by the manu-
facturers of Lucky Strike Cigarettes. You have heard the Lucky
Strike Dance Orchestra, conducted by B.A. Rolfe, in the tunes that
made Broadway, Broadway, Thank you.

TIME: 1:00

AGENCY/BM
1/5/29

ATX01 0261893

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M.

JANUARY 12th, 1929.

SATURDAY.

OPENING ANNOUNCEMENT: (THEM

(Theme tune - once chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

Here's our welcome to the dance - "The Best Things in Life Are Free" and "Lucky in Love".

(THE BEST THINGS IN LIFE ARE FREE)
(LUCKY IN LOVE)

TIME: 6:00

ANNOUNCER:

"Louisiana" and "On the Crest of a Wave" by the Lucky Strike Dance Orchestra.

(LOUISIANA)
(ON THE CREST OF A WAVE)

TIME: 6:00

ANNOUNCER:

Memories of the waltz return as the Lucky Strike Dance Orchestra plays "The Merry Widow" and "Missouri Waltz".

(THE MERRY WIDOW)
(MISSOURI WALTZ)

TIME: 7:00

ATX01 0261894

ANNOUNCER:

Hamilton Fish, Jr. is one whose brilliant record in the war clearly illustrates the value in later life of athletic training in youth. As a student at Harvard College, Mr. Fish was a celebrated football star. Very early in life he realized the value of good health and correct weight, which stood him in such good stead during his days with the A.E.F. in France. At present, he is a member of Congress, Political life at Washington is quite an active existence. Congressman Fish knows that his ability to successfully represent his constituents depends on good health. Let me read you what Hamilton Fish, Jr. says of Lucky Strike Cigarettes.

"From actual experience with American Veterans in the Expeditionary Force, I found that cigarette smoking quitted the nerves and that Lucky Strikes were as necessary as food for the soldiers in the battle zone. Physical fitness is as essential in public life and business as it is in football or in the army. To keep fit, reach for a Lucky instead of a sweet".

Surely, the men of America will appreciate this message and advice from Hamilton Fish, Jr. on Lucky Strike Cigarettes. His has been an active strenuous life in which excess weight has no place, and so it is with most of us - we do not care to be burdened with overweight so we welcome this easy way of keeping trim and fit - Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT :30

ATX01 0261895

The women of America will recognize the wisdom of Miss Oelrichs' advice about Lucky Strike Cigarettes. What is true in Newport and Palm Beach is true all over the country. Overweight destroys the charm and poise of the fashionable slender figure. It is better to reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30.

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with a waltz medley of Victor Herbert's popular songs.

(VICTOR HERBERT REVUE)

TIME: 7:00

ANNOUNCER:

Now, folks, in faster tempo, "Cause I Feel Low Down" and "Then Came the Dawn" by the Lucky Strike Dance Orchestra.

(CAUSE I FEEL LOW DOWN)
(THEN CAME THE DAWN)

TIME: 6:00

ANNOUNCER:

"Sometimes I'm Happy" and "Waiting for the Robert E. Lee" by the Lucky Strike Dance Orchestra.

(SOMETIMES I'M HAPPY)
(WAITING FOR THE ROBERT E. LEE)

TIME: 5:00

CLOSING:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra, in the tune that made Broadway, Broadway. Thank you.

TIME: 1:00

AGENCY/ERT/1-12-29

ATX01 0261896

ANNOUNCER:

The program resumes as B.A. Rolfe and his Lucky Strike Dance Orchestra offer "In the Shadows" and "Get Out and Get Under the Moon".

(IN THE SHADOWS)
(GET OUT AND GET UNDER THE MOON)

TIME: 5:15.

ANNOUNCER:

Choose your partner! "Dengoza" and "La Veeda" by the Lucky Strike Dance Orchestra.

(DENGOZA)
(LA VEEDA)

TIME: 5:45.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays - "Canadian Capers" and "The Nightmare".

(CANADIAN CAPERS)
(THE NIGHTMARE)

TIME: 6:00

ANNOUNCER:

Probably our two most important social centers are Newport, Rhode Island, and Palm Beach, Florida. Here, society gathers and the customs and vogues are set for the nation. Miss Marjorie Oelrichs is one of the leaders at these resorts. As a charming hostess she is constantly mindful of her guests - She always serves Lucky Strike Cigarettes. I know you will be interested in what Marjorie Oelrichs says of Lucky Strike Cigarettes.

"Sweets? No! No! Instead smoke a Lucky and stay slender. Since Lucky Strike is my favorite cigarette, it is the only one that I serve to my friends. It is surprising to note how many of them prefer Luckies to all other cigarettes. We are all agreed that toasting gives us the finest flavor and removes those impurities which cause throat irritation and harshness".

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

JANUARY 19, 1929

SATURDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

We open with "~~Bambalina~~" and "Hallelujah."

(BAMBALINA) *Hand Jodel*

(HALLELUJAH)

TIME: 6:00

ANNOUNCER:

The Lucky Strike Dance Orchestra recalls some favorite tangos - "El Choclo" and "Spain."

(EL CHOCLO)

(SPAIN)

TIME: 6:00

ANNOUNCER:

Waltz to "Tales from The Vienna Woods" and "Auf Wiederseh'n" by the Lucky Strike Dance Orchestra.

(TALES FROM THE VIENNA WOODS)

(AUF WIEDERSEHN)

TIME: 7:00

ATX01 0261898

ANNOUNCER:

In recent years the New York Morning World has splendidly progressed under the able guidance of its Executive Editor, Herbert Bayard Swope, the internationally known journalist. The demands of a newspaper career call for physical fitness and mental alertness. Overweight is a detriment. That's why Mr. Swope reaches for a Lucky instead of a sweet. He does not believe in eating between meals. In Herbert Bayard Swope's advice on Lucky Strike Cigarettes there is a real message for the men of America. He says:

"The activities of a newspaper demand good physical condition. I find Lucky Strike an immeasurable aid in helping me keep trim and fit. Whenever I am tempted to eat between meals, I light up a Lucky. Toasting makes Lucky Strike the cigarette of joy and benefit."

Active men would do well to heed Mr. Swope's suggestion. So we say: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT

:30

ANNOUNCER:

The program resumes as B.A. Rolfe and his Lucky Strike Dance Orchestra play "~~Don't Hold Everything~~" and "I Can't Give You Anything But Love."

(DON'T HOLD EVERYTHING)

(I CAN'T GIVE YOU ANYTHING BUT LOVE)

TIME: 6:30

ANNOUNCER:

"My Heart Stood Still" and "Thou Swell" by the Lucky Strike Dance Orchestra.

(MY HEART STOOD STILL)

(THOU SWELL)

TIME: 6:00

ANNOUNCER:

Miss Helen Menken's personal charm and exceptional ability have carried her far and today she is thrilling New York audiences as the star in "Congoi," a hit of the theatrical season. Miss Menken knows that a trim, slender figure is the sign of health and fashion. She also knows that to reach for a Lucky instead of a fattening sweet is the sensible method of resisting the dangers of overweight. That's why she refuses to nibble fattening sweets or to eat between meals. Luckies' toasted flavor is her choice when she is tempted, for her figure must always be considered. The women of America will recognize the wisdom of Helen Menken's advice about Lucky Strike Cigarettes. Miss Menken says:

"Both fashion and physical fitness are opposed to fat - and we all know flabbiness is due to excess fatty foods, over-rich desserts. My diet is very simple, but nourishing, Sweetish things which fatten - not for me - I light a Lucky instead. The wonderful toasted flavor is so appetizing. Luckies help me keep my slender figure - and equally important Luckies protect my throat from irritation."

Miss Menken's advice is well worthy of thoughtful attention by the women of America. So we say: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A.Rolfe and his Lucky Strike Dance Orchestra continue with "Once In A Lifetime" and "Magnolia."

(ONCE IN A LIFETIME)

(MAGNOLIA)

TIME: 7:00

ATX01 0261900

ANNOUNCER:

The Lucky Strike Dance Orchestra plays a medley of hits
by George M. Cohan.

(MEDLEY OF GEORGE M. COHAN'S HITS)

TIME: 4:30

ANNOUNCER:

"Chloe" by the Lucky Strike Dance Orchestra.

(CHLOE)

TIME: 3:30

ANNOUNCER:

Before announcing the next number, the manufacturers of
Lucky Strike Cigarettes, have asked me to state -

"Authorities attribute the enormous increase in
Cigarette smoking to the improvement in the process of
Cigarette manufacture by the application of heat. It is
true that during 1928 Lucky Strike Cigarettes showed a
greater increase than all other Cigarettes combined.
This surely confirms the public's confidence in the super-
iority of Lucky Strike.

The Lucky Strike Dance Orchestra will now play "When The
Harvest Moon Is Shining" and a waltz from "The Chocolate Soldier."

(WHEN THE HARVEST MOON IS SHINING)

(WALTZ FROM "THE CHOCOLATE SOLDIER")

TIME: 6:00

CLOSING:

(Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented
for your pleasure every Saturday night at this hour by the manu-
facturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe

ATX01 0261901

and his Lucky Strike Dance Orchestra in the tunes that made
Broadway, Broadway. Thank you.

TIME: 1:00

AGENCY/EM
1/18/29

ATX01 0261902

LATEST CORRECTED COPY

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: () - ()

LUCKY STRIKE

() - ()
10:00 - 11:00 P.M.

JANUARY 26, 1929

SATURDAY

OPENING:

Theme tune - one chorus of "This is my Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening folks. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway.

The Lucky Strike Dance Orchestra opens with "I'm Sitting on Top of the World" and "I'm Sorry Sally."

(I'M SITTING ON TOP OF THE WORLD)

(I'M SORRY SALLY)

TIME: 6:00

ANNOUNCER:

"On The Crest Of A Wave" and "Melody Out Of The Sky," by the Lucky Strike Dance Orchestra.

(ON THE CREST OF A WAVE)

(MELODY OUT OF THE SKY)

TIME: 6:00

ANNOUNCER:

The Lucky Strike Dance Orchestra asks you to waltz to "Just Another Night."

(JUST ANOTHER NIGHT)

TIME: 6:30

ATX01 0261903

ANNOUNCER:

"An S.O.S. from the 'Florida'. We change our course. We on the 'America' strain to arrive in time to rescue the men on their sinking ship, 350 miles away. Through the icy, freezing storm and high seas we plunge on - all speed ahead! Then the night-time rescue, the search lights, the whirling waves, the manoeuvring to get near the 'Florida'. Finally, the 'Florida's' crew coming off one at a time, pulling themselves through the water on the line our men had thrown them."

"These 32 men dazed, many half clothed, needed reviving after their long exposure. Hot coffee, food and Lucky Strikes - these gave new life to many of them and we on board the 'America', crew and passengers alike, found after the strain and struggle that there was nothing quite so comforting and relaxing as the inviting, toasted flavor of Luckies."

"Playing this game with 'Davy' is ever fascinating, ever thrilling. And we who follow the sea must be ever ready for adventure. Ours is an active life, demanding nerve control and physical fitness. In my health program I have found that Luckies are most important not only because they provide a respite for frazzled nerves and an exhausted body but because whenever I crave anything which is over-fattening, I say to myself, 'Reach for a Lucky instead of a sweet.' In the toasted flavor of Luckies, I get complete satisfaction. And I find that toasting, by removing the irritants, protects my throat."

TIME: 1:00

LOCAL ANNOUNCEMENT

:30

ATX01 0261904

ANNOUNCER:

The wreck of the "97" an old Hill Billy song by B.A. Rolfe and his Lucky Strike Dance Orchestra.

(THE WRECK OF THE 97)

ANNOUNCER:

Two lively dances by the Lucky Strike Orchestra. "The Girl Friend" and "It had to be You."

(THE GIRL FRIEND)

(IT HAD TO BE YOU)

TIME: 5:30

ANNOUNCER:

"Dusky Stevedore" and "You Took Advantage of Me" by the Lucky Strike Dance Orchestra.

(DUSKY STEVEDORE)

(YOU TOOK ADVANTAGE OF ME)

TIME: 6:00

ANNOUNCER:

Much has been contributed to modern dancing by Madame Albertina Rasch. She has trained her pupils to express in dancing groups the grace and poise of an individual. Of course, Madame Rasch demands a trim, slender figure. In her conception of charm there can be no excess weight. This advice about Lucky Strike Cigarettes by Albertina Rasch will be welcomed by the women of America. Madame Rasch says:

"In training so many dancers, I must emphasize the importance of physical fitness, I urge athletic slenderness. 'No sweets' - I insist, 'Just light a Lucky instead.' This is the best slenderizing advice I can give - I know it works. My graduates are slender and graceful. Then, too, as dancing is strenuous, the wind must be protected - and Luckies never tax one's wind or irritate the throat.

ATX01 0261905

The toasted flavor of Luckies is certainly the reason for their supremacy."

No wonder so many women of fashion think it wise to: Reach for a Lucky instead of a sweet.

TIME: 6:00

LOCAL ANNOUNCEMENT

:30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra resume the program with "Y'Como LeVa" and "Crazy Rhythm."

(Y'COMO LE VA)

(CRAZY RHYTHM)

TIME: 5:30

ANNOUNCER:

"My Alice Blue Gown" and "Grieving" by the Lucky Strike Dance Orchestra.

(MY ALICE BLUE GOWN)

(GRIEVING)

TIME: 7:30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "At Sundown."

(AT SUNDOWN)

TIME: 8:30

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state -

"The most progressive step in cigarette manufacturing is the toasting process to which can be attributed the tremendous increase in the use of cigarettes. In 1928 the increase in sales of Lucky Strike Cigarettes was greater than the combined increase of all other cigarettes. The public have been quick to recognize the fact that the finest tobaccos and the toasting process make Lucky Strike the superior cigarette."

ATX01 0261906

The Lucky Strike Dance Orchestra will now play the "Riff
Song."

TIME: 8:30

(PIFF SONG)

CLOSING:

Theme tune - one chorus of "This is my Lucky Day" with
vocal refrain, immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturer of Lucky Strike Cigarettes. You have heard E.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway, Again, may I suggest: Reach for a Lucky instead of a sweat, Thank you.

TIME: 1:00

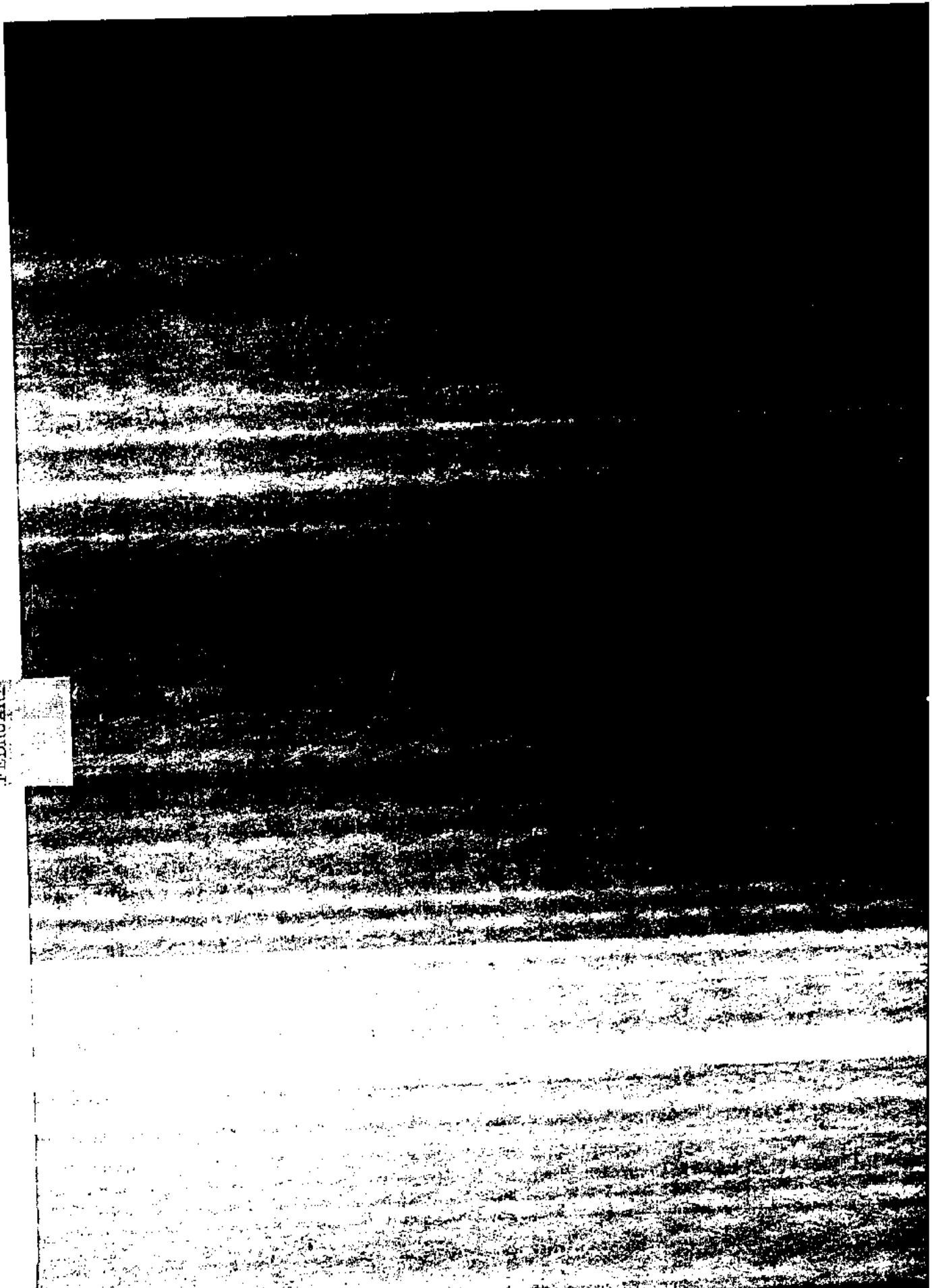
STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

AGENCY/EM
1/29/29

ATX01 0261907

FEBRUARY



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

FEBRUARY 2, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a Sweet.

The Lucky Strike Dance Orchestra opens with "Doin' The Raccoon" and "Annabelle Lee"

(DOIN' THE RACCOON)

(ANNABELLE LEE)

TIME 6:00

ANNOUNCER:

"Dreaming of the Day" and "That's My Weakness Now" by the Lucky Strike Dance Orchestra.

(DREAMING OF THE DAY)

(THAT'S MY WEAKNESS NOW)

TIME 6:00

ANNOUNCER:

a Two favorite old waltzes "~~Prince of Denmark~~" and "Message of Violets" by the Lucky Strike Dance Orchestra.

(~~PRINCE OF DENMARK~~)

(MESSAGE OF VIOLETS)

TIME 7:00

ATX01 0261909

ANNOUNCER:

Undoubtedly the most thrilling figure in the mid-ocean rescue of the Florida survivors was Captain Manning who personally directed the perilous rescue while actually in the America's life boat. In recognition of his great ability he was placed in command of the S.S. America as acting Captain when it sailed last Wednesday for Germany. Captain Fried remained ashore that he might tour the nation telling of the rescue first hand. Captain Manning has this to say of his great experience: "When I climbed aboard the 'America' after those cold strenuous hours getting the men off the freighter 'Florida' there was nothing I wanted so much as a Lucky - 'By George! it tasted wonderful! A Lucky is always refreshing. My tense nerves relaxed, my aching throat was soothed and the whole thrilling adventure just seemed a part of the day's work. As time goes by, and I look back to that memorable night, I'll always remember the wonderful taste of that welcome Lucky. As I went around to visit the men we'd rescued, I found many of them enjoying Luckies too. We really couldn't wait to get back to our ship and 'Luckies'. As an actual fact, in returning to the 'America' I noticed one of our men rowing with one hand and lighting a Lucky with the other. There's no flavor to equal toasted tobaccos, and I always prefer Lucky Strikes. There's wisdom in the saying: 'Reach for a Lucky instead of a sweet.' It helps a man to keep physically fit and we who follow the sea must always be prepared for any emergency."

Surely this is a marvelous tribute to the quality of and ~~taste~~ the pleasure afforded by Lucky Strike Cigarettes.

Time 1:00

LOCAL ANNOUNCEMENT

1:30

ATX01 0261910

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "There's A Rainbow 'Round My Shoulder" and "Lime House Blues."

(THERE'S A RAINBOW 'ROUND MY SHOULDER)

(LIMEHOUSE BLUES)

TIME 6:30

ANNOUNCER:

"Mississippi Mud" and "A Love Tale of Alsace Lorraine" by the Lucky Strike Dance Orchestra.

(MISSISSIPPI MUD)

(A LOVE TALE OF ALSACE LORRAINE)

TIME 6:30

ANNOUNCER:

In Captain Manning's description of the Florida rescue he made reference to one of his oarsmen whom he saw rowing with one hand and lighting a Lucky Strike with the other. The man mentioned by Mr. Manning was Boatswain's Mate Aloys Wilson of the S.S. America. Boatswain's Mate Wilson says of the incident:

"So many people have made a fuss over me because in rowing back to the America, after we had picked up the Florida survivors, I was smoking a Lucky Strike. I can't see why there should be any excitement about this - it was the natural thing for me to do. Before we started out from the America I made sure that my pack of Luckies was with me - I wanted the comfort and pleasure of Luckies no matter what happened. I sure was right. I'll have to admit that after we picked up the Florida crew and started back, my nerves were completely let down. So I did the thing I always do at such times - I lit a Lucky.

As long as I live, I'll never get another kick as I did from the sweet old toasted flavor of that Lucky as we were tossing about on the old Atlantic. I'm a hundred per center when it comes to 'Reach for a Lucky instead of a sweet.' I lay off the things that would make me flabby and light up a Lucky instead. There's too much action going on in my life to have me moving around with a lot of excess weight which I don't need. There's another thing about Luckies. The toasting process, in removing the impurities, is a blessing to us who follow the sea. It prevents throat irritation which is a constant nuisance to those who are regularly exposed to salt air."

Boatswain's Mate Wilson is another of the millions of Lucky Strike smokers who pay constant and admiring tribute to the outstanding quality of this great brand, Lucky Strike.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer "Dengoza" and "The One Girl"

(DENGOZA)

(THE ONE GIRL)

TIME 6:30

ANNOUNCER:

The Lucky Strike Dance Orchestra now plays "Charmaine" and "Three O'clock In the Morning."

(CHARMAINE)

(THREE O'CLOCK IN THE MORNING)

TIME 6:30

ANNOUNCER:

"Down Where The Sun Goes Down" and "Ida, Sweet As Apple Cider" by the Lucky Strike Dance Orchestra.

(DOWN WHERE THE SUN GOES DOWN)

(IDA, SWEET AS APPLE CIDER)

TIME 5:45

ANNOUNCER:

The manufacturers of Lucky Strike Cigarettes have asked me to state *what*.

"Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarettes manufacture by the application of heat. It is true that during 1926, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike."

The Lucky Strike Dance Orchestra renders "Where's That Rainbow."

(WHERE'S THAT RAINBOW)

TIME 2:45

CLOSING:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest: Reach for a Lucky instead of a sweet. Thank you.

TIME 1:00

AGENCY/LEH

2/1/29

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA^F, New York City

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

FEBRUARY 9, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Sometimes I'm Happy" and "~~Alexander's Ragtime Band~~" *Lady, Love*

(SOMETIMES I'M HAPPY)

(~~ALEXANDER'S RAGTIME BAND~~)

TIME 6:30

ANNOUNCER:

"Hawaiian Medley" and "I Can't Give You Anything But Love" by the Lucky Strike Dance Orchestra.

(HAWAIIAN MEDLEY)

(I CAN'T GIVE YOU ANYTHING BUT LOVE)

TIME 6:30

ANNOUNCER:

"The Merry Widow Waltz" and "Tales From Vienna Woods" by The Lucky Strike Dance Orchestra.

(THE MERRY WIDOW WALTZ)

(TALES FROM VIENNA WOODS)

TIME 7:00

ATX01 0261914

ANNOUNCER: The name of Vanderbilt is closely associated with the progress of American business. It stands for the ruggedness and determination of our pioneers. This family tradition is carried on today by Cornelius Vanderbilt, Jr. Mr. Vanderbilt's career calls for speed and action. Overweight would be a handicap, so he reaches for a Lucky instead of a sweet. Mr. Vanderbilt's message of Lucky Strike Cigarettes presents a helpful lesson to the men of America. He says: "There is a soothing quality in Luckies I enjoy, and they help lessen the tension that comes with the average business day. I find they are less irritating to the throat than any cigarette I have ever smoked. An athlete must keep fit, but so must the business man and I pass up the sweets and light a Lucky instead. In this way, I get the pleasure of a real good smoke in Luckies and do not have to worry about putting on any excess flesh."

Mr. Vanderbilt's advice points the way to those men who wish to be trim and fit. So we say: Reach for a Lucky instead of a sweet.

Time 1:00

Local announcement :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Me and The Man in the Moon" and "Old Man Sunshine"

(ME AND THE MAN IN THE MOON)

(OLD MAN SUNSHINE)

TIME 6:00

ANNOUNCER:

"Back In Your Own Back Yard" and "Let's Do It" by the Lucky Strike Dance Orchestra.

(BACK IN YOUR OWN BACK YARD)

(LET'S DO IT)

TIME 6:00

ATX01 0261915

ANNOUNCER:

You have just danced to the strains of "Let's Do It." This delightful melody is now being sung by Miss Irene Bordoni in her current Broadway success "Paris". Miss Bordoni is a charming theatrical favorite both here and in her native France. Like Anna Held she just can't make her eyes behave. So she well knows the value of a trim, slender figure and the importance of reaching for a Lucky instead of a sweet. She refuses to eat between meals or to nibble fattening sweets - she prefers the toasted flavor of Lucky Strike. The women of America will welcome Irene Bordoni's advice about Lucky Strike Cigarettes. Miss Bordoni says:

"Non, non - sweets are not for me - I smoke a Lucky to keep petite. I cannot afford to eat the French pastries that my countrymen know so well how to make. What would my public think if La Bordoni were no longer slim and petite. So, I smoke my favorite Lucky Strike, with its delightful toasted flavor. It rests my tired nerves after the play - it never irritates my throat - and, it always makes me very happy."

As women well know, Miss Bordoni's message follows the dictates of health and fashion. So we say: Reach for a Lucky instead of a sweet.

Time 1:00

LOCAL ANNOUNCEMENT:

:30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Varsity Drag" and "~~Lady Be Good~~". *Alvarado's Rag Time Band*

(VARSIITY DRAG: LADY BE GOOD)

Time 6:00

Alvarado's Rag Time Band

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Let Me Call You Sweetheart" and "Sweethearts".

(LET ME CALL YOU SWEETHEART: SWEETHEARTS)

Time 7:30

ANNOUNCER:

"When The Midnight Choo Choo Leaves for Alabam" and "Rings On My Fingers" by the Lucky Strike Dance Orchestra.

(WHEN THE MIDNIGHT CHOO CHOO LEAVES FOR ALABAM: RINGS ON MY FINGERS)

Time 5:30

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This surely confirms the public's confidence in the superiority of Lucky Strikes."

The Lucky Strike Dance Orchestra renders "Song Of the Vagabond"
(SONG OF THE VAGABOND)

Time 3:00

CLOSING:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes.

ATX01 0261917

You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra
in the tunes that made Broadway, Broadway. Again, may I suggest:
Reach for a Lucky instead of a sweet. Thank you. Time 1:00

RELATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock
Eastern Standard Time.

AGENCY/MH/CK
2/8/29

ATX01 0261918

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M.

FEBRUARY 16, 1929.

SATURDAY.

OPENING: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance - may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Magnolia" and "Everybody Step".

(MAGNOLIA)
(EVERYBODY STEP)

TIME: 6:00

ANNOUNCER:

"When Summer Is Gone" and "You're the Cream in My Coffee" by the Lucky Strike Dance Orchestra.

(WHEN SUMMER IS GONE)
(YOU'RE THE CREAM IN MY COFFEE)

TIME: 6:00

ANNOUNCER:

"Jolly Fellows" and "Chinese Lullaby" by the Lucky Strike Dance Orchestra.

(JOLLY FELLOWS)
(CHINESE LULLABY)

TIME: 6:30:

ATX01 0261919

ANNOUNCER:

It's good to smoke Luckies because their wonderful flavor cannot be duplicated by any cigarette not subjected to our special secret process of toasting. It's good to smoke Luckies because they are less irritating to your throat, as testified by 20, 679 physicians. It's good to "Reach for a Lucky instead of a sweet" as a way to keep trim and fit.

Major H.O.D. Segrave, gallant English auto racer, who will soon attempt to set a new world's record has this to say about Lucky Strike Cigarettes:

"I reach for a Lucky instead of a sweet. I want to keep trim and fit. I want to feel the glow of pep and health at all times - the thought of excess weight really frightens me. I welcome a Lucky instead of sweets and things that would make me soft".

Major Segraves' advice indicates a sensible method to men who are careful of their weight. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Bright Eyes" and "The Doll Dance".

(BRIGHT EYES)A
(THE DOLL DANCE)

TIME: 6:30.

ANNOUNCER:

"Black Bottom" and "Robert E. Lee" by the Lucky Strike Dance Orchestra.

(BLACK BOTTOM)
(ROBERT E. LEE)

TIME: 6:00

ANNOUNCER:

It takes three years to produce Lucky Strike's flavor. This unrivaled cigarette is a blend of finest tobaccos from each of three consecutive growths - the cream of the crop. Then comes the secret toasting process - purifying the tobacco and adding a touch of nut-sweet flavor - appetizing, delicious, different - the earmark of the world's most popular cigarette.

Miss Mary Nash, the charming actress who is now touring the principal cities in the comedy success "The Command to Love" has this to say about Lucky Strike Cigarettes:

"Overweight has always been taboo among the women of the stage. It is a handicap which is detrimental to our art by endangering charm and health. We prize our trim, slender figures. Therefore, I refuse to eat between meals or to nibble fattening sweets - I reach for a Lucky when sweets threaten my slenderness. Lucky Strikes are good for me because toasting takes out the impurities which might irritate my throat. Toasting also gives me the cigarette flavor I love".

Thousands of American women are now practising what Miss Nash advises of Lucky Strike Cigarettes. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer "Look for the Silver Lining", and "Louisiana".

(LOOK FOR THE SILVER LINING)
(LOUISIANA)

TIME:

ATX01 0261921

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past
eleven o'clock, Eastern Standard Time.

AGENCY

ERT

2-16-29

NOTE TO ANNOUNCER:--There will now be a brief pause in the Lucky Strike program for station announcements; "THIS IS WEAF NEW YORK CITY.

TIME: () () ()

LUCKY STRIKE

()-()
10:00-11:00PM

FEBRUARY 23, 1929

SATURDAY

OPENING: THEME tune--one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:-- Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest--Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Chicago" and "Do Do Do".

(CHICAGO)

(DO DO DO)

TIME: (6:00)

ANNOUNCER: -- "INDIAN LOVE CALL" and "I'M IN LOVE AGAIN" by the Lucky Strike Dance Orchestra.

(INDIAN LOVE CALL)

(I'M IN LOVE AGAIN)

(TIME: 6:00)

ANNOUNCER: --A "Gilbert and Sullivan Waltz Revue" by the Lucky Strike Dance Orchestra (Wandering Minstrel, Little Buttercup, Tit-Willo, Flowers that Bloom in the Spring.)

(GILBERT AND SULLIVAN WALTZ REVUE)

(TIME 7:00)

ATX01 0261923

ANNOUNCER:-- It's good to smoke Luckies. Lucky Strike represents a milestone in the progress of cigarette manufacture. The toasting process makes Lucky Strikes unique. No other cigarette enjoys this secret heat treatment which removes ^{impurities} and irritants. "It's Toasted" produces a flavor beyond comparison and assures the smoker the maximum of delightful smoking pleasure and comfort.

We now have the pleasure of reading a Radiogram from a man who now is, and I am sure that we are all glad that he is, under more comfortable conditions than when we last heard from him. Captain Manning en route to New York on the S.S. America, sent the following Radiogram this last Thursday.

"Luckies are on the captain's table this trip and everyone enjoys their toasted flavor. Fortunately, we are having a less eventful crossing this time, but we find that toasted flavor just as delightful as in the stirring moments of the Florida rescue. From engine room to bridge we hear "It's good to smoke Luckies", eastbound or westbound, fair weather or foul. Again I say: - Reach for a Lucky instead of a sweet."

(Signed) Manning.

Captain Manning's Radiogram contains sound advice. So why not: Reach for a Lucky instead of a sweet. TIME 1:00

(LOCAL ANNOUNCEMENT)

TIME :30

ANNOUNCER: B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Bye Bye Blackbird" and "They Wouldn't Believe Me".

(BYE BYE BLACKBIRD)

(THEY WOULDN'T BELIEVE ME)

TIME 6:30

ANNOUNCER: "St. Louis Blues" and "Say it With Music" by the Lucky Strike Dance Orchestra.

ATX01 0261924

(ST LOUIS BLUES)

(SAY IT WITH MUSIC)

(TIME--6:00)

ANNOUNCER:-- Lucky Strike is a blend of the choicest tobaccos, ~~mat~~ matured by nature, abounding in fragrant aroma and bursting into delicious, satisfying flavor when toasted for 45 minutes. "It's Toasted", a distinctive, secret process, makes Lucky Strike the cigarette of distinction.

Miss Irene Franklin, the delightful star of song and comedy, has this to ^{say} ~~say~~ about Lucky Strike Cigarettes.

"I love Luckies--they're good to me. They keep me from over-indulging in fattening things. Whenever I crave a sweet, I light a Lucky instead-that's my way to slenderize. Also, I have found Luckies so kind to my throat. It's the toasted tobaccos which appeal to my appetite and which are free from irritants. No wonder I love Luckies."

The women of America will find a beneficial lesson in Miss Franklin's advice ^{of} ~~of~~ Lucky Strike Cigarettes. So why not: Reach for a Lucky instead of a sweet.

(TIME:-1:00)

LOCAL ANNOUNCEMENT

(TIME-:30)

ANNOUNCER:-- B. A. Rolfe and his Lucky Strike Dance Orchestra offer "DINAH" and "OH MISS HANNAH".

(DINAH)

)OH MISS HANNAH)

TIME: (6:00)

ANNOUNCER:-- The Lucky Strike Dance Orchestra plays "HAWAIIAN DREAMS" and "HONOLULU MOON".

ATX01 0261925

(HAWAIIAN DREAMS)

(HONOLULU MOON)

(TIME: 6:00)

ANNOUNCER: -- "STUMBLING" and "GEORGIA" by the Lucky Strike Dance Orchestra.

(STUMBLING)

(GEORGIA)

TIME--6:00

ANNOUNCER:-- Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This surely confirms the public's confidence in the superiority of Lucky Strike".

The Lucky Strike Dance Orchestra renders "I'm BRINGING A RED RED ROSE" and "MAKIN' WHOOPÉE". These selections are played by special permission of the copyright owners.
(I'M BRINGING A RED RED ROSE)

(MAKIN' WHOOPÉE)

(TIME:-5:30)

ANNOUNCER:-- Theme tune--one chorus of "THIS IS MY LUCKY DAY" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: --This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest--"Reach for a Lucky instead of a sweet. It's good to smoke Luckies". Thank you.

(Time:-1:00)

ATX01 0261926

STATION ANNOUNCER:

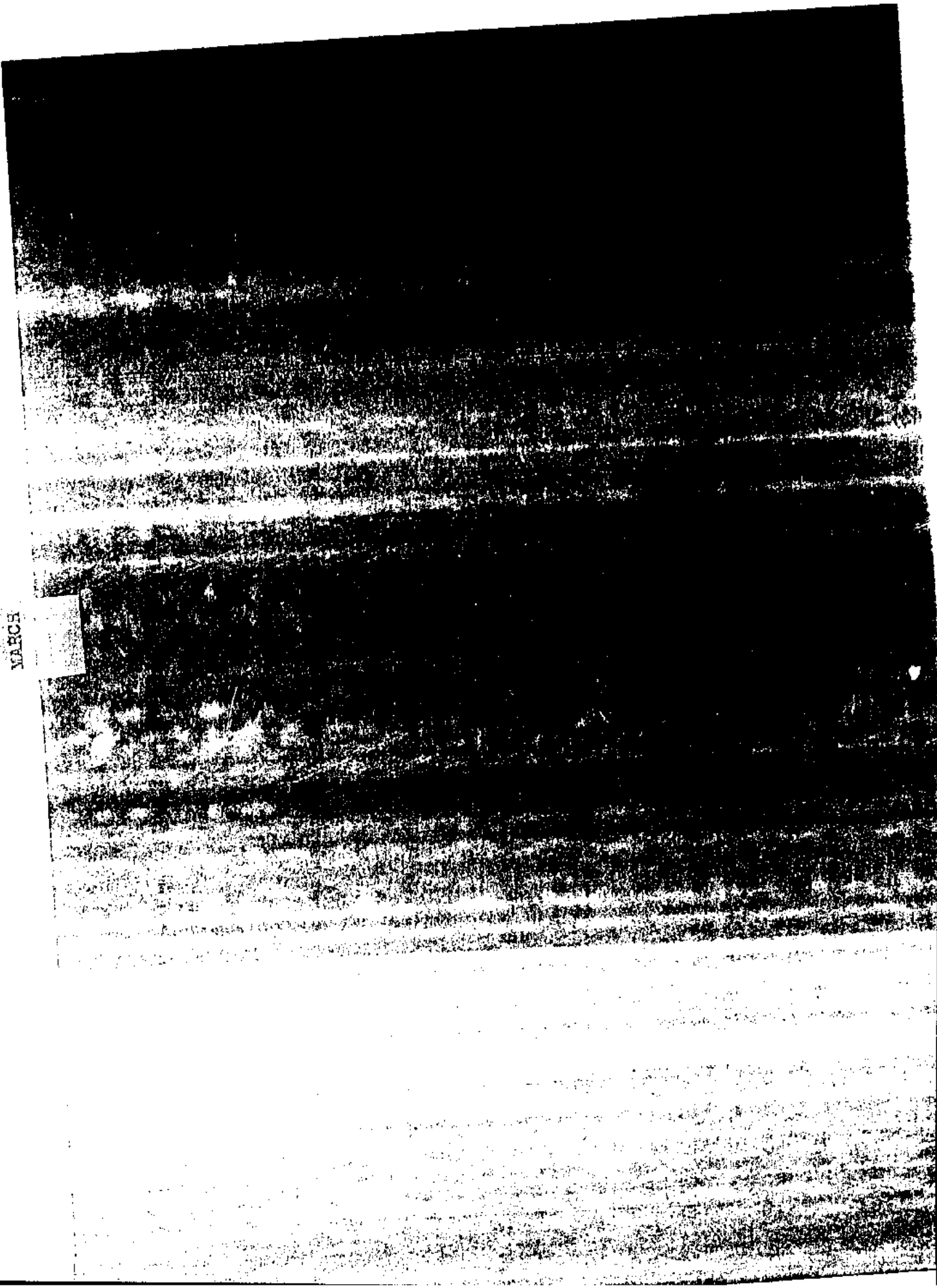
It is now _____ minutes and _____ seconds past
eleven o'clock, Eastern Standard Time.

Agency/VW
2/21/29

LUCKY STRIKE

ATX01 0261927

MARCH



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

MARCH 2, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Sometimes I'm Happy" and "You're a Real Sweetheart"

(SOMETIMES I'M HAPPY)

(YOU'RE A REAL SWEETHEART)

Time 5:30

ANNOUNCER:

"Lonesome In The Moonlight" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(LONESOME IN THE MOONLIGHT)

(HALLELUJAH)

Time 5:15

ANNOUNCER:

"Romona" and "Chiquita" by the Lucky Strike Dance Orchestra.

(ROMONA)

(CHIQUITA)

Time 6:30

ATX01 0261929

ANNOUNCER:

It's good to smoke Luckies. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority.

Leonhard Seppala, winner of the 1929 Quebec Dog Derby, and whose famous rush across the Alaskan snows with a supply of serum several years ago excited the attention and applause of every man and woman, says:

"It's good to smoke Luckies because their wonderful flavor cannot be duplicated by any cigarette which is not subjected to that special secret process of toasting. It's good to smoke Luckies because they are less irritating to the throat as 20,679 physicians have testified. It's good to "Reach for a Lucky instead of a sweet" as a way to keep trim and fit. I know because I smoke Luckies myself. I recommend them to my friends - I enjoy their toasted flavor."

The message of Leonhard Seppala, a rugged man of the great outdoors, is welcome advice to those men and women who keep trim and fit. So why not; Reach for a Lucky instead of a Sweet.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Tea for Two" and "That Precious Little Thing Called Love."

(TEA FOR TWO)

(THAT PRECIOUS LITTLE THING CALLED LOVE)

TIME 5:45

ATX01 0261930

ANNOUNCER:

"Just a Night for Meditation" and "Happy Go Lucky Lane" by the Lucky Strike Dance Orchestra.

(JUST A NIGHT FOR MEDITATION)

(HAPPY GO LUCKY LANE)

TIME 5:30

ANNOUNCER:

No cigarette approaches the quality of Lucky Strike because no other cigarette enjoys the toasting process. This exclusive heat treatment has earned the approval of 20,679 doctors who say Luckies are less irritating than other cigarettes. Since impurities are removed, "It's Toasted" is your guarantee of the distinctive merit of Lucky Strike.

Last week witnessed in New York the premier performance of "The Iron Mask", the latest screen triumph of Douglas Fairbanks. America's motion picture favorite has just sent us the following wire. *from Douglas Fairbanks*

"Am very gratified New York accorded "Iron Mask" such a great reception. Tell everybody that here on location I enjoy the fragrance of my toasted Luckies as I do when I am in New York."

Of Lucky Strike Cigarettes, Douglas Fairbanks has this to say:

"I get more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."

Douglas Fairbanks is representative of the American type of manhood, healthy, virile and peppy. TIME 1:00

LOCAL ANNOUNCEMENT

3:30

ATX01 0261931

ANNOUNCER:

Should you sit out a dance, may I sug-est, "Reach for a Lucky instead of a sweet" E. A. Telfe and his Lucky Strike Dance Orchestra offer a medley of Harry Louder's songs.

(MEDLEY OF HARRY LAUDER'S SONGS)

TIME 5:30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "~~Indiana Moon~~" and "Always"

(INDIANA MOON)

(ALWAYS)

TIME 6:30

ANNOUNCER:

"Don't Keep Me In the Dark, Bright Eyes" and "We Love It" by the Lucky Strike Dance Orchestra.

(DON'T KEEP ME IN THE DARK BRIGHT EYES)

(WE LOVE IT)

TIME 5:45

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. Lucky Strike Cigarettes are toasted. This exclusive process added to the finest tobaccos improves the flavor and removes impurities, making Lucky Strike the world's greatest quality cigarette."

The Lucky Strike Dance Orchestra renders "Venetian Moon" and "Cigarette"

(VENETIAN MOON)

(CIGARETTE)

TIME 6:00

ATX01 0261932

ANNOUNCER:

"Valencia" by the Lucky Strike Dance Orchestra.

(VALENCIA)

TIME 3:00

ANNOUNCER:

Thank you - one chorus of "This Is My Lucky Day"
with me at the end. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have
heard E. A. Rolfe and his Lucky Strike Dance Orchestra in the
tunes that made Broadway, Broadway. Again, may I suggest -
"Reach for a Lucky instead of a sweet. It's good to smoke
Luckies." Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past
eleven o'clock, Eastern Standard Time.

AGENCY NAME

3/1/29

ATX01 0261933

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAF, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

MARCH 9, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a Sweet.

The Lucky Strike Dance Orchestra opens with "Dark Town Strutters Ball" and "Georgia Camp Meeting."

(DARK TOWN STRUTTERS BALL)

(GEORGIA CAMP MEETING)

TIME: 4:15

ANNOUNCER:

It's like it
"Who" and "~~You Ought to Hear Olaf Laugh~~" by the Lucky Strike Dance Orchestra.

(WHO)

(YOU OUGHT TO HEAR OLAF LAUGH)

TIME: 6:30

ANNOUNCER:

"Barcarole" and "La Golondrina" by the Lucky Strike Dance Orchestra.

(BARCAROLE)

(LA GOLONDRINA)

TIME: 7:30

ATX01 0261934

ANNOUNCER:

It's good to smoke Luckies. It's the extra, secret toasting process - applied to the finest tobacco used in cigarettes - that gives Lucky Strikes their publicly recognized superiority. Millions of men and women in all walks of life agree with the thousands of physicians who have gone on record as saying that Luckies - because of the purifying effect of toasting - are less irritating to the throat.

Howard Chandler Christy, noted portrait painter and creator of the famous "Christy Girl" - she of the trim, slender figure - has this to say about Lucky Strike Cigarettes.

"To keep fit and not over-indulge ~~in fattening foods~~, I light a Lucky Strike whenever I crave sweets and I find that toasting, by removing the irritants; protects my throat from irritation."

Howard Chandler Christy's advice illustrates a sensible method to those men who wish to avoid over-weight. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A.Rolfe and his Lucky Strike Dance Orchestra continue with "Ting-A-Ling" and "If I Had You."

(TING-A-LING)

(IF I HAD YOU)

TIME: 6:45

ANNOUNCER:

Dallas Blues
"Memphis Blues" and "Button Up Your Overcoat" by the Lucky Strike Dance Orchestra.

Dallas Blues
(MEMPHIS BLUES)

(BUTTON UP YOUR OVERCOAT)

TIME: 6:00

ANNOUNCER:

The famous toasting process applied to the fine tobaccos specially selected and blended for Lucky Strike Cigarettes can be, and is, imitated - but it cannot be duplicated. It is an extra, secret process. It gives the fine flavor peculiar to Luckies - and removes impurities irritating to the throat. The universally recognized superiority of Lucky Strikes has made them the world's favorite smoke.

Miss Evelyn Herbert, the charming star of the current New York musical success "The New Moon" says:

"Flabbiness has no place on the modern theatrical stage. So I reach for a Lucky instead of a sweet. Luckies' toasted goodness is the sensible way of maintaining the trim, slender figure of health and fashion. Toasting is the secret process which removes all impurities from Lucky Strike Cigarettes. That's why I can always enjoy Luckies with no irritation to my throat."

Miss Herbert's advice on Lucky Strike Cigarettes will be well received by the women of America who have accepted the trim, slender figure of health and fashion. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer "California Here I Come" and "Raggin' The Scale".

(CALIFORNIA HERE I COME)

(RAGGIN' THE SCALE)

TIME: 5:15

ATX01 0261936

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "In The Good Old Summer Time," "Sweet Rosie O'Grady," "A Bicycle Built for Two" and "Neapolitan Street Song."

(IN THE GOOD OLD SUMMER TIME)

(SWEET ROSIE O'GRADY)

(A BICYCLE BUILT FOR TWO)

(NEAPOLITAN STREET SONG)

TIME: 7:30

ANNOUNCER:

"Running Wild" and "Bambalina" by the Lucky Strike Dance Orchestra.

(RUNNING WILD)

(BAMBALINA)

TIME: 5:45

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. Toasting is the exclusive heat treatment enjoyed by Lucky Strike. 'It's Toasted' stamps Lucky Strike the cigarette of quality, because this extra process develops the utmost in the flavor of the world's finest tobacco and at the same time removes impurities."

The Lucky Strike Dance Orchestra renders "Pickin' Cotton" and "~~It Ain't Gonna Rain No More.~~"

(PICKIN' COTTON)

(~~IT AIN'T GONNA RAIN NO MORE~~)

TIME: 5:15

Song of the Vagabonds

Song of the Vagabonds

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain: Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies." Thank you. TIME: 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Standard Time.

AGENCY/BM
3/8/29

ATX01 0261938

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

MARCH 16, 1929

SAURDAY

OPENING ANNOUNCEMENT:

Theme tune - One Chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "I Must Have That Man" and "When You're Walking With Your Sweetness Down Among the Sugar Cane."

(I MUST HAVE MAN)
(WHEN YOU'RE WALKING WITH YOUR SWEETNESS DOWN AMONG THE SUGAR CANE)
TIME - 6:30

ANNOUNCER:

"Dream Kisses" and "Dance of the Paper Dolls" by the Lucky Strike Dance Orchestra. Let us call your attention to the ring of the Musical glasses in "Dream Kisses".

(DREAM KISSES)
(DANCE OF THE PAPER DOLLS) - TIME 7:30

ANNOUNCER:

"O Sole Mio" and again the musical glasses in "Alice Blue Gown" by the Lucky Strike Dance Orchestra.

(O SOLE MIO)
(ALICE BLUE GOWN) (TIME 8:30)

ATX01 0261939

ANNOUNCER:

It's good to smoke Luckies. Lucky Strike, the choice of experts, is now the favorite of millions. Public testimony of those who keep trim and fit, and of 20,679 doctors, substantiate the benefits of the secret toasting process. The quality of Lucky Strike merits public approval as it won expert commendation.

We have received the following telegram from Major H.O.D.Segrave, the popular British sportsman, who established a new automobile speed record at Daytona Beach this week.

"Just broke world's record. Brought Golden Arrow to a stop and smoked a Lucky. Nothing ever tasted any better than that toasted flavor."

Major Segrave has also given us this message about Lucky Strike Cigarettes.

"Whirling along the ground at 231 miles per hour to a new world's record was a thrilling experience. It was speed in breath-taking fashion. When I finally brought "The Golden Arrow" to halt, the nerve let-down was terrific. But out came my pack of Lucky Strike and I soon was smoking in complete happiness. After the strain of my ride the toasted fragrance of Luckies was like a tonic. I reach for a Lucky instead of a sweet. I want to keep trim and fit."

The manufacturers of Lucky Strike Cigarettes congratulate Major Segrave on his brilliant performance.

ATX01 0261940

~~appreciate his advice. So why not: "Reach for a Lucky instead of
a sweet.~~

(TIME: 1:00)

(LOCAL ANNOUNCEMENT: :30)

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue
with "A Cup of Coffee, a Sandwich and You", and "Weary River".

(A CUP OF COFFEE A SANDWICH AND YOU)
(WEARY RIVER)-(TIME: 7:00)

ANNOUNCER:

"O Toasting of Cigarettes"
~~"I Must Have That Man" and "When You're Walking with Your~~

~~Sweetness Down Among the Sugar Cane".~~

(a melody of such songs)
~~(I MUST HAVE THAT MAN)~~

~~(WHEN YOU'RE WALKING WITH YOUR SWEETNESS DOWN AMONG THE SUGAR CANE)~~

(TIME: 6:30)

ANNOUNCER:

Toasting the finest tobaccos to improve their flavor and
remove impurities makes Lucky Strike a better cigarette. This great
advance in cigarette manufacture "It's Toasted" is a unique and
secret process. Only Luckies are toasted. That's why 20,679
doctors say Luckies are less irritating to the throat.

Sir Hubert Wilkins, the noted explorer, returned from his
Antarctic expedition on last Tuesday. Of Lucky Strike Cigarettes
he says:

"I first smoked Lucky Strikes during the war when some
of my American friends insisted that I try them. I immediately
liked their flavor and realized that toasting removed all irritants
since Luckies never cause throat irritation. Lucky Strike was my
constant companion on my Arctic flights and I take plenty of them
with me when I go into the Antarctic. Luckies are a great solace
when I am flying".

Sir Hubert Wilkins exemplifies the spirit and courage of the modern explorer who dares the unknown regions from the air.

(TIME: 1:00)

(LOCAL ANNOUNCEMENT: :30)

ANNOUNCER:

Should you sit out a dance, may I suggest: Reach for a Lucky instead of a sweet. B.A. Rolfe and his Lucky Strike Dance Orchestra offer "Too Busy" and "Me Too".

(TOO BUSY)
(ME TOO)-(TIME: 5:45)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Liebestraum" and "My Angeline".

LIEBESTRAUM)
(MY ANGELINE)-(TIME: _____)

ANNOUNCER:

"My Heart Stood Still" and "~~Parade of the Wooden Soldiers~~".

Oh (Carol)

(MY HEART STOOD STILL)
(~~PARADE OF THE WOODEN SOLDIERS~~) *(Oh (Carol))*

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. Toasting is an extra secret process of heat treatment used only in the manufacture of Lucky Strike Cigarettes. That is why the finest tobaccos in Luckies contain no irritants and possess a flavor which thrills the taste."

The Lucky Strike Dance Orchestra renders "Raggedy Ann" and "Down South".

(RAGGEDY ANN)
(DOWN SOUTH)-(TIME: 6:45)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolf and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies". Thank you.

(TIME: 1:00)

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Standard Time.

AGENCY

ERT

3-15-29

ATX01 0261943

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WPAF, New York City.

TIME: () - ()

LUCY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

MARCH 23, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

Hindustan

The Lucky Strike Dance Orchestra opens with "~~Hi-De-Ho~~" and the "~~Hi-De-Ho~~" I Want To Be Loved By You

~~XXXXXXXX~~ HINDUSTAN

~~XXXXXXXXXXXXXXXXXXXXXXXX~~ I WANT TO BE LOVED BY YOU

TIME: ~~5:45~~
5:45

ANNOUNCER:

"Lover Come Back To Me" and "Futuristic Rhythm" by the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)

(FUTURISTIC RHYTHM)

TIME: 7:45

ANNOUNCER:

"In The Shade of The Old Apple Tree" and "Daisies Won't Tell" by the Lucky Strike Dance Orchestra.

(IN THE SHADE OF THE OLD APPLE TREE)

(DAISIES WON'T TELL)

TIME 6:07

ATX01 0261944

ANNOUNCER:

It's good to smoke Luckies. Regardless of price, you actually get more in Lucky Strike than any other cigarette can offer. Its perfect blend of fine tobaccos gives pure smoking delight. Its exclusive, secret toasting process guarantees the tobaccos free from irritants and impurities.

Mickey Cochrane, the star catcher of the Philadelphia Athletics, has this to say of Lucky Strike Cigarettes.

"Spring training is going to be a cinch this year - I won't have to take off any weight. Instead of growing fat and flabby I'm going to be full of 'pep' because I lay off sweets and smoke Lucky Strikes. I'm strong for Luckies - they bat .400 in the cigarette league."

Those men and women who realize the importance of correct weight will find considerable merit in Mickey Cochrane's message of Lucky Strike Cigarettes. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with I'll Think Of You "~~and "The World Is Waiting For The Sunrise."~~"

~~XXXXXXXXXXXXXXXXXXXX~~ I'LL THINK OF YOU

(THE WORLD IS WAITING FOR THE SUNRISE)

TIME: 6:00

ANNOUNCER:

"Muddy Waters" and "One Step to Heaven" by the Lucky Strike Dance Orchestra.

(MUDDY WATERS)

(ONE STEP TO HEAVEN)

TIME: 5:30

ANNOUNCER:

The toasting process stamps Lucky Strike as the cigarette of quality. In addition to its fine tobaccos Lucky Strike enjoys an exclusive treatment by heat which removes impurities and ripens its flavor to full smoking satisfaction. That is why 20,679 doctors and prominent folk, from all walks of life, proclaim the merit of Lucky Strike.

Jim Bottomley, the popular first baseman of the St. Louis Cardinals, has given us the following message of Lucky Strike Cigarettes.

"I fan every time as far as sweets are concerned and instead I say 'Pass me a Lucky.' Toasting removes the bad things ~~from the~~ ~~ingredients~~ that cause throat irritation and cough so that you can smoke Luckies day in and day out without any fear of either."

Jim Bottomley's advice about Lucky Strike Cigarettes will be appreciated by those men and women whose activities demand physical fitness. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

LOCAL ANNOUNCEMENT: :30

ANNOUNCER:

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "~~Excitant~~ ~~For Be Moved By You~~" and "~~Winehouse~~" "Jingle Bells Medley" and "Lindy"

~~WINEHOUSE~~ JINGLE BELLS MEDLEY

4:15

~~ANNOUNCER~~ LINDY

TIME: ~~5:45~~

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "The Lullaby" and "A Kiss In The Dark".

(THE LULLABY)

(A KISS IN THE DARK)

TIME: 6:30

ANNOUNCER:

"Dusky Stevedore" and "Mary Lou" by the Lucky Strike Dance Orchestra.

(DUSKY STEVEDORE)

(MARY LOU)

TIME: 6:00

The Lucky Strike Dance Orchestra plays "To Know You Is To Love You"

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. The famous toasting process is the exclusive Lucky Strike heat treatment. This purifies Luckies of all irritants and at the same time adds a final dash of flavor to give Lucky Strike its unique fragrance which is so delightful."

The Lucky Strike Dance Orchestra renders "Steamboat Bill" and "Waiting For The Robert E. Lee."

(STEAMBOAT BILL)

(WAITING FOR THE ROBERT E. LEE)

TIME: 6:00

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies." Thank you.

TIME: 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

AGENCY/BM 3/22/29

ATX01 0261947

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M.

MARCH 30, 1929.

SATURDAY.

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

That Precision Peter King Called For

The Lucky Strike Dance Orchestra opens with ~~"Hello Frisco"~~ and "Hello Sweetie".

~~(HELLO FRISCO)~~
~~(HELLO SWEETIE)~~

TIME: 6:45.

ANNOUNCER:

"Dream Mother" and "My Suppressed Desire" by the Lucky Strike Dance Orchestra.

~~(DREAM MOTHER)~~
~~(MY SUPPRESSED DESIRE)~~

TIME: 6:00

ANNOUNCER:

"Till We Meet Again" and "On the Banks of the Wabash" by the Lucky Strike Dance Orchestra.

~~(TILL WE MEET AGAIN)~~
~~(ON THE BANKS OF THE WABASH)~~

TIME: 7:30

ATX01 0261948

ANNOUNCER:

It's good to smoke Luckies. Important discoveries in connection with the application of heat to finest tobaccos form the basis of a secret, extra process in the manufacture of Lucky Strike - "It's Toasted". Toasting contributes materially to the delightful flavor of Luckies and at the same time removes acrid substances and irritants, as 20,679 physicians have testified.

George Jessel, popular comedy star, whose new motion picture success "Lucky Boy" is delighting thousands, has given us this message of Lucky Strike Cigarettes:

"Lucky Boy" is a good title for my latest picture - I've been smoking Luckies for years. No one can say I'm flabby around my equator. I certainly can't speak as a doctor, but as a layman, I believe it is true that excessive use of sweets tends to produce fat ~~and that moderate use of tobacco reduces the desire for sweets.~~ Whenever I crave sweets, I light a Lucky instead - that toasted flavor can't be beat. Every day is a Lucky day for this Lucky Boy".

George Jessel's advice about Lucky Strike cigarettes will show the way to those men who desire the glow of health which comes with correct weight. So why not: "Reach for a Lucky instead of a sweet".

TIME: 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with ~~"That Precious Little Thing Called Love"~~ ^{*Hello Gypsy*} and "Tell Me Little Gypsy".

(~~THAT PRECIOUS LITTLE THING CALLED LOVE~~) *Hello Gypsy*
(TELL ME PRETTY GYPSY)

TIME: 5:45

ATX01 0261949

ANNOUNCER:

"Nightmare" and "I Wanna Be Bad" by the Lucky Strike
Dance Orchestra.

(NIGHTMARE)
(I WANNA BE BAD)

TIME: 6:30.

ANNOUNCER:

Only the finest tobacco is used in Lucky Strike Cigarettes. Leaders of sport, art and fashion testify to the improved flavor. 20,679 physicians say toasting does in fact make Luckies less irritating to the throat. And the public confirms these opinions. Increase in sales, greater than all other cigarettes combined, prove world-wide confidence in Lucky Strike.

Miss Vivian Hart, the charming featured actress of the musical comedy hit "Good Boy", speaking of Lucky Strike Cigarettes, says:

"I can smoke all the Luckies I choose, and get their soothing, relaxing pleasure, but never any irritation to my throat. Also I've adopted the advice "Reach for a Lucky instead of a sweet" as a most pleasant, sensible way of keeping slender".

The trim, slender figure is the modern vogue and in Vivian Hart's message of Lucky Strike Cigarettes the women of America are shown a simple method of retaining fashionable slenderness. So why not: Reach for a Lucky instead of a sweet.

TIME: 1:00

Local Announcement; :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer
"Nola" and "Canadian Capers".

(NOLA)
(CANADIAN CA PERS)

TIME: 5:30

ATX01 0261950

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hawaiian Medley"

(HAWAIIAN MEDLEY)

TIME: 6:00

ANNOUNCER:

"I'm Bringing a Red Red Rose" and "Making Whoopee" by the
Lucky Strike Dance Orchestra.

(I'M BRINGING A RED RED ROSE)
(MAKING WHOOPEE)

TIME: 6:00

ANNOUNCER:

Before announcing the next number, the manufacturers of
Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in cigar-
ette smoking to the improvement in the process of Cigarette manu-
facture by the application of heat. "It's Toasted" is more than
a slogan. It indicates the exclusive heat treatment used in the
manufacture of Lucky Strike Cigarettes. This is your guarantee
that by scientific means the irritants have been removed from
Luckies. This same process seals in the famous toasted flavor
which makes Lucky Strike so fragrantly distinctive".

The Lucky Strike Dance Orchestra renders an "Old Time
Medley".

(OLD TIME MEDLEY)

My Gal's a High Born Lady
~~Seeing Nellie Home~~
~~Hi Ho Dixie~~
Creole Bell
There'll be a Hot Time in the Old Town Tonight.
Dixie

TIME: 5:00

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

ANNOUNCER:

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies". Thank you.

TIME: 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Standard Time.

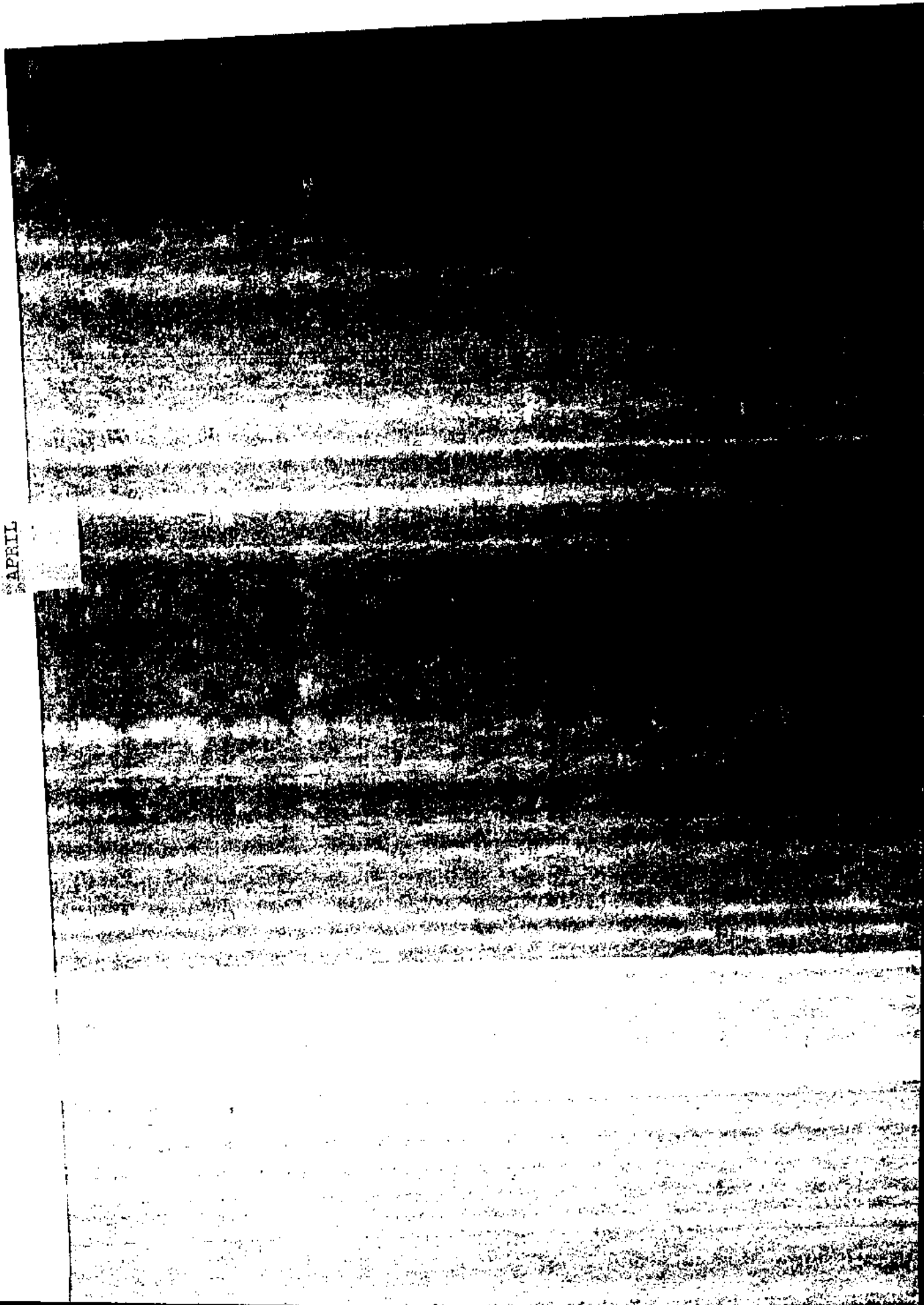
AGENCY

ERT

3-29-29

ATX01 0261952

APRIL



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

APRIL 6, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Annabelle Lee" and Button Up Your Overcoat".

(ANNABELLE LEE)

(BUTTON UP YOUR OVERCOAT)

TIME 7:00

ANNOUNCER:

"I'll Get By" and "Hot Lips" by the Lucky Strike Dance Orchestra.

(I'LL GET BY)

(HOT LIPS)

TIME 5:00

ANNOUNCER:

"Roses of Picardy" and "So Blue" by the Lucky Strike Dance Orchestra.

(ROSES OF PICARDY)

(SO BLUE)

TIME 5:45

ATX01 0261954

ANNOUNCER:

It's good to smoke Luckies. Broad, international preference for Lucky Strike proves its superb quality. Men and women in all walks of life, who can and do pay any price for the things they really want, who must protect their figures, must guard their throats against the irritants found in untoasted tobaccos, physicians, captains of industry, men of action on sea and land, join in this tribute to quality.

Joe Humphreys, America's beloved sports announcer, in choosing Lucky Strike as his favorite cigarette, says - "When you try to compare the kick and pleasure of a Lucky Strike to the best sweet made, it's simply no contest - the sweet hasn't a chance. I've introduced many a sweet fighter but never knew one of them that could keep in trim by indulging in sweets. After I've done my bit in the ring and climb down to the press table, I always reach for a Lucky and sit back to enjoy the bout. It is a knock-out. The winner and still champion - Lucky Strikes."

There's sensible advice for the men of America in Joe Humphreys' message about Lucky Strike Cigarettes. Physical fitness quickly disappears before the temptation of fattening sweets. Therefore the manufacturers of Lucky Strike Cigarettes advocate: Reach for a Lucky instead of a sweet.

TIME 1:00

(LOCAL ANNOUNCEMENT)

:30

ANNOUNCER:

E. A. Rolfe and his Lucky Strike Dance Orchestra continue with "My Blue Ridge Mountain Home" and "Rose of Washington Square".

(MY BLUE RIDGE MOUNTAIN HOME)

(ROSE OF WASHINGTON SQUARE)

TIME 5:15

ANNOUNCER:

"I Ain't Got Nobody" and "Lucky Star" by the Lucky Strike
Dance Orchestra.

(I AIN'T GOT NOBODY)

(LUCKY STAR)

TIME 6:45

ANNOUNCER:

Pasteurization, the famous process of heat treatment, has been considered a scientific boon to mankind. Toasting, which is a comparable heat treatment, removes impurities from tobacco. This secret process employed only in the manufacture of Lucky Strike, makes it the cigarette of quality and distinction.

Toasting is the reason for the widespread preference of Luckies in all walks of life.

Fannie Ward, who has earned the title of "the eternal flapper" says that Lucky Strike Cigarettes have helped her to retain her youthful appearance. She explains this in the following message: "Reach for a Lucky and not for a sweet -" That's been my policy ever since Luckies started - my way of retaining the figure I need, to be known as the ever-youthful Fannie Ward. So I say to you women who want to cheat Time, as I have done, 'reach for a Lucky and not for a sweet.'

"That's not self-denial - it's substitution of a greater pleasure for a less. But it must be Luckies if you are to have the greatest smoking delight - and no throat irritation."

The women of America who are interested in fashionable slenderness will appreciate the wisdom of Fannie Ward's advice about Lucky Strike Cigarettes. Fattening sweets have no place in the current vogue of the slender figure. Therefore the manufacturers of Lucky Strike Cigarettes advocate: Reach for a Lucky instead of a sweet.

TIME 1:00

ATX01 0261956

(LOCAL ANNOUNCEMENT)

:30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Say It With Music" and "Lucky In Love".

(SAY IT WITH MUSIC)

(LUCKY IN LOVE)

TIME 6:00

ANNOUNCER:

The Lucky Strike Dance Orchestra plays a "Gilbert & Sullivan Waltz Revue".

(GILBERT & SULLIVAN WALTZ REVUE)

TIME 6:15

ANNOUNCER:

"Dinah" and "Oh Miss Hannah" by the Lucky Strike Dance Orchestra.

(DINAH)

(OH MISS HANNAH)

TIME 6:00

ANNOUNCER:

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. That's why, toasting, the secret heat treatment and an exclusive process, is constantly making new friends for Lucky Strike. Toasted tobaccos are rid of irritating impurities. Then, too, toasting develops the finest flavor - and seals it in perfectly."

The Lucky Strike Dance Orchestra renders "Yoo-Hoo" and "The Riff Song".

(YOO-HOO)

(THE RIFF SONG)

TIME 5:15

ATX01 0261957

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

APRIL 15, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with ~~"I'm Just Wild About Harry"~~ *Weakness how* and "Fidgety Feet."

~~(I'M JUST WILD ABOUT HARRY)~~ *Shall not weakness how*

(FIDGETY FEET)

TIME 5:45

"I'll See You In My Dreams" and "Fascinating Rhythm" by the Lucky Strike Dance Orchestra.

(I'LL SEE YOU IN MY DREAMS)

(FASCINATING RHYTHM)

TIME 6:00

"Beautiful Lady" and "Heidelberg" by the Lucky Strike Dance Orchestra.

(BEAUTIFUL LADY)

(HEIDELBERG)

TIME 7:00

It's good to smoke Luckies. Today Lucky Strike enjoys the finest expression of public approval. With increasing rapidity it is becoming the favorite of millions of smokers.

ATX01 0261958

This is tribute, indeed, to Lucky Strike whose tobaccos are carefully chosen and blended by experts, whose secret toasting process, in the words of 20,679 doctors, make it less irritating to the throat.

Al Jolson, the famous star of comedy and song, whose talking pictures are delighting thousands, in adopting Lucky Strike as his favorite cigarette, gives us this typical message.

"There's one great thing about the toasted flavor - it surely satisfies the craving for sweets. That's how I always keep in good shape and always feel peppy - I light a Lucky and go light on the sweets. Toasting kills off the irritants, so my voice is as clear as a bell in every scene. Folks, let me tell you, the good old flavor of Luckies is as sweet and soothing as the best "Mammy" song ever written. Honest, when it comes to Luckies, you ain't heard anything yet."

Al Jolson's advice about Lucky Strike Cigarettes will ring true to the man of America. Fattening sweets destroy the correct weight necessary for physical fitness. Therefore, the manufacturers of Lucky Strike Cigarettes advocate: Reach for a Lucky instead of a sweet.

TIME 1:00

LOCAL ANNOUNCEMENT :30

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Lonesome and Sorry" and "One Alone"

(LONESOME AND SORRY)

(ONE ALONE)

TIME 6:15

Pompano
"Chloe" and "~~A Room With a View~~" by the Lucky Strike Dance Orchestra.

(CHLOE)

(~~A ROOM WITH A VIEW~~)

TIME 6:30

~~"That's My Weakness Now"~~ and "Lazy" by the Lucky Strike

Dance Orchestra.

(THAT'S MY WEAKNESS NOW)

(LAZY)

TIME 5:30

Before announcing the next number, the manufacturers of Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of cigarette manufacture by the application of heat. 'It's Toasted' is the sign of the exclusive heat treatment used in the manufacture of Lucky Strike. 'It's Toasted' means that impurities are gone from the tobacco. 'It's Toasted' also adds that extra touch of splendid flavor which makes Lucky Strike so delightful to the taste."

The Lucky Strike Dance Orchestra renders "Love Nest" and "~~Pomponola~~". *In Just Used About Harry*

(LOVE NEST)

(POMPONOLA)

TIME 5:45

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies." Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past

eleven o'clock, Eastern Standard Time.

ATX01 0261960

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again, may I suggest - "Reach for a Lucky instead of a sweet. It's good to smoke Luckies." Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Standard Time.

AGENCY
EJR
4/5/29

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

APRIL 20, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

John R. Rolfe
The Lucky Strike Dance Orchestra opens with ~~"She's a Great Great Gal"~~ ^{Whisper} and "Last Night on the Back Porch."

(~~SHE'S A GREAT GREAT GAL~~) *Whisper*

(LAST NIGHT ON THE BACK PORCH)

TIME 5:00

ANNOUNCER:

"Why Do I Love You" and "Sweet Georgia Brown" by the Lucky Strike Dance Orchestra.

(WHY DO I LOVE YOU)

(SWEET GEORGIA BROWN)

TIME 6:45

ANNOUNCER:

"Will You Remember" and "I'm Falling In Love with Someone" by the Lucky Strike Dance Orchestra.

(WILL YOU REMEMBER)

(I'M FALLING IN LOVE WITH SOMEONE)

TIME 7:00

ATX01 0261962

ANNOUNCER:

It's good to smoke Luckies. This is expressive of the thought of millions of smokers the world over. Luckies are made from the finest of fine tobaccos and Luckies alone are toasted. 29,679 doctors state that the toasting process (the greatest forward step in cigarette manufacture in recent years) removes impurities. Then, too, it adds to the flavor and prevents throat irritation.

William Brady, the noted theatrical producer and former manager of champion fighters, smokes ~~nothing but~~ Lucky Strike and here is the reason in his own words.

"Since the olden days when I managed James J. Corbett and James J. Jeffries, both world's heavyweight champions, I've warned against eating between meals. 'What's the substitute?' people ask. I reply 'Light a Lucky whenever you crave the fat-makers'."

Williams Brady's message about Lucky Strike Cigarettes is impressive advice to the men of America. Those who keep trim and fit are wary of fattening sweets. Therefore, the manufacturers of Lucky Strike Cigarettes advocate: Reach for a Lucky instead of a sweet.

Time 1:00

Local announcement :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Sam, The Old Accordion Man" and "Among My Souvenirs".

(SAM THE OLD ACCORDION MAN)

(AMONG MY SOUVENIRS)

Time 6:30

ANNOUNCER:

"~~Lazy Level Loungers~~" and "San" by the Lucky Strike
Dance Orchestra.

(~~LAZY LEVEL LOUNGERS~~)

(SAN)

TIME 5:00

ANNOUNCER:

It takes three years to produce Lucky Strike's flavor. This unrivaled cigarette is a blend of finest tobaccos from each of three consecutive growths - the cream of the crop. Then comes the secret toasting process - purifying the tobacco and adding a touch of nut-sweet flavor - appetizing, delicious, different - the ear-mark of the world's most popular cigarette.

Constance Talmadge, the charming motion picture star, chooses Lucky Strike as her favorite cigarette and says -

"Everybody around the movie studios smokes Lucky Strike. I'm happy to say that I'm no exception. If I were I'd be missing a lot. , Luckies are my favorite cigarette and I use no other. The toasted flavor is wonderful and I get loads of enjoyment from these fine cigarettes. Light a Lucky and you'll never miss sweets that make you fat."

The women of America will find much of interest in Constance Talmadge's advice about Lucky Strike Cigarettes. Fashion dictates the trim, slender figure and taboos fattening sweets. Therefore, the manufacturers of Lucky Strike Cigarettes advocate: "Reach for a Lucky instead of a Sweet."

TIME 1:00

LOCAL ANNOUNCEMENT 930

ATX01 0261964

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"Dance Little Lady" and "Old Man River."

(DANCE LITTLE LADY)

(OLD MAN RIVER)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Carolina Moon"
and "Avalon Town"

(CAROLINE MOON)

(AVALON TOWN)

TIME 7:15

ANNOUNCER:

She's a Great Great Gal
~~"Where's That Rainbow"~~ and "Where The Shy Little Violets
Grow" by the Lucky Strike Dance Orchestra.

(~~WHERE'S THAT RAINBOW~~)

(WHERE THE SHY LITTLE VIOLETS GROW)

TIME 5:45

ANNOUNCER:

Before announcing the next number, the manufacturers of
Lucky Strike Cigarettes have asked me to state that:

"Authorities attribute the enormous increase in ciga-
rette smoking to the improvement in the process of cigarette
manufacture by the application of heat. Only Lucky Strike Ciga-
rettes enjoy the unique treatment known as toasting. Because of
toasting only Lucky Strike is rid of impurities which cause throat
irritation. Because of toasting only Lucky Strike furnishes that
zestful fragrance of pleasure and quality."

The Lucky Strike Dance Orchestra renders "At Sundown"
and "Varsity Drag."

(AT SUNDOWN)

(VARSITY DRAG)

Time 6:00

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEA, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

APRIL 27, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, may I suggest - Reach for a Lucky instead of a sweet.

The Lucky Strike Dance Orchestra opens with "Everybody Step" and "I Kiss Your Hand, Madame."

(EVERYBODY STEP)

(I KISS YOUR HAND, MADAME)

5:30

ANNOUNCER:

"Glow Worm" and "Parade of The Wooden Soldiers" by the Lucky Strike Dance Orchestra.

(GLOW WORM)

(PARADE OF THE WOODEN SOLDIERS)

5:30

ANNOUNCER:

"Traumerei" and "One-Two-Three-Four" and "Tula Pas" by the Lucky Strike Dance Orchestra.

(TRAUMEREI)

(ONE-TWO-THREE-FOUR)

(TULA PAS)

6:00

ATX01 0261966

ANNOUNCER:

George M. Cohan, the international actor and producer, who has done so much to make the tunes that made Broadway, Broadway, is one of the famous patrons of Lucky Strike Cigarettes. Mr. Cohan is a native of Providence, Rhode Island, where the sales of Lucky Strike are increasing with remarkable rapidity. The reason for this rapid advance is given in this message from Frank S. Caldwell, sales manager of The American Tobacco Company in the Eastern territory:

"In Providence there is a keen realization of the dangers of overweight. Many smokers tell me that our slogan - "Reach for a Lucky instead of a sweet", has made a strong impression - Of course, Lucky Strike is a blend of the choicest tobaccos, matured by nature, abounding in fragrant aroma and bursting into delicious, satisfying flavor when toasted for 45 minutes. Toasting, the distinctive process, makes Lucky Strike the Cigarette of distinction and it is evident that the people of Providence are increasingly aware of these facts."

TIME 1:00

LOCAL ANNOUNCEMENT:

:30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Mergie" and "I Want To Be Bad".

(MARGIE)

(I WANT TO BE BAD)

TIME 6:00

ANNOUNCER:

"After You're Gone" and "Don't Hold Everything" by the Lucky Strike Dance Orchestra.

(AFTER YOU'RE GONE)

(DON'T HOLD EVERYTHING)

TIME 5:45

ATX01 0261967

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer
"Dream Train" and "I'm Looking Over a Four Leaf Clover".

(DREAM TRAIN)
(I'M LOOKING OVER A FOUR LEAF CLOVER)6:00)

ANNOUNCER:

Helen Hayes, the vivacious young actress, who is starring
this week in Washington, D.C., in her Broadway success, "Coquette",
is another of the legion of Lucky Strike Smokers.

In Washington, D.C. the sales of Lucky Strikes have steadily
shown a tremendous increase. A.L. Serna, sales manager of the
American Tobacco Company in the Southeastern territory, has this to
say of this growth.

"The evidence is unmistakable that the vogue of the trim,
slender figure has had a great deal to do with Lucky Strike's popu-
larity in Washington. The women of Washington avoid over-indulgence
in fattening sweets. Then, too, 20,679 physicians are on record
that Luckies are less irritating than other cigarettes. They know
that toasting eliminates acids and other impurities. So physicians
not only smoke Luckies to relieve the strain of professional duties -
they recommend them to their patients. Evidently the public is
following our advice - "Reach for a Lucky instead of a sweet".

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Farewell to Thee"
and "Na-Like - No Like" -- and "Coquette".

{ FAREWELL TO THEE }
{ NA-LIKE NO _LIKE }
{ COQUETTE }

TIME: 7:45

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "I'm Bringing a Red Red Rose" and "Makin' Whoopes" by special permission of the copy-right owner.

(I'M BRINGING A RED RED ROSE)

(MAKIN' WHOOPÉE)

TIME 5:30

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "All By Myself In the Moonlight" and "Collegiate".

(ALL BY MYSELF IN THE MOONLIGHT)

(COLLEGIATE)

TIME 6:00

ANNOUNCER:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Again, it is suggested that to maintain a slender figure no one can deny the truth of the advice: "Reach for a Lucky instead of a sweet. It's good to smoke Luckies."

Thank You.

TIME 1:00

STATION ANNOUNCER:

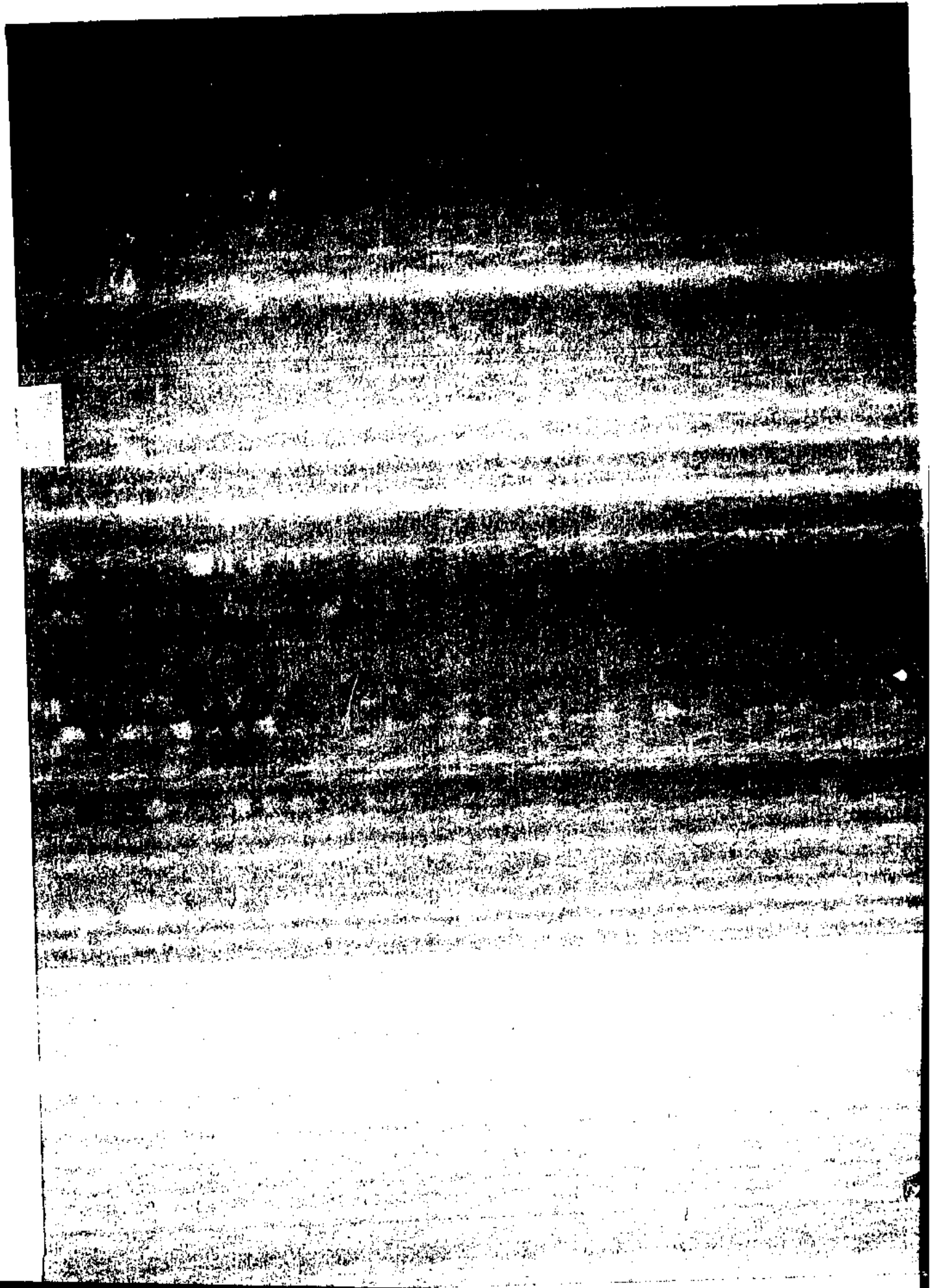
It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

AGENCY/MEB/EJR/ERT

4/27/29

ATX01 0261969

MAY



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

MAY 4, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "You're A Real Sweetheart" and "Lonesome In The Moonlight."

(YOU'RE A REAL SWEETHEART)

(LONESOME IN THE MOONLIGHT)

TIME 6:00

ANNOUNCER:

"Sometimes I'm Happy" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(SOMETIMES I'M HAPPY)

(HALLELUJAH)

TIME 6:00

ANNOUNCER:

A medley of Harry Lauder's songs by the Lucky Strike Dance Orchestra.

(HARRY LAUDER'S SONGS)

TIME 4:00

ATX01 0261971

ANNOUNCER:

At this time we desire to read you a statement which appeared in the public press this week over the signature of an official of the American Tobacco Company:

"No "Whispering" Campaign can withstand the light of this truth: Lucky Strikes are made from the finest of fine tobaccos - the cream of the crop. Lucky Strikes alone are toasted because toasting is a secret process; 20,679 physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore without fear of contradiction, we can say truthfully;

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company".

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky.

TIME: 1:00
LOCAL ANNOUNCEMENT: 30.

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Ramona" and "Chiquita".

{ RAMONA }
{ CHIQUITA }

TIME: 7:00

ANNOUNCER:

"Tea For Two", "I'm Always Chasing Rainbows" and "Dardanella" by the Lucky Strike Dance Orchestra.

{ TEA FOR TWO }
{ I'M ALWAYS CHASING RAINBOWS }
{ DARBANELLA }

TIME: 5:00

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra offer "Just A Night for Meditation" and "Happy Go Lucky Lane".

(JUST A NIGHT FOR MEDITATION)
(HAPPY GO LUCKY LANE)

TIME: 5:00

ANNOUNCER:

"Always" and "Indiana Moon" by the Lucky Strike Dance Orchestra.

(ALWAYS)
(INDIANA MOON)

ANNOUNCER:

We have here another statement by the American Tobacco Company Manufacturers of Lucky Strike Cigarettes which appeared in the public press this past week.

Quote -- Conflicting Arguments have been unable to halt the rapidly increasing tendency of the public to adopt Lucky Strike as its favorite cigarette. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679 physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority and is the truthful answer to selfish claims--
unquote.

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky.

TIME: 1:00

LOCAL ANNOUNCEMENT: 30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "El Choclo" and

"Venetian Moon".
(EL CHOLO)
(VENETIAN MOON)

TIME: 6:00

ATX01 0261973

ANNOUNCER:

"Don't Keep Me In the Dark Bright Eyes" and "We Love It".

by the Lucky Strike Dance Orchestra.

(DONT KEEP ME IN THE DARK BRIGHT EYES)
(WE LOVE IT)

TIME:

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "My Man" and
"Valencia". We promise you a fast finish.

(MY MAN)
(VALENCIA)

TIME: 5:00

ANNOUNCER:

(Theme tune - One chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.:)

This closes the program of one hour's dance music present-
ed for your pleasure every Saturday night at this hour by the manu-
facturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe
and his Lucky Strike Dance Orchestra in the tunes that made Broadway
Broadway. Again it is suggested that to maintain a slender figure,
no one can deny the truth of the advice - Reach for a Lucky.

STATION ANNOUNCER:

TIME: 1:00

It is now _____ minutes and _____ seconds past
eleven o'clock, Eastern Standard Time.

AGENCY

ERT

5-4-29

ATX01 0261974

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEEF, New York City.

TIME: ()

LUCKY STRIKE

() ()

10:00 - 11:00 P.M.

MAY 11, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Miss Annabelle Lee" and "Lady Be Good".

(MISS ANNABELLE LEE)

(LADY BE GOOD)

TIME 6:00

ANNOUNCER:

"Only a Rose" and "I Can't Give You Anything But Love Baby" by the Lucky Strike Dance Orchestra.

(ONLY A ROSE)

(I CAN'T GIVE YOU ANYTHING BUT LOVE BABY)

TIME 7:30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Merry Widow Waltz" and "Tales of Vienna Woods".

(MERRY WIDOW WALTZ)

(TALES OF VIENNA WOODS)

TIME 6:30

ATX01 0261975

ANNOUNCER:

The following announcement by the manufacturers of Lucky Strike Cigarettes has just appeared in the public press throughout the country. Strong as this statement is, its accuracy and detailed truthfulness are beyond question.

"Conflicting arguments have been unable to halt the rapidly increasing tendency of the public to adopt Lucky Strike as its favorite cigarette. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679 physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach."

Lybrand, Ross Brothers & Montgomery, accountants and auditors, have checked and certify to the accuracy of the number of physicians, 20,679, who state that the toasting process makes Luckies less irritating than other cigarettes.

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Canadian Capers" and "I'll Get By".

(CANADIAN CAPERS)

(I'LL GET BY)

TIME 5:30

ANNOUNCER:

"Let's Do It" and "Back In Your Own Back Yard" by the Lucky Strike Dance Orchestra.

(LET'S DO IT)

(BACK IN YOUR OWN BACK YARD)

TIME 6:30

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. It is interesting to note that during 1928 and for the first three months of 1929, government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. There could be no finer tribute to the toasting process than this.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Old Man Sunshine" and "Me and the Man in the Moon".

(OLD MAN SUNSHINE)

(ME AND THE MAN IN THE MOON)

TIME 6:30

ANNOUNCER:

Mr. Bruner, a Red Red Rose - Makeni C. Hooper
"Sweethearts" and "Marcheta" by the Lucky Strike Dance Orchestra.

(SWEETHEARTS)

(MARCHETA)

Mr. Bruner, a Red Red Rose
Makeni C. Hooper

TIME 6:30

ANNOUNCER:

IMITATIONS

"The famous toasting process applied to the fine tobaccos specially selected and blended for Lucky Strike Cigarettes can be, and is, imitated - but it cannot be duplicated. It is an extra, secret process. It is the treatment which has caused 20,679 physicians to state that Luckies are less irritating than other cigarettes. It gives the fine flavor peculiar to Luckies - and removes impurities irritating to the throat. The universally recognized superiority of Lucky Strikes has made their acceptance world wide."

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky. TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Rings On My Fingers" and "That Precious Little Thing Called Love".

(RINGS ON MY FINGERS)

(THAT PRECIOUS LITTLE THING CALLED LOVE)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Alexander's Rag Time Band" and "Song of the Vagabond".

(ALEXANDER'S RAG TIME BAND)

(SONG OF THE VAGABOND)

TIME 6:00

ANNOUNCER:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice - Reach for a Lucky. *Thank you*

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/EJR
5/10/29

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike
Radio Hour for station announcements.
This is W2AF, New York City

TIME : ()

LUCKY STRIKE

10.00 - 11.00 P.M.

May 18, 1929

SATURDAY

OPENING ANNOUNCEMENT

Theme tune - one chorus of " This is My Lucky Day" with vocal
refrain. Immediately followed by announcer.

ANNOUNCER

Good evening, my friends. And so begins this hour of dance music
presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.
B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes
that made Broadway, Broadway. Should you sit out a dance, it is suggested :
Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with " Waiting for the
Robert E. Lee" and " Button Up Your Overcoat"

(WAITING FOR THE ROBERT E. LEE)

(BUTTON UP YOUR OVERCOAT)

TIME 6:00

" Say It With Music " and "Dinah" by the Lucky Strike Dance
Orchestra

(SAY IT WITH MUSIC)

(DINAH)

TIME 7:00

The Lucky Strike Dance Orchestra plays " Blue Danube "
and " Spain"

(BLUE DANUBE)

(SPAIN)

TIME 7:00

ATX01 0261979

" Lucky Strike represents a milestone in the progress of cigarette manufacture. The toasting process makes Lucky Strike the brand of distinction, and, in the opinion of 20,679 physicians, is the reason Luckies are less irritating. No other cigarette enjoys this secret heat treatment which removes impurities and irritants, produces a flavor beyond comparison and assures the smoker the maximum of delightful smoking pleasure and comfort."

The number of physicians, 20, 679, in whose opinion Luckies are less irritating than other cigarettes, has been checked and certified to by Lybrand, Ross Brothers and Montgomery, accountants and auditors.

To maintain a slender figure no one can deny the truth of the advice ; Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT .30

ANNOUNCER:

B. A . Rolfe and his Lucky Strike Dance Orchestra continue with " Dance of the Paper Dolls" and " Doin' the Raccoon."

(DANCE OF THE PAPER DOLLS)

(DOIN' THE RACCOON)

TIME 6.00

" I Must Have That Man " and " Oh Baby" by the Lucky Strike Dance Orchestra.

(I MUST HAVE THAT MAN)

(OH BABY)

TIME 6.30

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

It is interesting to note that during 1928 and for the first three months of 1929, government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. This is evidence, indeed, that the toasting process makes Lucky Strike the cigarette of distinction.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Old Man River" and "That's My Weakness Now".

(OLD MAN RIVER)

(THAT'S MY WEAKNESS NOW)

TIME 6:30

LOCAL ANNOUNCEMENTS:

The Lucky Strike Dance Orchestra will continue. It will now play "Down Among the Sugar Cane."

(DOWN AMONG THE SUGAR CANE)

TIME 7:00

Only the finest tobacco - the cream of the crop - is used in Lucky Strike Cigarettes. Leaders of sport, art and fashion testify to the improved flavor. 20,679 physicians say toasting does in fact make Luckies less irritating to the throat. And the public confirms these opinions. Increase in sales, greater than all other cigarettes combined, prove worldwide confidence in Lucky Strike.

What you have just heard is a statement relative to Lucky Strike Cigarettes which, by its recent appearance in over 1600 daily newspapers, created marked attention. Its force and strength came solely from its truth and accuracy.

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky.

Time 1:00

ATX01 0261981

The Lucky Strike Dance Orchestra offers " Don't Hold Everything " and " Honey "

(DON'T HOLD EVERYTHING)

(HONEY)

TIME 6: 00

The Lucky Strike Dance Orchestra renders " Raggedy Ann " and " Down South."

(RAGGEDY ANN)

(DOWN SOUTH)

TIME 6: 00

Theme tune - One chorus of " This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice ; Reach for a Lucky. Thank you.

TIME 1:00

STATION ANNOUNCER

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY

5/16/29

ATX01 0261982

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR.

() ()
10:00-11:00 P.M.

MAY 25th, 1929.

SATURDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested, Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Darktown Strutters Ball" and "Building a Nest for Mary".

(DARKTOWN STRUTTERS BALL)
(BUILDING A NEST FOR MARY)

4.45

ANNOUNCER:

"Lover Come Back to Me" and "Get Out and Get Under the Moon" by the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)
(GET OUT AND GET UNDER THE MOON)

4.30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "The Missouri Waltz" and "Dengoza".

(THE MISSOURI WALTZ)
(DENGOZA)

7.15

ATX01 0261983

ANNOUNCER:

Almost every daily newspaper in the country recently published this statement concerning Lucky Strike Cigarettes. The statement gains tremendous significance from the very power of its accurate facts.

"It takes three years to produce Lucky Strike's flavor. This unrivaled cigarette is a blend of finest tobaccos from each of three consecutive growths - the cream of the crop. Then comes the secret toasting process which in the opinion of 20,679 physicians makes Lucky Strike less irritating than other cigarettes. This exclusive heat treatment also purifies the tobacco and adds a touch of nut-sweet flavor - appetizing, delicious, different - the earmark of one of the world's most popular products".

To maintain a slender figure no one can deny the truth of the advice : Reach for a Lucky.

TIME: 1:00

LOCAL ANNOUNCEMENT: .30

ANNOUNCER:

By special request,

B. A. Rife and his Lucky Strike Dance Orchestra ~~continue with "Hota"~~

and "~~Hindustani~~". offer as a dance number the Lucky Strike Theme Song "This Is My Lucky Day"

(NOLA)

(HINDUSTANI) (THIS IS MY LUCKY DAY)

Time 5.16

ANNOUNCER:

"I Aint Got Nobody" and "There's a Rainbow Round My Shoulder" by the Lucky Strike Dance Orchestra.

(I AINT GOT NOBODY)

(THERE'S A RAINBOW ROUND MY SHOULDER)

Time : 2.45

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. April government figures on cigarette production have just been issued and it is interesting to note that during 1928 and for the first four months of 1929, these government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. These impressive statistics continue to reflect the overwhelming public acceptance of the benefits of the Lucky Strike toasting process.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Stumbling" and "Magnolia".

(STUMBLING)
(MAGNOLIA)

6.00

LOCAL ANNOUNCEMENT: .30.

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "Weary River" and "Spanish Doll".

(WEARY RIVER)
(SPANISH DOLL)

6.15

ANNOUNCER:

DISTORTED EVIDENCE CANNOT PREVAIL.

No amount of statistical evidence, distorted in an effort to mislead the public, can disprove government figures showing the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. The public will be served and this is proof indeed that regardless of price, "you actually get more in Lucky Strike than any other cigarette can offer." Its perfect blend of fine tobaccos gives pure smoking delight. Its exclusive, secret toasting process guarantees the tobaccos free from irritants and impurities, and, in the opinion of 29,679 physicians, makes Lucky Strike less irritating than other cigarettes.

That Luckies are less irritating than other cigarettes is the testimony of 20,679 physicians and the accurate number of this count has been checked and certified to by Lybrand, Ross Brothers & Montgomery, accountants and auditors.

To maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky.

TIME: 1:00

The Lucky Strike Dance Orchestra offers "Bye Bye Blackbird" and "Too Much Mustard".

(BYE BYE BLACKBIRD)
(TOO MUCH MUSTARD)

4.45

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Bambalina", "My Gal's a High Born Lady", "Georgia Camp Meeting" and "Dixie".

and a medley

(BAMBALINA)
(MY GAL'S A HIGH BORN LADY)
(GEORGIA CAMP MEETING)
(DIXIE)

6.15

ANNOUNCER:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

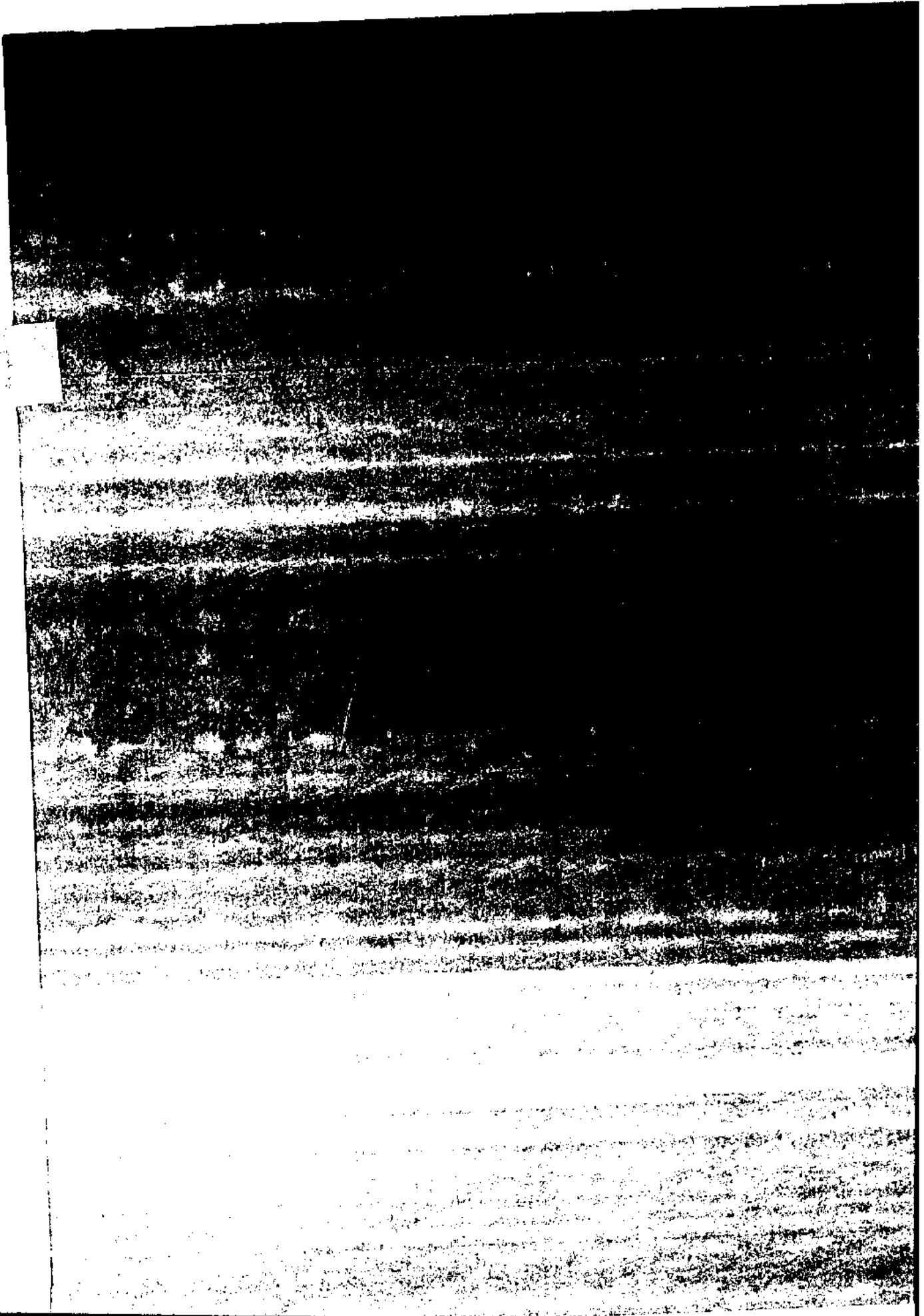
This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky, Thankyou.

TIME: 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past _____ o'clock Eastern Standard Time.
AGENCY/ERT 5-25-52

JUNE



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Program for station announcements. This is WEAF, New York City.

TIME: ()

LUCKY STRIKE RADIO PROGRAM

() ()
10:00 - 11:00 P.M.

JUNE 1, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Bi A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Chicago" and "Outside."

(CHICAGO)

(OUTSIDE)

TIME 5:30

ANNOUNCER:

"My Blue Heaven" and "Where's That Rainbow" by the Lucky Strike Dance Orchestra.

(MY BLUE HEAVEN)

(WHERE'S THAT RAINBOW)

TIME 6:30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays a medley of "Sweet Rosie O'Grady" "Little Annie Rooney" "Two Little Girls in Blue" and "Irresistible". *A medley*

(SWEET ROSIE O'GRADY)

(LITTLE ANNIE ROONEY)

(TWO LITTLE GIRLS IN BLUE)

(IRRESISTIBLE) *El Chelo*

ANNOUNCER:

No "Whispering Campaign" - instigated by jealousy and unworthy of modern business methods, can withstand the light of this truth: Lucky Strikes are made from the finest of fine tobaccos - the cream of the crop. Lucky Strikes alone are toasted because toasting is a secret process. 20,679 physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore, without fear of contradiction, we can say truthfully.

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company."

To maintain a slender figure no one can deny the truth of the advice; Reach for a Lucky. TIME 1.00

LOCAL ANNOUNCEMENT .30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "The Wedding of The Painted Doll" and "Some of These Days"

(THE WEDDING OF THE PAINTED DOLL)

(SOME OF THESE DAYS)

TIME 6:45

ANNOUNCER:

"Nightmare" and "Louise" by the Lucky Strike Dance Orchestra.

(NIGHTMARE)

(LOUISE)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. The United States Treasury Department has recently published figures on cigarette production for April and it is interesting to note that during 1928 and for the first four months of 1929, these government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. This astonishing trend clearly indicates that the toasting process is making Lucky Strike the world's most popular cigarette.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Kansas City Kitty" and "At Sundown"

(KANSAS CITY KITT)

(AT SUNDOWN)

TIME 6:30

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

The Lucky Strike Dance Orchestra with continue. It will now play "When the Red Red Robin Comes Bobbin' Along" and "Deep Night"

(WHEN THE RED RED ROBIN COMES BOBBIN' ALONG)

(DEEP NIGHT)

TIME 6:30

ANNOUNCER:

Brutal Sales policies doomed to Failure - This past week has seen the publication in such leading national newspapers as the New York Times and the New York Sun, of the following statement by the manufacturers of Lucky Strike Cigarettes. Its startling effect is predicated on the force of its accuracy and truth.

ATX01 0261990

"Brutal and dangerous sales policies of competitors, working an inhuman hardship on the sorely tried tobacco trade, cannot halt the success of Lucky Strike. Lucky Strike, the choice of experts, is now the favorite of millions. Public testimony of those whose voices are precious, of those who keep trim, of those who prize the slender figure of fashion, and 20,679 physicians substantiate the benefits of the secret toasting process. The quality of Lucky Strike merits public approval as it won expert commendation."

The correctness of the number of the 20,679 physicians who are on record that Luckies are less irritating than other cigarettes has been checked and certified to by Lybrand, Ross Brothers and Montgomery, accountants and auditors.

To maintain a slender figure no one can deny the truth of the advice; Reach for a Lucky. TIME 1:00

The Lucky Strike Dance Orchestra offers "King Chanticleer" and "When The World is at Rest".

(KING CHANTICLEER)

(WHEN THE WORLD IS AT REST)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Dusky Stevedore" and a medley of George M. Cohan's popular hits - "Over There", "Give My Regards to Broadway" and "I'm a Yankee Doodle Boy"

(DUSKY STEVEDORE)

(OVER THERE)

(GIVE MY REGARDS TO BROADWAY)

(I'M A YANKEE DOODLE BOY)

ANNOUNCER:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by Announcer.

ATX01 0261991

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice - - Reach for a Lucky. Thank you. TIME 1:00

STATION ANNOUNCER:

It is now ___ minutes and ___ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

5/31/29

ATX01 0261992

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

(11)
10:00 - 11:00 P.M.

JUNE 8th 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "~~Are You from Dixie~~" and "Because My Baby Don't Mean Maybe Now."

frisco
(ARE YOU FROM DIXIE)

(BECAUSE MY BABY DON'T MEAN MAYBE NOW)

5.45

ANNOUNCER:

"Hugable Kissable You" and "The One That I Love Loves Me" by the Lucky Strike Dance Orchestra.

(HUGABLE KISSABLE YOU)

(THE ONE THAT I LOVE LOVES ME)

6.45

ANNOUNCER:

The Lucky Strike Dance Orchestra plays a medley of "The Spaniard Who Blighted My Life," "^{a Hay Cakelore}Waltz Me Around Again Willie" and "Take Me Out To the Ball Game," followed by "I'll Always be in Love with You."

(THE SPANIARD WHO BLIGHTED MY LIFE) *a Hay Cakelore*

(WALTZ ME AROUND AGAIN WILLIE)

(TAKE ME OUT TO THE BALL GAME)

(I'LL ALWAYS BE IN LOVE WITH YOU)

played by Lucky Strike Dance Orchestra

ATX01 0261993

ANNOUNCER:

FRANTIC CAMPAIGNS UTTERLY USELESS - Frantic campaigns to substitute other cigarettes for Lucky Strike fail largely because Luckies' superiority so quickly demonstrates itself. Lucky Strike represents a milestone in the progress of cigarette manufacture. The toasting process makes Lucky Strike the brand of distinction, and, in the opinion of 20,679 physicians, is the reason Luckies are less irritating. No other cigarette enjoys this secret heat treatment which removes impurities and irritants, produces a flavor beyond comparison and assures the smoker the maximum of delightful smoking pleasure and comfort.

Millions of readers recognized the tremendous significance of this statement concerning Lucky Strike Cigarettes, which was given nation-wide prominence in the newspapers this week. Its very authenticity commanded attention and respect.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky. TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Dapper Dan" and "There's a Girl in Havana."

(DAPPER DAN)

(THERE'S A GIRL IN HAVANA)

5:00

ANNOUNCER:

"Wake Up Chillun, Wake Up" and "Me Too" by the Lucky Strike Dance Orchestra.

(WAKE UP CHILLUN WAKE UP)

(ME TOO)

6:15

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. The United States Government recently made a report on cigarette production for April and it is interesting to note that during 1928 and for the first four months of 1929 governmental figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. The decided tendency of the public to adopt Lucky Strike as its favorite cigarette is a remarkable acknowledgment of the benefits of the toasting process.

ANNOUNCER:

E. A. Rolfe and his Lucky Strike Dance Orchestra offer "Lucia" and "Be My Little Baby Bumble Bee"

(LUCIA)

(BE MY LITTLE BABE BUMBLE BEE)

5.15

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "She's Still My Baby" and "By the Waters of Minnetonka."

(SHE'S STILL MY BABE)

(BY THE WATERS OF MINNETONKA)

ANNOUNCER:

When confusing claims and statements are thoroughly analyzed no denial can be found of the fact that the toasting process stamps Lucky Strike as the cigarette of quality. In addition to its fine tobaccos Lucky Strike enjoys an exclusive treatment by heat which removes impurities and ripens its flavor to full smoking satisfaction.

ATX01 0261995

That is why 20,679 physicians, why prominent folk, from all walks of life, proclaim the merit of Lucky Strike.

Lybrand, Ross Brothers & Montgomery, accounts and auditors, have checked and certify to the definite number of physicians - 20,679 - in whose opinion Luckies are less irritating than other cigarettes.

To maintain a slender figure no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

The Lucky Strike Dance Orchestra offers "Steambot Bill" and "My Sin".

(STEAMBOAT BILL)

(MY SIN)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders ~~Steambot Bill~~ and a medley of "Cheyenne", "Pride of the Prairie, Mary" and "Red Wing"

Are You From Dixie

~~(STEAMBOAT BILL)~~

(CHEYENNE)

(PRIDE OF THE PRAIRIE MARY)

(RED WING)

Are You From Dixie

ANNOUNCER:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway.

e
al

Again it is suggested that to maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky. Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

6/7/29

ATX01 0261997

The Lucky Strike Dance Orchestra plays " Angela Mia" and
" The Merry Widow Waltz."

(ANGELA MIA)

(MERRY WIDOW WALTZ)

TIME: 7.45

ATX01 0261998

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is W2AF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

()
10:00 - 11:00 P.M.

JUNE 15, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Here Comes the Show Boat" and "Yama Yama Man"

(HERE COMES THE SHOW BOAT)

(YAMA YAMA MAN)

TIME 5:30

ANNOUNCER:

"Japanese Sandman" and "Yours Sincerely" by the Lucky Strike Dance Orchestra.

(JAPANESE SANDMAN)

(YOURS SINCERELY)

TIME 6:00

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Angelia Mia" and a medley of "Auld Lang Syne", "In the Shade of the Old Apple Tree" and "Sweet Adeline"

(ANGELIA MIA)

(AULD LANG SYNE)

(IN THE SHADE OF THE OLD APPLE TREE)

(SWEET ADELINE)

TIME 7:45

ATX01 0261999

ANNOUNCER:

Underhand Tactics - - and unfair practices, set in motion by envious interests, crumble to pieces before our records which show that 20,679 physicians say Luckies are less irritating than other cigarettes. They know that toasting eliminates acids and other impurities. So physicians not only smoke Luckies to relieve the strain of professional duties - they recommend them to their patients.

That 20,679 physicians believe Lucky Strike to be less irritating than other cigarettes has been checked and certified to by Lybrand, Ross Brothers & Montgomery, accountants and auditors.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his LuckyStrike Dance Orchestra continue with "Toy Makers Dream" and "Heigh Ho Everybody."

(TOY MAKERS DREAM)

(HEIGH HO EVERYBODY)

TIME 6:15

ANNOUNCER:

"Mean to Me " and "Paddlin' Madeline Home" by the Lucky Strike Dance Orchestra.

(MEAN TO ME)

(PADDLIN' MADELINE HOME)

TIME 7:00

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

ATX01 0262000

We doubt if there has ever been a trademarked article advertised throughout the United States that has excited more general discussion and comment than this same brand of Lucky Strike. Some of this comment has been exceedingly favorable - other comment from certain selfish special interests, not so favorable. Meanwhile the manufacturers of Lucky Strike Cigarettes have attended strictly to their own business, producing by modern methods, the finest of cigarettes - Lucky Strike; intensifying their effort to promote its sale, with the result that the month of May was the largest in the history of Lucky Strike Cigarettes and the month of June promises to be even greater, showing a daily order increase in excess of 39 million cigarettes a day over the same period of last year. There could be no greater tribute to the fine quality of Lucky Strike than this tremendous public acceptance of Lucky Strike.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"Oh Miss Hannah" and "I'm Just a Vagabond Lover"

(OH MISS HANNAH)

(I'M JUST A VAGABOND LOVER)

TIME 5:30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "Everybody Step" and "Dream Train"

(EVERYBODY STEP)

(DREAM TRAIN)

TIME 6:00

ANNOUNCER:

MALICIOUS PROPAGANDA CRUSHED BY TRUTH:

The following statement by the manufacturers of Lucky Strike Cigarettes was favorably received by millions when it appeared in the leading newspapers of the country this week.

ATX01 0262001

Positive conviction was inspired by its impressive evidence.

"No amount of malicious propaganda, an insult to public intelligence and good faith, can sway public belief in this fact; Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679 physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority and is the truthful answer to selfish claims."

To maintain a slender figure no one can deny the truth of the advice ; Reach for a Lucky. TIME 1:00

The Lucky Strike Dance Orchestra offers "Yes Sir That's My Baby" and "Sunrise to Sunset"

(YES SIR THAT'S MY BABY)

(SUNRISE TO SUNSET)

TIME 6:15

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Oceania Roll" and "The Rangers Song"

(OCEANIA ROLL)

(THE RANGERS SONG)

TIME 5:15

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway.

Again it is suggested that to maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky. Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

6/14/29

ATX01 0262003

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is W2AF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JUNE 22nd, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Alexander's Ragtime Band" - and "That Precious Little Thing Called Love."

(ALEXANDER'S RAG TIME BAND)

(THAT PRECIOUS LITTLE THING CALLED LOVE)

TIME 6:00

ANNOUNCER:

"Only a Rose" and "There's a Rainbow 'Round My Shoulder" by the Lucky Strike Dance Orchestra.

(ONLY A ROSE)

(THERE'S A RAINBOW 'ROUND MY SHOULDER)

TIME 6:45

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Honolulu Moon" and "Cecilia Ritz."

(HONOLULU MOON)

(CECILIA RITZ)

TIME 7:15

ATX01 0262004

ANNOUNCER:

VICIOUS LITERATURE EXPOSED BY TRUTH.

Millions of readers throughout the country were deeply impressed when they read the following statement concerning Lucky Strike Cigarettes in their favorite newspaper this week. Its forceful message rang true because of its unimpeachable facts.

"Secret distribution of vicious literature, distorting the truth in an effort to mislead the public, cannot offset the fact that only the finest tobacco - the cream of the crop - is used in Lucky Strike Cigarettes. Leaders of sport, art and fashion testify to the improved flavor. 20,679 physicians say toasting does in fact make Luckies less irritating to the throat. And the public confirms these opinions. Increase in sales, greater than all other cigarettes combined, prove worldwide confidence in Lucky Strike."

Lybrand, Ross Bros & Montgomery, accountants and auditors, have checked and certify to the accuracy of each of the 20,679 physicians who support the opinion that Luckies are less irritating than other cigarettes.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Parade of the Wooden Soldiers" and "Honey."

(PARADE OF THE WOODEN SOLDIERS)

(HONEY)

TIME 6:00

ATX01 0262005

ANNOUNCER:

~~"Gulf Coast Blues"~~ and "Get Out and Get Under the Moon"

by the Lucky Strike Dance Orchestra.

(GULF-COAST BLUES)

(GET OUT AND GET UNDER THE MOON)

TIME 6:30

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes. Since January 1917 when Lucky Strike was first introduced, it has enjoyed a tremendous sales increase. Government figures for the year 1928 and government figures as to date published for the year 1929 show the gain of Lucky Strike Cigarettes to be greater than the gain of all other cigarettes combined. In the twelve years during which Lucky Strike has been on the market, it has always been identified by the slogan "It's Toasted." This phrase truthfully and graphically describes that extra secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos are scientifically subjected to penetrating heat at minimum 260°, maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as signifying the most modern step in cigarette manufacture.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Especially You" and "Let's Do It."

(ESPECIALLY YOU)

(LET'S DO IT)

TIME 6:00

ATX01 0262006

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "That's My Weakness Now" and "Indian Love Call".

(THAT'S MY WEAKNESS NOW)

(INDIAN LOVE CALL)

TIME 6:00

ANNOUNCER:

CONFLICTING ARGUMENTS have been unable to halt the rapidly increasing tendency of the public to adopt Lucky Strike as its favorite cigarette. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679 physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority and is the truthful answer to selfish claims.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

The Lucky Strike Dance Orchestra offers "Old Man Sunshine" and "Old Man River."

(OLD MAN SUNSHINE)

(OLD MAN RIVER)

TIME 6:45

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Rings On My Fingers" and "Hallelujah".

(RINGS ON MY FINGERS)

(HALLELUJAH)

TIME 6:00

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day"
with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music pre-
sented for your pleasure every Saturday night at this hour by
the manufacturers of Lucky Strike Cigarettes. You have heard
B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes
that made Broadway, Broadway. Again it is suggested that to
maintain a slender figure no one can deny the truth of the
advice; Reach for a Lucky. Thank you. TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven
o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

6/21/29

ATX01 0262008

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JUNE 29th, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by the announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested; Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Waiting For the Robert E. Lee" and "Button Up Your Overcoat."

(WAITING FOR THE ROBERT E. LEE)

(BUTTON UP YOUR OVERCOAT)

TIME 5:45

ANNOUNCER:

"Lady Be Good" and "Dinah" by the Lucky Strike Dance Orchestra.

(LADY BE GOOD)

(DINAH)

TIME 6:00

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "~~Beautiful Lady~~" and "Spain."

? (~~BEAUTIFUL LADY~~)

(SPAIN)

TIME 6:30

ATX01 0262009

ANNOUNCER:

It takes three years to produce Lucky Strike's flavor. This unrivaled cigarette is a blend of finest tobaccos from each of three consecutive growths - the cream of the crop. Then comes the secret toasting process which in the opinion of 20,679 physicians makes Lucky Strike less irritating than other cigarettes. This exclusive heat treatment also purifies the tobacco and adds a touch of nut-sweet flavor - appetizing, delicious, different - the earmark of one of the world's most popular products.

20,679 physicians have expressed the belief that Luckies are less irritating than other cigarettes and the accuracy of this count has been checked and certified to by Lybrand, Ross Brothers and Montgomery, accountants and auditors.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT #30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Dance of the Paper Dolls" and "Doin' the Raccoon."

(DANCE OF THE PAPER DOLLS)

(DOIN' THE RACCOON)

TIME 7:15

ANNOUNCER:

"Chloe" and "Oh Baby" by the Lucky Strike Dance Orchestra.

(CHLOE)

(OH BABY)

TIME 7:00

ATX01 0262010

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. The phenomenal sales increase of Lucky Strike still continues, as witnessed by Government figures just published by the United States Treasury Department on cigarette production for May. During 1928 and for the first five months of 1929 the increase of Lucky Strike is greater than the gain of all other cigarettes combined. No finer tribute could be paid to the distinctive feature of Lucky Strike - "It's Toasted." This famous phrase graphically describes the extra, secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - cream of the crop - are scientifically subjected to penetrating heat of minimum 260°, maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as signifying the most modern step in cigarette manufacture.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"I'm Bringing a Red Red Rose" and "Makin' Whoopee"

(I'M BRINGING A RED RED ROSE)

(MAKIN' WHOOPEE)

TIME 6:30

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will
now play "Down Among the Sugar Cane" and "Dpn't Hold Everything"

(DOWN AMONG THE SUGAR CANE)

(DON'T HOLD EVERYTHING)

TIME 5:45

ATX01 0262011

ANNOUNCER:

DISTINCTION.

Lucky Strike is a blend of the choicest tobaccos, matured by nature, abounding in fragrant aroma and bursting into delicious, satisfying flavor when toasted for 45 minutes. This heat treatment is the reason 20,679 physicians claim Luckies to be less irritating than other cigarettes. Toasting, the distinctive process, makes Lucky Strike the cigarette of distinction.

The above statement by the manufacturers of Lucky Strike Cigarettes was carried in leading national newspapers last week and ~~created tremendous interest among countless readers by its~~ ^{drawn the attention of countless readers upon the} appetizing description of Lucky Strike.

To maintain a slender figure, no one can deny the truth of the advice ; Reach for a Lucky.

TIME 1:00

The Lucky Strike Dance Orchestra offers "Me and the Man in the Moon" and "Say It With Music"

(ME AND THE MAN IN THE MOON)

(SAY IT WITH MUSIC)

TIME 6:15

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Raggedy Ann" and "Down South"

(RAGGEDY ANN)

(DOWN SOUTH)

TIME 6:45

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes.

ATX01 0262012

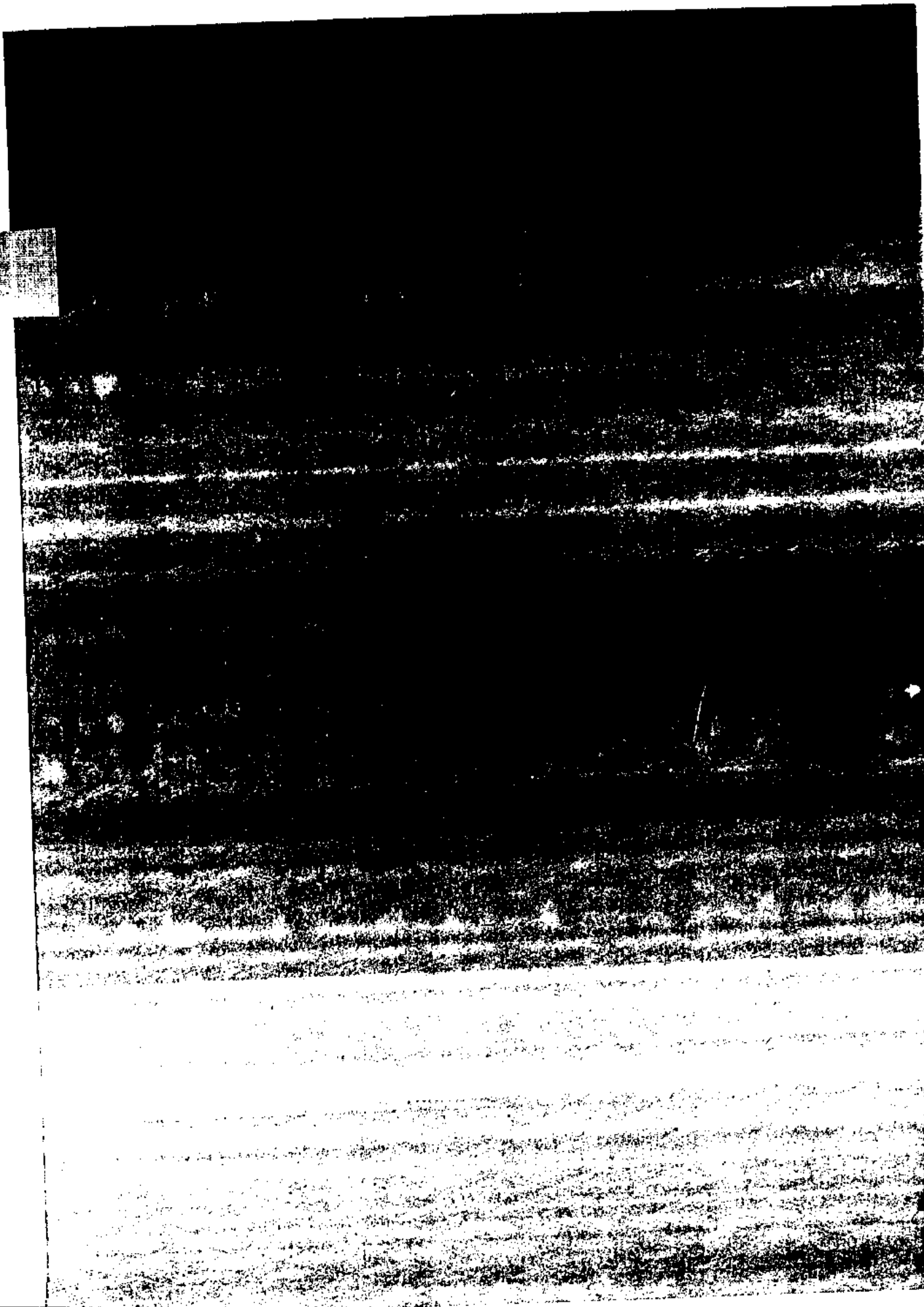
You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure no one can deny the truth of the advice: Reach for a Lucky. Thank you. TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

6/28/29



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JULY 6th, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Valencia" and "Imagination"

(VALENCIA)

(IMAGINATION) "Sometimes I'm Happy" and "One Step to Heaven" TIME 6:00

~~"One Alone" and "Don't Keep Me In the Dark Bright Eyes"~~

by the Lucky Strike Dance Orchestra.

(ONE ALONE) (SOMETIMES I'M HAPPY)

(DON'T KEEP ME IN THE DARK BRIGHT EYES) (ONE STEP TO HEAVEN) TIME 6:30

The Lucky Strike Dance Orchestra plays "The Pagan Love Song" and "Avalon Town"

(THE PAGAN LOVE SONG)

(AVALON TOWN)

TIME 7:30

Government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes.

ATX01 0262015

The public will be served and this is proof, indeed, that regard-
less of price, you actually get/in Lucky Strike than any other
cigarette can offer. Its perfect blend of fine tobaccos gives
pure smoking delight. The exclusive, secret toasting process
guarantees the tobaccos free from irritants and impurities and,
in the opinion of 20,679 physicians, makes Lucky Strike less irri-
tating than other cigarettes. Lybrand, Ross Brothers and Mont-
gomery, Accountants and Auditors, have checked and certify to
the definite number of physicians - 20,679 - in whose opinion
Luckies are less irritating than other cigarettes.

To maintain a slender figure, no one can deny the truth
of the advice - Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT :30

B. A. Rolfe and his Lucky Strike Dance Orchestra con-
tinue with "Tea for Two" and "Red Red Robbin"

(TEA FOR TWO) ✓

(RED RED ROBBIN) ✓

TIME 6:25

"I Must Have that Man" and "Bambalina" by the Lucky
Strike Dance Orchestra.

(I MUST HAVE THAT MAN) ✓

(BAMBALINA) /

TIME 6:30

The program of the Lucky Strike Dance Orchestra is
sponsored by The American Tobacco Company, manufacturers of
Lucky Strike Cigarettes. The tremendous success of Lucky Strike
indicates the enthusiastic public approval of its distinctive
feature "It's Toasted." This phrase describes the extra secret
process applied in the manufacture of Lucky Strike Cigarettes.
The finest tobaccos - The Green of the Crop - are scientifically
subjected to penetrating heat, at minimum 260° - maximum 300°
Fahrenheit.

ATX01 0262016

The exact expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Too Much Mustard" and "A Hawaiian Medley"

(TOO MUCH MUSTARD)

(HAWAIIAN MEDLEY)

TIME 4:30

LOCAL ANNOUNCEMENT :30

The Lucky Strike Dance Orchestra will continue. It will now play "Bye Bye Blackbird" and "Lover Come Back to Me"

(BYE BYE BLACKBIRD)

(LOVER COME BACK TO ME)

TIME 8:00

A Milestone

Newspaper readers throughout the nation were ^{penally} ~~deeply~~ impressed when they read the following statement concerning Lucky Strike Cigarettes which recently appeared in their favorite newspaper. The message rang true because its facts proved its sincerity.

Lucky Strike represents a milestone in the progress of cigarette manufacture. The toasting process makes Lucky Strike the brand of distinction, and, in the opinion of 20,679 physicians, is the reason Luckies are less irritating. No other cigarette enjoys this secret heat treatment which removes impurities and irritants, produces a flavor beyond comparison and assures the smoker the maximum of delightful smoking pleasure and comfort.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky

TIME 1:00

The Lucky Strike Dance Orchestra offers "S'Wonderful"
and "With a Song in My Heart."

(S'WONDERFUL)

(WITH A SONG IN MY HEART)

TIME 6:00

The Lucky Strike Dance Orchestra renders "After You've
Gone" and "On the Road to Mandalay".

(AFTER YOU'VE GONE)

(ON THE ROAD TO MANDALAY)

TIME 5:00

Theme tune - one chorus of "This is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour by
the manufacturers of Lucky Strike Cigarettes. You have heard
B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes
that made Broadway, Broadway. Again it is suggested that to main-
tain a slender figure no one can deny the truth of the advice:
Reach for a Lucky. Thank you.

TIME 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past
eleven o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

7/5/29

ATX01 0262018

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JULY 13, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Jericho" and "Anything you Say".

(JERICHO - ORCHESTRA)

(ANYTHING YOU SAY - ORCHESTRA)

Announcer:

"Sweethearts on Parade" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(SWEETHEARTS ON PARADE - ORCHESTRA)

(HALLELUJAH - ORCHESTRA)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Charmaine" and "La Veeda". In "Charmaine" may we call your attention to the whistling solo by the world famous artist Miss Margaret McKee.

(CHARMAINE - ORCHESTRA)

(LA VEEDA - ORCHESTRA)

ATX01 0262019

ANNOUNCER:

Unsolicited and expert recognition of the claims made for Lucky Strike is powerful evidence in support of the truth. Therefore, with permission of the publishers, may we read you an article published in the Medical Progress Department of American Medicine for June.

Lucky "THE THERAPEUTIC VALUE OF TOBACCO

Some of the greatest nervous and mental specialists have recommended smoking as a nerve sedative. There is nothing which so well soothes an irritated nervous condition as a quiet smoke. Another therapeutic value of tobacco is that it acts as a mouth disinfectant. This was proved many years ago when in an epidemic in a German town the workers in a tobacco factory were immune. The pleasantest way of enjoying smoking and its benefits is through the medium of a good cigarette. On hygienic grounds the cigarette has been shown to be the safest form of smoking. Lucky Strike Cigarettes stand alone in a test par excellence. The tobacco used is the finest obtainable and the process of toasting used by the makers insures the removal of impurities. Physicians can use these cigarettes themselves or recommend them to their patients, both male and female, with the utmost confidence." *W. J. ...*

We take pleasure again in calling the public's attention to the fact that this expert recognition of the benefits of toasting was published without any solicitation whatever in the June issue of American Medicine. TIME 1:00

(LOCAL ANNOUNCEMENT) :30

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Canadian Capers" and "Miss Annabelle Lee".

(CANADIAN CAPEPS - ORCHESTRA)

(MISS ANABELLE LEE - ORCHESTRA)

ANNOUNCER:

"Limehouse Blues", and "The Girl Friend" by the Lucky Strike Dance Orchestra.

(LIMEHOUSE BLUES - ORCHESTRA)

(THE GIRL FRIEND - ORCHESTRA)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. The amazing sales increase consistently maintained by Lucky Strike is definite proof of the benefits of "It's Toasted". This phrase describes the extra secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260° - maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

ATX01 0262021

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Sunny" and "Weary River".

(SUNNY - ORCHESTRA)

(WEARY RIVER - ORCHESTRA)

(LOCAL ANNOUNCEMENT)

:30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "Me Too" and "Listen to The Mocking Bird".

(ME TOO - ORCHESTRA)

(LISTEN TO THE MOCKING BIRD)

ANNOUNCER:

Lucky Strike is the 4 square Cigarette.

1st - "It's Toasted", the exclusive process used only in Lucky Strike.

2nd - The fragrance of the choicest tobaccos with irritants removed.

3rd - Mild and mellow - the finest cigarette ever produced. This is no idle boast. Lucky Strike ^{is the only cigarette} ~~is the only cigarette~~ guaranteed to the consumer ^{by the manufacturer} ~~by the manufacturer~~. This guarantee is printed on every package of Lucky Strike.

4th - Its overwhelming acceptance by smokers everywhere gives Lucky Strike a sales increase greater than the combined increase of all other cigarettes. It is the biggest selling cigarette wherever people of refinement gather.

Lucky Strike - Remember it's 4 Square.

ATX01 0262022

To maintain a slender figure, no one can deny the truth
of the advice: Reach for a Lucky. Time 1:00

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Good Morning,
Good Evening, Good Night" and "Peg O' My Heart".

(GOOD MORNING, GOOD EVENING, GOOD NIGHT - ORCHESTRA)

(PEG O' MY HEART - ORCHESTRA)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Makin' Whoopee"
and "Song of The Vagabond".

(MAKIN' WHOOPEE - ORCHESTRA)

(SONG OF THE VAGABOND - ORCHESTRA)

ANNOUNCER:

Theme tune - one chorus of "This is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music pre-
sented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have
heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the
tunes that made Broadway, Broadway. Again it is suggested
that to maintain a slender figure, no one can deny the truth
of the advice: Reach for a Lucky. Thank you. Time 1:00

Station announcer:

It is now _____ minutes and _____ seconds past eleven
o'clock, Eastern Daylight Saving Time.

AGENCY:JMcD
7/12/29

ATX01 0262023

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JULY 20, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "^King Chanticleer" and "Outside".

(KING CHANTICLEER)

(OUTSIDE)

Time 5:00

ANNOUNCER:

"Mean To Me" and "Where's that Rainbow" by the Lucky Strike Dance Orchestra.

(MEAN TO ME)

(WHERE'S THAT RAINBOW)

Time 6:15

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "~~My Love of Golden Dreams~~" and "~~My Love of Golden Dreams~~" "Merry Widow" and "Spain"

(MY LOVE OF GOLDEN DREAMS) (MERRY WIDOW)

(MERRY WIDOW)

(SPAIN)

Time 6:15

ANNOUNCER:

To be the guest in millions of American homes is a signal honor and the manufacturers of Lucky Strike Cigarettes are deeply conscious of the ^{courtesies required of a gracious guest.} ~~responsibilities of a guest.~~ Every tune that is played, every lyric that is sung, and every word that is spoken is personally approved by the highest executives of the American Tobacco Company that we may continue worthy of your hospitality. We are all friends together. May we suggest "Reach for a Lucky." Because Luckies are made from the choicest tobaccos - "The Cream of the Crop" the taste of Luckies is delicious. Because irritants have been removed from the tobaccos by the toasting process, the taste of Luckies is smooth. No cigarette can taste as good as Luckies because Luckies alone are toasted - no harshness - no bite. More than a slogan "IT'S TOASTED" is recognized by millions as the most modern step in cigarette manufacture.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

TIME 1:00

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "How You Going To Keep 'Em Down On The Farm" and "April Showers"

(HOW YOU GOING TO KEEP 'EM DOWN ON THE FARM)

(APRIL SHOWERS)

Time 6:15

ANNOUNCER:

"Idolizing" and "Back In Your Own Back Yard" by the Lucky Strike Dance Orchestra.

(IDOLIZING)

(BACK IN YOUR OWN BACK YARD)

Time 5:30

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra ^{with its lively tunes} is sponsored by the manufacturers of Lucky Strike Cigarettes. It is the desire of The American Tobacco Company to bring you enjoyment at its best. ~~The lively tunes of the orchestra we feel will please you.~~ This same desire to bring to you the best of things is the reason why the Lucky Strike Cigarette is toasted. ^{The phrase,} "It's Toasted" describes the extra secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260° - maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Paddlin' Madeline Home" and "~~Red Carnation~~" "Lover Come Back To Me"

(PADDLIN' MADELINE HOME)

(~~RED CARNATION~~) (LOVER COME BACK TO ME)

Time 5:30

LOCAL ANNOUNCEMENT #30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "Kansas City Kitty" and "Rose Marie"

(KANSAS CITY KITTY)

(ROSE MARIE)

Time 6:15

ANNOUNCER:

When talking to friends it is always a very real pleasure to be able to definitely confirm your statement by the disinterested comment of a third party. The publishers of American Medicine, one of America's leading medical Journals, have given the manufacturers of Lucky Strike Cigarettes permission to read to you the following article from the Medical Progress Department of their June issue. QUOTE

"THE THERAPEUTIC VALUE OF TOBACCO

Some of the greatest nervous and mental specialists have recommended smoking as a nerve sedative. There is nothing which so well soothes an irritated nervous condition as a quiet smoke. Another therapeutic value of tobacco is that it acts as a ^{mouth} ~~smooth~~ disinfectant. This was proved many years ago when in an epidemic in a German town the workers in a tobacco factory were immune. The pleasantest way of enjoying smoking and its benefits is through the medium of a good cigarette. On hygienic grounds the cigarette has been shown to be the safest form of smoking. Lucky Strike Cigarettes stand alone in a test par excellence. The tobacco used is the finest obtainable and the process of toasting used by the makers insures the removal of impurities. Physicians can use these cigarettes themselves or recommend them to their patients, both male and female, with the utmost confidence."

UNQUOTE.

The American Tobacco Company greatly values this absolutely unsolicited opinion published in the June issue of American Medicine and believes that your thoughtful consideration of this impartial opinion is well worth while.

TIME 1:00

ATX01 0262027

The Lucky Strike Dance Orchestra offers "I Wanna Be Bad"
and "Ready for the River"

(I WANNA BE BAD)

(READY FOR THE RIVER)

Time 2:00

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Hilo" and
"Song of the Flame"

(HILO)

(SONG OF THE FLAME)

Time 5:00

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with
vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have heard
B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that
made Broadway, Broadway. Again it is suggested that to maintain
a slender figure, no one can deny the truth of the advice; Reach
for a Lucky. Thank you.

TIME 1:00

STATION ANNOUNCER:

* It is now _____ minutes and _____ seconds past eleven
o'clock, Eastern Daylight Saving Time.

AGENCY/MEH

7/13/59

ATX01 0262028

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Hour for station announcements. This is WEAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

JULY 27, 1929

SATURDAY

OPENING ANNOUNCEMENT:

(THEME TUNE - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer)

ANNOUNCER:

Good evening my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested; Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "Darktown Strutters Ball" and "Some of these Days."

(DARKTOWN STRUTTERS BALL)
(SOME OF THESE DAYS)

4.45

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer you a real surprise. Mr. Rolfe has arranged to have Lew White, the famous organist, play "Limehouse Blues." Following this, the Lucky Strike Dance Orchestra offers "There's a Rainbow Round My Shoulders."

(LIME HOUSE BLUES)
(THERE'S A RAINBOW ROUND MY SHOULDER)

6.30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Chinese Lullaby" and "El Choclo."

(CHINESE LULLABY)
(EL CHOCLO)

5:30

ANNOUNCER:

Consideration of others makes for mutual happiness. It is such consideration which governs the manufacturers of Lucky Strike Cigarettes in the preparation of these programs. Thousands of our radio audience constantly express the desire to hear their favorite pieces and these opinions are always heeded. This same spirit of consideration prompts the American Tobacco Company to issue this warning to cigarette smokers now that the vacation season is here: Please be careful how you dispose of your lighted cigarette. Please be sure that it is extinguished before you cast it aside or that you throw it where it cannot be the cause of fire. If you will have this consideration for others, much will be done to lessen the risk of forest fires which bring great loss to many communities. There is too much pleasure in a cigarette to have it be the cause of danger. The toasting process makes Lucky Strike the utterly different cigarette - the smoke of all pure quality. Ripe, mellow, sun-kissed tobaccos, bulging with goodness, go into Lucky Strike Cigarettes. Then follows a 45 minute heat treatment to scientifically eliminate the impurities which cause throat irritation and coughing. More than a slogan "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky.

TIME: 1:00

LOCAL ANNOUNCEMENT: 30

ATX01 0262030

ANNOUNCER:

E. A. Rolfe and his Lucky Strike Dance Orchestra continue with "The Wedding of the Painted Dolls" and "Louise".

(THE WEDDING OF THE PAINTED DOLLS)
(LOUISE)

5:00

ANNOUNCER:

"Nightmare" and "That's My Weakness Now" by the Lucky Strike Dance Orchestra.

(NIGHTMARE)
(THAT'S MY WEAKNESS NOW)

6:00

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes. Among millions of dance lovers, the phrase "The tunes that made Broadway Broadway" is the mark which indicates wholesome and enjoyable entertainment. Among millions of smokers, the phrase "It's toasted" is the mark which indicates the utmost quality in cigarettes. "It's Toasted" describes the extra, secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260 - maximum 300 Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

By special request Mr. Rolfe and his Lucky Strike Dance Orchestra will now play "Alexander's Ragtime Band".

(ALEXANDER'S RAGTIME BAND)

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"Dusky Stevedore" and "She's Still My Baby."

(DUSKY STEVEDORE)
(SHE'S STILL MY BABY)

5:45

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. It will now play "Magnolia" following which as arranged by Mr. Rolfe, you will again hear from Mr. White at his studio rendering "Dinah" on the organ.

(MAGNOLIA)

6:00

ANNOUNCER: And now Mr. White from his Studio.

(DINAH)

ANNOUNCER:

We trust that you have enjoyed Mr. White's organ renditions this evening. What memories this will recall for many of us. It will carry us back to the days when we, as children, had to pump the organ while someone played upon it. But modern science has changed all this and the organ which you have just heard is driven by electricity. New-day science has also made a contribution in the manufacture of Lucky Strike Cigarettes. This is the toasting process which scientifically eliminates irritants and impurities. Waving fields of golden ripe tobacco, cultivated under expert care, are dedicated to Lucky Strike Cigarettes. These are the tobaccos - the Cream of the Crop - which in the hands of true tobacco experts, become the appetizing blend of Lucky Strike. Then follows "It's Toasted" to make the taste of Luckies so smooth and non-irritating - to add that final dash of aroma which gives Luckies the unique flavor of sheer deliciousness.

To maintain a slender figure, no one can deny the truth of the advice; Reach for a Lucky. TIME 1:00

The Lucky Strike Dance Orchestra offers "She's a Great Great Girl" and "From Sunrise to Sunset."

(SHE'S A GREAT GREAT GIRL)
(FROM SUNRISE TO SUNSET)

5:45

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Sam" and "The Rangers Song."

(SAM)
(THE RANGERS SONG)

4:45

ANNOUNCER:

(Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, No one can deny the truth of the advice; Reach for a Lucky. Thank you.

TIME 1:00

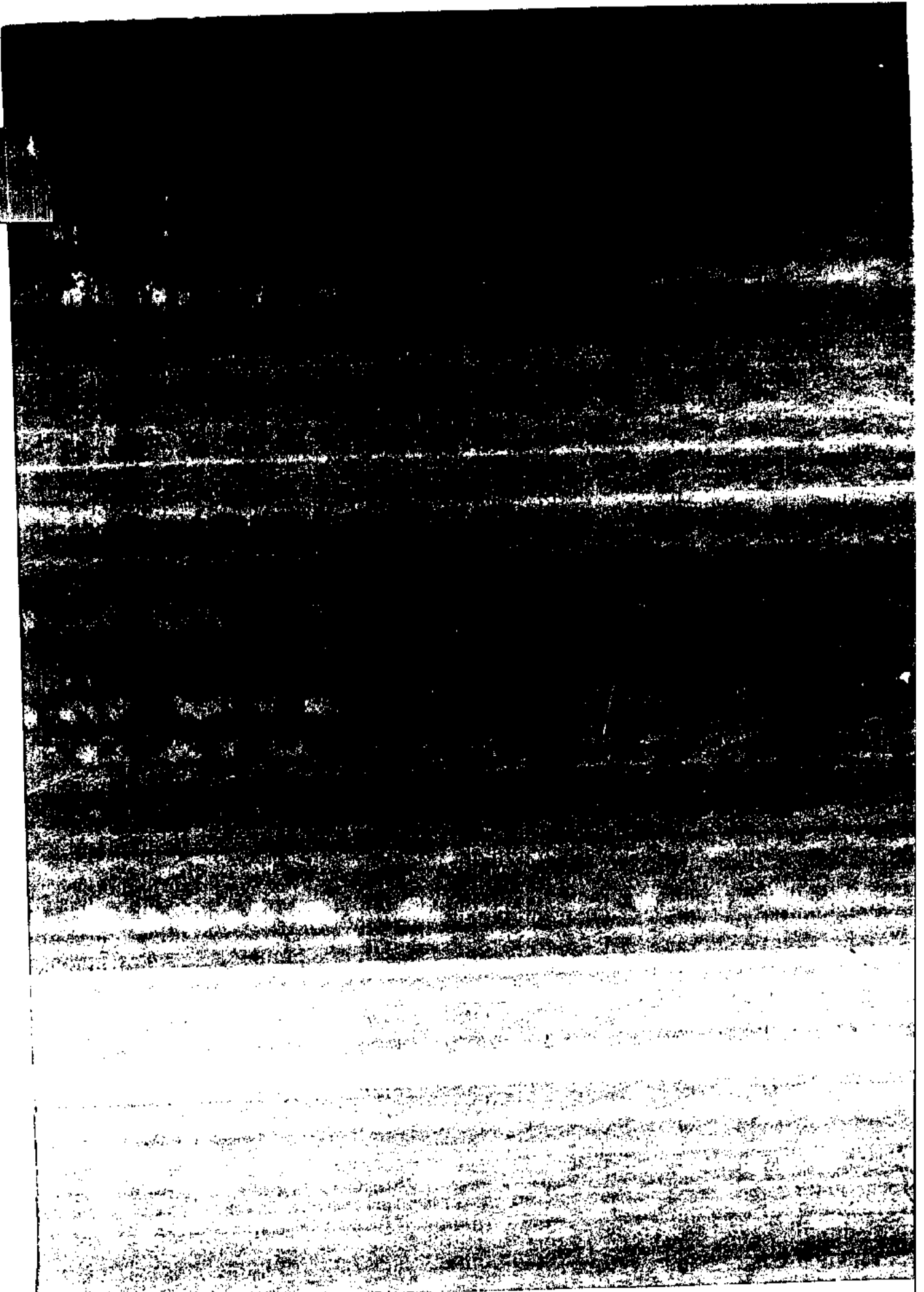
STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY/ERT/MEH

7/27/29

ATX01 0262033



NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements! This is WEAJ, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

AUGUST 3, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Should you sit out a dance, it is suggested: Reach for a Lucky!

The Lucky Strike Dance Orchestra opens with "Don't Hold Everything from "Hold Everything" and "Hittin' The Ceiling".

(DON'T HOLD EVERYTHING)

(HITTIN' THE CEILING)

ANNOUNCER:

"Why Do I Love You" from "Show Boat" and "Huggable Kissable You" by the Lucky Strike Dance Orchestra.

(WHY DO I LOVE YOU)

(HUGGABLE KISSABLE YOU)

ATX01 0262035

ANNOUNCER:

Once more Mr. Rolfe has provided a delightful surprise novelty for the Lucky Strike radio audience. Under his direction, you will now hear El Tango Romantico orchestra offer "La Cumparsita" in the authentic rythm of the dashing tango.

(LA CUMPARSITA)

ANNOUNCER:

The stirring strains of the tango which you have just heard are characteristic of the sparkle and fire of our South American neighbors. The natives of warm climates have always been romantic peoples of flaming vigor. Their dashing personalities seem to typify that worship of fire which has existed from time immemorial. All through the ages mankind has looked on fire as the ultimate cleansing and purifying element. That is why the toasting process has done so much to make Lucky Strike the overwhelming favorite. Cigarette smokers are quick to understand that this exclusive heat treatment removes impurities and provides that necessary touch to the finest of fine tobacco to appetizingly result in the soothing comforts of a delightful smoke. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. Time: 1:00

Local announcement :30

ANNOUNCER:

After the tango it is not perhaps in appropriate to play
"Dancing Tambourine" and "Ca C'est Paris";

(DANCING TANBOURINE)

(CA C'EST PARIS)

ANNOUNCER:

"I ain't Got Nobody" and "Everbody Step" by the Lucky
Strike Dance Orchestra.

(I AIN'T GOT NOBODY)

(EVERYBODY STEP)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. More than twenty years ago The American Tobacco Company first applied the toasting process to tobaccos not used in cigarettes. Time and experience have absolutely proven that toasting tobaccos, whether intended for cigarettes or not, brings about a change and improvement in the quality of the tobacco toasted.

The American Tobacco Company believes that it has brought this toasting process to a practical and scientific perfection that makes Lucky Strike Cigarettes unique in the tobacco world. "It's Toasted" describes the extra, secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260° - maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

ATX01 0262037

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Or What Have You" from the "Little Show" and a medley from "Whoopie" by special permission of the copyrite owners.

(OR WHAT HAVE YOU)

(WHOOPEE MEDLEY)

Local announcement :30

ANNOUNCER:

Mr. B. A. Rolfe again introduces under his direction, El Tango Romantico Orchestra in "Articulo de Lujo". Following this, the Lucky Strike Dance Orchestra plays "Button Up Your Overcoat" from "Follow Thru."

(ARTICULO DE LUJO)

(BUTTON UP YOUR OVERCOAT)

ANNOUNCER:

In American poetry there will always live the lines of the late Joyce Kilmer who wrote "Poems are made by fools like me, but only God can make a tree." Why not let this be your inspiration when you are out in the woods with a lighted cigarette? A small degree of caution on your part will do much to eliminate the danger of forest fires which ruthlessly create a great deal of damage. Just make sure that your match is put out before you throw it away and that your cigarette is extinguished when you have finished with it. Take a minute to see that when you dispose of them no harm may come. There is great enjoyment in a cigarette - be certain your pleasure will not bring sorrow to others. From the moment the tobacco seed is planted until that time when Luckies thrilling flavor is enjoyed, every step of preparation is simply an element in a unit which has but one desire: to make Lucky Strike the cigarette of quality beyond all

ATX01 0262038

comparison. And the final operation is the toasting process which takes out bite and harshness, eliminating throat irritation. Then, too, this process furnishes that extra touch of splendid flavor which makes Lucky Strike so appetizingly fragrant, so distinctly the cigarette of genuine pure smoking quality.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. TIME 1:00

The Lucky Strike Dance Orchestra offers "Margie" and "I Can't Give You Anything But Love". from Lew Listris "Blackbirds of 1929.

(MARGIE)

(I CAN'T GIVE YOU ANYTHING BUT LOVE)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Dapper Dan" and a medley of "My Gal's a High Born Lady", "Georgie Camp Meeting" and "Dixie".

(DAPPER DAN))

(MY GAL'S A HIGH BORN LADY))

(GEORGIE CAMP MEETING))

(DIXIE))

MEDLEY

ANNOUNCER:

Theme tune - One chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. Thank you. Time 1:00

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY:ST

3/8/29

ATX01 0262040

NOTE TO ANNOUNCER: There will now be a brief pause in the
Lucky Strike Radio Hour for station
announcements. This is WEAJ, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

AUGUST 10, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with
local refrain. Immediately followed by announcer.

ANNOUNCER :

Good evening, my friends. And so begins this hour of
dance music presented for your pleasure by the manufacturers of
Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance
Orchestra will be heard in the tunes that made Broadway Broadway.
Should you sit out a dance, it is suggested: Reach for a Lucky.

The Lucky Strike Dance Orchestra opens with "One Step to
Heaven" and "Wearing Them Higher in Hawaii".

(ONE STEP TO HEAVEN and WEARING THEM HIGHER IN HAWAII - ORCHESTRA)

ANNOUNCER:

"Deep Night " and "Old Man Sunshine" by the Lucky Strike
Dance Orchestra. Under Mr. Rolfe's direction we are happy to have
with us again Margaret (Micky) McKee famous whistling soloist. You
will hear her in "Deep Night".

(DEEP NIGHT AND OLD MAN SUNSHINE - ORCHESTRA AND MCKEE)

ANNOUNCER:

The Lucky Strike Dance Orchestra in a fox-trot version of
Rubinstein's Melody in F and Waiting For The Robert E. Lee.

(MELODY IN F and WAITING FOR THE ROBERT E. LEE - ORCHESTRA)

ATX01 0262041

ANNOUNCER:

Choice tobaccos, proper ageing and skillful blending, plus toasting, give Lucky Strike its distinctive flavor. But it has now been demonstrated that toasting means more, much more than the finest flavor. While for many years the manufacturers had been receiving letters regarding Lucky Strike, referring to its fine flavor and its non-irritating quality, they were especially and definitely impressed by a letter received on November 14, 1925 from the owner of a department store in Grand Rapids, Michigan, who wrote that his physician at Battle Creek had advised him to change to Lucky Strike because of lessened throat irritation. This physician undoubtedly recognized the benefits of the famous toasting process which has made Lucky Strike the outstanding success in the history of the cigarette industry.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. TIME: 1:00

Local Announcement :30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "I'm Looking Over A Four Leaf Clover" and "The Wedding Of The Painted Doll".

(I'M LOOKING OVER A FOUR LEAF CLOVER - ORCHESTRA)

(THE WEDDING OF THE PAINTED DOLL) - (ORCHESTRA)

ANNOUNCER:

"There's A Girl In Havana" and "I'll Get By" by the Lucky Strike Dance Orchestra.

(THERE'S A GIRL IN HAVANA) (ORCHESTRA)

(I'LL GET BY - ORCHESTRA)

ATX01 0262042

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. Prominent opera stars, actors, public speakers, broadcasters - others whose voices are important and a prime factor in earning their livelihood - subscribe to the fact that Lucky Strike protects the throat. Naturally The American Tobacco Company sought to find if such statements were supported by those whose business it is to know, throat specialists and physicians, who, from their experience, realize that the application of heat eliminates impurities - a well-known scientific fact. The manufacturers of Lucky Strike believed that they had secured such a result from the heat treatment of the toasting process. "It's Toasted" describes the extra, secret process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos -- the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260° - maximum 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"The Dance of the Blue Danube"

(THE DANCE OF THE BLUE DANUBE -- ORCHESTRA)

Local Announcement

:30

ATX01 0262043

ANNOUNCER:

The Lucky Strike Dance Orchestra will continue. By special permission of the copyright owner it will now play "I'm Bringing a Red Red Rose". Following this, under the direction of Mr. Rolfe, Miss McKee will offer a delightful solo "Listen To The Mocking Bird"

(I'M BRINGING A RED RED ROSE and "LISTEN TO THE MOCKING BIRD" -- ORCHESTRA and MISS MCKEE)

ANNOUNCER:

Guided by an eminent physician, two questions were prepared and sent to physicians not only locally but throughout the United States. The claims of the manufacturers of Lucky Strike Cigarettes were completely substantiated in the overwhelming profession opinion which followed.

18,871 physicians, over 90% of those who answered, replied "Yes" to the following question:

"In your judgment, is the heat treatment or "Toasting" Process", applied to tobaccos previously aged and cured, likely to free the cigarette from irritation to the throat?

20,679 physicians, over 90% of those who answered, replied "Yes" to the following question:

"Do you think, from your experience with Lucky Strike Cigarettes, that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?"

The claims of the manufacturers of Lucky Strike Cigarettes were completely substantiated by this overwhelming professional opinion.

To maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. Time 1:00

ATX01 0262044

The Lucky Strike Dance Orchestra offers "That Precious Little Thing Called Love" and a Medley from "Show Boat".

(THAT PRECIOUS LITTLE THING CALLED LOVE and MEDLEY FROM SHOW BOAT -- ORCHESTRA)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Raggedy Ann" and "Down South".

(RAGGEDY ANN and DOWN SOUTH - ORCHESTRA)

ANNOUNCER:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Again it is suggested that to maintain a slender figure, no one can deny the truth of the advice: Reach for a Lucky. This is U. S. Thank you.

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Daylight Saving Time.

AGENCY:ST

8/16/29

ATX01 0262045

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WJAF, New York City.

TITLE: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M. AUGUST 17, 1929. SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed the harmful irritants from the tobacco by the famous "Toasting Process". Should you sit out a dance - "REACH FOR A LUCKY."

The Lucky Strike Dance Orchestra opens with "Outside" and "Ballin' the Jack."

(OUTSIDE)

(BALLIN' THE JACK)

ANNOUNCER:

You Jack Advantage of me
"~~Among My Souvenirs~~" and "Varsity Drag" by the Lucky Strike Dance Orchestra.

(~~AMONG MY SOUVENIRS~~)

(VARSITY DRAG)

You Jack Advantage of me

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Pagan Love Song".
Following this Mr. Rolfe offers the South Sea Islanders in "~~One-
Two, Three, Four~~" and "~~Pula Pae~~".

(PAGAN LOVE SONG)

(ONE TWO THREE FOUR - PULA PAE)

ANNOUNCER:

Years ago, when Cigarettes were made without the aid of modern science, there originated that ancient prejudice against all Cigarettes.

That criticism is no longer justified. LUCKY STRIKE, the finest Cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended - "IT'S TOASTED."

"TOASTING", the most modern step in Cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in Cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies and so "Toasting" - LUCKY STRIKE'S extra secret process - removes harmful, corrosive acids (pungent irritants) from LUCKIES which, in the old-fashioned manufacture of Cigarettes, caused throat irritation and coughing. Thus, "TOASTING" has destroyed that ancient prejudice against Cigarette smoking by men and by women.

Time 1:00

Local Announcement :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with a medley from "Hold Everything" and "Parade of the Wooden Soldiers."

(MEDLEY FROM HOLD EVERYTHING)

(PARADE OF THE WOODEN SOLDIERS)

ATX01 0262047

ANNOUNCER:

"Chloe" and "Building a Nest for Mary" by the Lucky Strike
Dance Orchestra.

(CHLOE)

(BUILDING A NEST FOR MARY)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

The phrase "IT'S TOASTED" describes the extra "TOASTING" process applied in the manufacture of LUCKY STRIKE Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat, at minimum 260 degrees, maximum 300 degrees Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan "IT'S TOASTED" is recognized by millions as the most modern step in cigarette manufacture.

an old time medley
B. A. Rolfe and his Lucky Strike Dance Orchestra offers *by the Kentucky*
"Weary River" and "I'm Just Wild About Harry."

(WEARY RIVER)

(I'M JUST WILD ABOUT HARRY)

Local Announcement :30

ANNOUNCER:

Again, under Mr. Rolfe's direction, you will hear The South Sea Islanders offer "Hilo", followed by the Lucky Strike Orchestra in "Only a Rose."

(HILO)

(ONLY A ROSE)

* 1

ANNOUNCER:

Prejudice thrives where ignorance hives. It is easy to lead a blind man down the wrong path and folks who, in days of old, could not read or write, had no chance to learn if they were moving in the right direction. But in modern times, American Intelligence has changed all that, and by the use of the modern newspaper LUCKY STRIKES have told so many millions that tobacco is now safe, and so many millions have verified the truth by personal experience, that folks whose throats never before could tolerate the rasp and irritation of field-cured, warehouse sweated tobaccos, now find that they can smoke to their heart's and their health's content. "IT'S TOASTED" - phrase that describes the extra "TOASTING" Process applied in the manufacture of LUCKY STRIKE Cigarettes - The finest tobaccos - The Cream of the Crop, are scientifically subjected to penetrating heat of ~~minimum 260th - maximum 300C Fahrenheit. The exact expert regulation of such high temperatures removes impurities~~ - More than a slogan - "ITS TOASTED" is recognized by millions as the most modern step in Cigarette manufacture.

The Lucky Strike Dance Orchestra offers "Futuristic Rhythm" and "Honey".

(FUTURISTIC RHYTHM)

(HONEY)

ANNOUNCER: The Lucky Strike Dance Orchestra renders "~~Barkies~~ *Hallelujah* Jubilee" and "The Riff Song."

(~~BARKIES JUBILEE~~)

(THE RIFF SONG)

ANNOUNCER: Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed the harmful irritants from the tobacco by the famous "TOASTING" Process. Again it is suggested - "REACH FOR A LUCKY." *Thank you*

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

AGENCY:CK
8/16/29

ATX01 0262050

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Dance Orchestra Hour for station announcements. This is WEA, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M.

AUGUST 24, 1929.

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed the harmful irritants from the tobacco by the famous "Toasting Process" Should you sit out a dance - "Reach for a Lucky".

The Lucky Strike Dance Orchestra opens with "Jericho" and "Mary".

(JERICHO)
(MARY)

TIME: 5:45

ANNOUNCER:

A medley from Follow Through and "Do What You Do" from the Show Girl", by the Lucky Strike Dance Orchestra.

(MEDLEY FROM FOLLOW THROUGH)
(DO WHAT YOU DO)

TIME: 6:45

ATX01 0262051

ANNOUNCER:

Mr. Rolfe now offers the nationally known organist, Mr. Lew White, in an organ solo "The Sleepy Valley Waltz". Following this the Lucky Strike Dance Orchestra plays the tango "Spain".

(THE SLEEPY VALLEY WALTZ)

(SPAIN)

Time 6:30

ANNOUNCER:

While prejudice had its way, insolent little nitwits without an idea in their heads or a constructive performance to their credit, controlled all the passes to opportunity and the front row and shunted greater ability to the gallery and by-paths, - but prejudice always meets its "Waterloo" in printer's ink and that's where the prejudice against the Cigarette vanished. Through nation-wide use of newspapers, LUCKY STRIKE have told so many millions that tobacco is now safe and so many millions have verified the truth by personal experience, that folks, whose throats never before could tolerate the rasp and irritation of the field cured, warehouse-sweated tobacco of the old time cigarette, now find that they can smoke to their heart's and their health's content -- "IT'S TOASTED" - more than a slogan - the phrase that not only has destroyed that ancient prejudice against Cigarettes, but that is recognized by millions as the most modern step in Cigarette manufacture.

Time 1:00

Local Announcement :30

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Lets Do It" and "Oh Baby"

(LETS DO IT)

(OH BABY)

ATX01 0262052

ANNOUNCER:

"Broken Idol" by the Lucky Strike Dance Orchestra.

(BROKEN IDOL)

TIME 6:30

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

Years ago when Cigarettes were made without the aid of modern science, there originated that ancient prejudice against all Cigarettes. That criticism is no longer justified. Lucky Strike the finest Cigarette you ever smoked, made of the choicest tobacco - - properly aged and skillfully blended. - - "IT'S TOASTED" - Toasting, the most modern step in Cigarette manufacture removes from Lucky Strike, harmful irritants which are present in Cigarettes manufactured in the old-fashioned way. Everyone knows that heat purifies and so "IT'S TOASTED" - Lucky Strike's extra secret toasting process removes harmful, corrosive acids, A-C-R-I-D-S, acids, pungent irritants, which, in the old-fashioned manufacture of Cigarettes, cause throat irritation and coughing. Thus, toasting has destroyed that ancient prejudice against Cigarette smoking by men and by women.

B. A. Rolfe and his Lucky Strike Dance Orchestra offers
"Makin' Whoopee" and "Perhaps"

(MAKIN' WHOOPÉE)

(PERHAPS)

TIME 6:15

LOCAL ANNOUNCEMENT #30

ATX01 0262053

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Down Among The Sugar Cane." Following this you will again hear Mr. Lew White at the organ rendering "Louise."

(DOWN AMONG THE SUGAR CANE)

(LOUISE)

ANNOUNCER:

Prejudice sat in the cave mouth with the rest of the tribe, hurling jibes and rocks at the "crack-brain" who first hitched human hopes to a wheel. Prejudice never yet backed a winner or won a bet. Prejudice does not know yet that Cigarettes are utterly harmless and have been ever since LUCKIES' extra secret Toasting Process rid tobacco of the irritation and the rasps which field curing and warehouse sweating never reached - "Toasting", the most modern step in Cigarette manufacture - "IT'S TOASTED" - the phrase that describes taking the tickle out and leaving the tang in - It is a mellow method and a flavor intensifier and the phrase - "IT'S TOASTED" , today is recognized by millions of both men and women as the most modern step in Cigarette manufacture.

The Lucky Strike Dance Orchestra offers "Me and The Man In the Moon" and "Sweetheart of All My Dreams."

(ME AND THE MAN IN THE MOON)

(SWEETHEART OF ALL MY DREAMS)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Old Man Sunshine" and "The Ranger's Song."

(OLD MAN SUNSHINE)
(THE RANGERS SONG)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the programme of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigaretts. You have heard B. A Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes Progress has been made. The prejudice against Cigarettes was removed when we removed the harmful irritants from the tobacco by the famous "TOASTING" Process. Again it is suggested - "REACH FOR A LUCKY". **Thank you.**

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

ST:ERT:MEH:CK:CMcB: AGENCY

8/24/29

ATX01 0262055

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

AUGUST 31, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is My Lucky Day" - with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of Dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. We are fortunate tonight in having with us Sir William Crawford. Sir William, although an Englishman, is as you will hear a Scotchman. He has but recently arrived in this country and being a student of merchandising and of advertising, has been invited to say a few words to his American friends, over the air. We welcome Sir William Crawford, and are glad to have him make the announcements in the Lucky Strike Hour tonight. Should you sit out a dance - "Reach for a Lucky".

In honor of Sir William Crawford the Lucky Strike Dance Orchestra opens with a medley of songs made famous by his fellow countryman, Sir Harry Lauder. Following this the orchestra will play "Do Do Something".

(MEDLEY OF SIR HARRY LAUDER'S SONGS)

(DO DO SOMETHING)

ATX01 0262056

ANNOUNCER:

"Lover Come Back to Me" and "Hittin' the Ceilin'" by
the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)

(HITTIN' THE CEILIN')

ANNOUNCER:

Mr. Rolfe now offers El Tango Romantico in "La Maxixe".
Following this the Lucky Strike Dance Orchestra plays "Bringing
a Red Red Rose."

(LA MAXIXE)

(BRINGING A RED RED ROSE)

ANNOUNCER:

May I introduce Sir William Crawford.

SIR WILLIAM CRAWFORD:

Good evening, Ladies and Gentlemen, I am lucky to have
this opportunity of talking with you tonight.

I am here investigating the conditions of your wonderful
America and with this end in view visited North Carolina the
other day. When there I went through the greatest Cigarette
Factory in the world - the factory where Lucky Strikes are made
from the leaf to the Lucky Cigarette - The Cigarette you all
smoke - I left that factory with a sense of sweetness, with a
sense of cleanliness, with a sense of efficiency, with a sense of
thoroughness. I left it believing in the value of Toasting. Yes,
Toasting which removes impurities from the Tobacco - Toasting
which destroys harmful corrosive acids, A-C-R-I-D-S, acids,
pungent irritants, which cause throat irritation and coughing.
It is Toasting that does this and if there are any doubters today
they should visit as I have done and go through this wonderful
factory at Reidsville, North Carolina.

ATX01 0262057

They will then realize they can have a sweet beneficial and enjoyable Cigarette Lucky Strike. Smoke LUCKY Cigarettes and you will personally enjoy the benefit.

LOCAL ANNOUNCEMENT :30

ANNOUNCER:

H. A. ROLFE and his Lucky Strike Orchestra continue with "Whoopee Hat Brigade" and "Lovable and Sweet"

(WHOOPEE HAT BRIGADE)

(LOVABLE AND SWEET)

ANNOUNCER:

"Nightmare" and "One Step to Heaven" by the Lucky Strike Dance Orchestra.

(NIGHTMARE)

(ONE STEP TO HEAVEN)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes. Again Sir William Crawford has a word to say: -

SIR WILLIAM CRAWFORD:

Here in America you all realize that prejudice is a has been, it's pet evidence is rumor and tradition. Prejudice would not permit George Washington to eat tomatoes. Prejudice said tomatoes were poisonous. For more than a hundred years prejudice deprived Europe of the potato. Every verdict that prejudice ever delivered has been over-ruled by experience and until recently prejudice did not know that cigarettes were utterly harmless and that they have been so ever since Luckies' extra secret toasting process rid tobaccos of the irritation and rasps which are present in cigarettes manufactured in the old-fashioned way.

ATX01 0262058

Toasting, the most modern step/ⁱⁿcigarette manufacture. "It's a mellow method and a flavor intensifier and the phrase "It's Toasted" today is recognized by millions of both men and women as the most modern step in cigarette manufacture. An ancient prejudice has been removed - TOASTING DID IT.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offers "Bambalina" and "So Are You".

(BAMBALINA)

(SO ARE YOU)

LOCAL ANNOUNCEMENT # 30

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Don't Hold Everything". Following this Mr. Rolfe again offers El Tango Romantico in "La Gumbarsita"

(DON'T HOLD EVERYTHING)

(LA GUMBARISITA)

ANNOUNCER:

Sir William Crawford:

SIR WILLIAM CRAWFORD:

In Lucky you get the same pure tobacco and purified cigarette from the Atlantic to the Pacific Coast. Every where you go the Lucky Cigarette is at your hand.

There is one great secret in this new process of manufacture and this is that the bitter acids, A-C-R-I-D-S - - are removed by the new Toasting process. Toasting the most modern method of manufacture removes harmful irritants from the tobacco, Heat purifies. Heat removes corrosive irritating pungent acids.

Through heat, which is Toasting, throat irritation is now non-existent. The Cream of the Crop - the finest tobaccos are scientifically blended and then passed through this new penetrating vital Toasting process.

I advise all Americans who wish to smoke a mellow clean non-irritating cigarette to reach for a Lucky.

I go back to my England believing that you have found the new secret of improving the flavor of a cigarette Tobacco and all this is caught in a Lucky - the best cigarette in the world today.

It is good to speak to so many millions of people this evening. I thank you for listening to me. I am lucky to have this opportunity of talking to you. You are lucky to be able to smoke Lucky Strikes and as I will be lucky soon to sail for England you will be reaching that day for a Lucky Strike.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Red Red Robin" and "Old Man River".

(RED RED ROBIN)

(OLD MAN RIVER)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Broadway Melody" and "Song of the Flame".

(BROADWAY MELODY)

(SONG OF THE FLAME)

ANNOUNCER:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. May we take the opportunity of thanking Sir William Crawford for his courtesy and for the interesting comments that he has made, and, as he is sailing for his home shores next week, we wish him "God-speed".

Gone is the ancient prejudice against cigarettes.

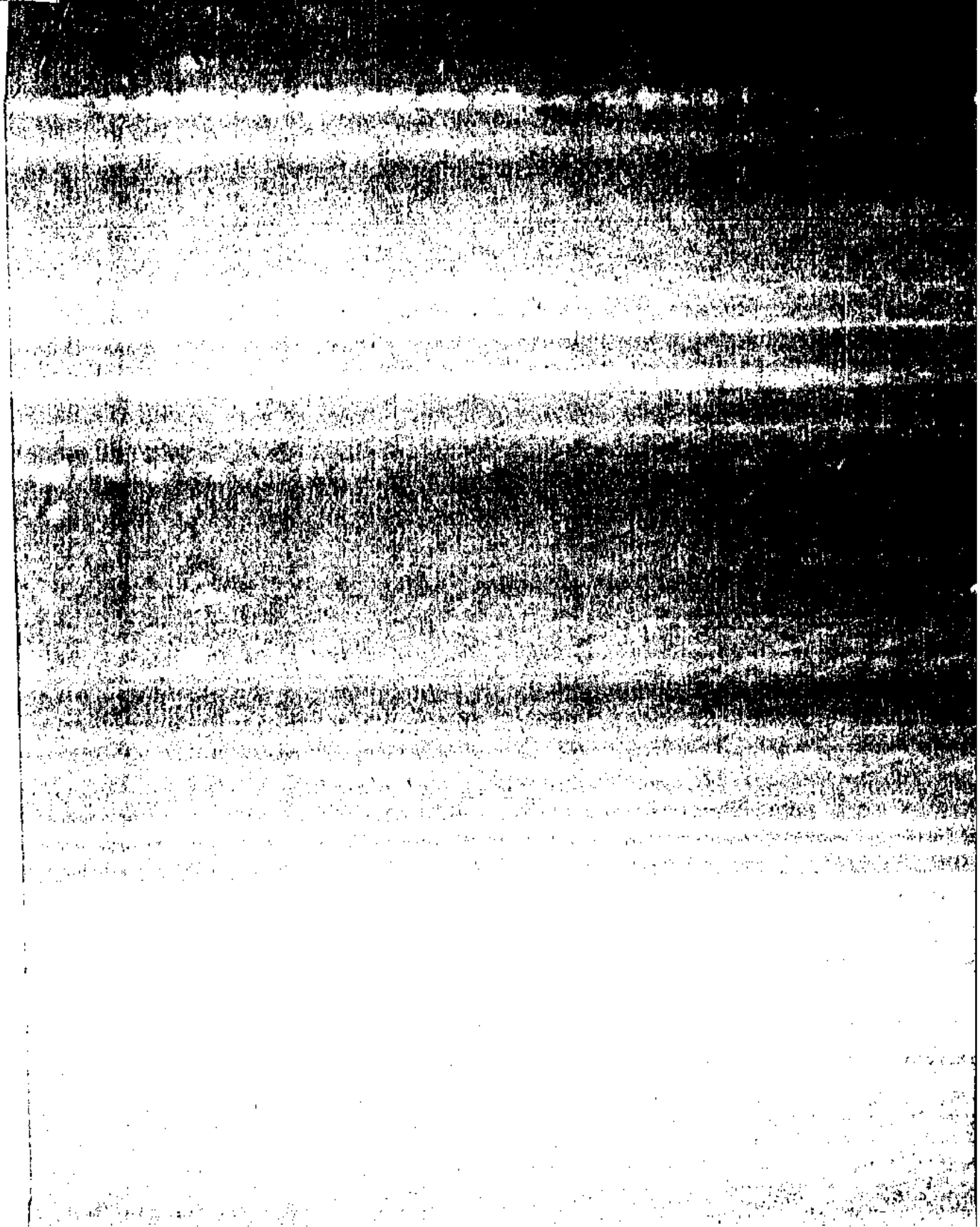
Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Tasting Process". Again it is suggested - "REACH FOR A LUCKY". Thank you.

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

AGENCY/MEH

8/30/29

ATX01 0262061



NOTE TO ANNOUNCER:

There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()

10:00 - 11:00 P.M. SEPTEMBER 7, 1929.

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING PROCESS." Should you sit out a dance - "REACH FOR A LUCKY."

The Lucky Strike Dance Orchestra opens with "Hallelujah" from Hit The Deck, and "And So Are You."

(HALLELUJAH)

(AND SO ARE YOU)

TIME 5:45

ANNOUNCER:

"When My Dreams Come True," and "I'm Bringing a Red Red Rose" from Whoopee.

(WHEN MY DREAMS COME TRUE)

(I'M BRINGING A RED RED ROSE)

TIME 5:45

ATX01 0262063

ANNOUNCER:

Mr. B. A. Rolfe now offers the distinguished whistler, Miss Margaret (Vickey) McKee, accompanied by the Lucky Strike Dance Orchestra in the waltz "Tales of the Vienna Woods". Following this the orchestra plays "A Precious Little Thing Called Love."

(TALES OF THE VIENNA WOODS)

(A PRECIOUS LITTLE THING CALLED LOVE)

TIME 6:00

ANNOUNCER:

It isn't the fault of scepticism that Life Insurance survived infancy. Prejudice, the evil midwife, butted in at the birth of the new institution, and, according to habit, tried to strangle it in the cradle. The early opposition to Life Insurance is one of the most incredible chapters of history. But prejudice cannot argue with fundamentals and today, American intelligence ranks as one among its greatest benefits, the protection accorded by Life Insurance. So it is with Cigarettes. Years ago, when Cigarettes were made without the aid of modern science, there originated that ancient prejudice against Cigarettes, but that criticism is no longer justified. Everyone knows that heat purifies and so "TOASTING" - LUCKY STRIKE'S extra secret process, removes harmful, corrosive acids, A-C-R-I-D-S, acids, pungent irritants, from LUCKIES, which, in the old-fashioned manufacture of Cigarettes, cause throat irritation and coughing. Thus, "TOASTING" has destroyed that ancient prejudice against Cigarette smoking by men and by women.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continues with "Wedding of the Painted Dolls" and "Imagination."

(WEDDING OF THE PAINTED DOLLS)

(IMAGINATION)

TIME 6:45

ATX01 0262064

ANNOUNCER:- "Singing In the Rain" from "The Hollywood Revue"
and "One Step to Heaven" by the Lucky Strike Dance Orchestra.

(SINGING IN THE RAIN)

(ONE STEP TO HEAVEN)

The program of the Lucky Strike Dance Orchestra is sponsored by
The American Tobacco Company, Manufacturers of Lucky Strike
Cigarettes.

"It's Toasted" - the phrase that describes taking the tickle
out and leaving the tang in - "It's Toasted" - the phrase that
describes Lucky Strike's extra secret process - that process
that removes harmful, corrosive acids - A C R I D S - acids -
(pungent irritants) from LUCKY STRIKES - irritants which, if
not taken out, are certainly left in cigarettes manufactured
in the old-fashioned way.

So tangible are these acids which are removed by "TOASTING"
that it may be of interest to the public to know that The
American Tobacco Company has recently signed an agreement to
commercially sell as a by-product these harmful, pungent
irritants which are removed by "TOASTING", that extra secret
Lucky Strike process, and that these acids, with the approval
of the Department of Agriculture at Washington, are sold under
trade-marked names to farmers and others that they may comply
with the United States regulations in regard to sheep and
cattle dipping. Surely this is tangible proof that at least
from Lucky Strike Cigarettes these harmful, corrosive
irritants are removed. And that whatever may be said of
the yast millions of cigarettes manufactured in the
old-fashioned way; the fame of Lucky Strike Cigarettes -
no throat irritation, no cough - is not to be wondered at.
"It's Toasted" - the phrase that describes to millions of both
men and women the most modern step in cigarette manufacture.

ATX01 0262065

B. A. Rolfe and his Lucky Strike Dance Orchestra offers
"I Can't Give You Anything But Love" from Lew Leslie's Blackbirds
of 1928" and "I've Got A Feelin' I'm Fallin'."

(I CAN'T GIVE YOU ANYTHING BUT LOVE)

(I'VE GOT A FEELIN' I'M FALLIN')

TIME 7:45

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Bye, Bye, Blackbird".
Following this you will again hear Miss McKee, accompanied by
the Lucky Strike Dance Orchestra, in "The Waters of Minnetonka."

(BYE BYE BLACKBIRD)

(THE WATERS OF MINNETONKA)

TIME 5:30

ANNOUNCER:

When mohair was brought to England, weavers didn't know how to spin the tangles out of the fleece, and, after one unsatisfactory experience, abandoned the product as useless. Prejudice always misses the chance to make good, and to find the best things in life. Folk who believe it can't be done, never get their money's worth. If LUCKY STRIKE had also accepted past experiments and experience as final, tobacco would still be crammed with corrosive acids, A-C-R-I-D-S, acids, pungent irritants. Millions of men and women with sensitive throats and exquisite tastes, would now forego the solace of a perfect cigarette and Uncle Sam's share of their enormous and unprecedented sales would not be lightening everyone's Income Taxes. Progress has been made. We removed the prejudice against cigarettes when we removed harmful irritants from the tobacco. Again has prejudice been relegated to the depths of its cave. American intelligence has overcome it.

The Lucky Strike Dance Orchestra offers a medley from "The Little Show," and "Some of These Days."

(MEDLEY FROM "THE LITTLE SHOW")

(SOME OF THESE DAYS)

Time 7:15

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Margie" and "Song of the Vagabond." *from the "Vagabond King"*

(MARGIE)

(SONG OF THE VAGABOND)

Time 5:30

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING Process. Again it is suggested - "REACH FOR A LUCKY."

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

AGENCY:CK
9/7/29

ATX01 026206B

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

SEPTEMBER 14, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Should you sit out a dance - "REACH FOR A LUCKY".

The Lucky Strike Dance Orchestra opens with "The Breakaway" and "To Be In Love".

(THE BREAKAWAY)

(TO BE IN LOVE)

ANNOUNCER:

"Sweethearts on Parade" and "Doin' The Raccoon" by the Lucky Strike Dance Orchestra.

(SWEETHEARTS ON PARADE)

(DOIN' THE RACCOON)

ANNOUNCER:

As a special feature this evening Mr. Rolfe now offers the South Sea Islanders in a typical Hawaiian Medley. Following this the Lucky Strike Dance Orchestra plays "I'll Always Be In Love With You":

(HAWAIIAN MEDLEY)

(I'LL ALWAYS BE IN LOVE WITH YOU)

ANNOUNCER:

Prejudice would shackle mankind to inefficiency, superstition, ignorance and poverty. If prejudice had its way there would be no progress. Progress has brought us the wonders of electricity, the miracle of the radio, the discoveries of the microscope. Prejudice always looks backward; progress always looks forward. Prejudice believes nothing can be improved; progress believes everything can be improved.

Prejudice would have all cigarettes alike, but progress evolved LUCKY STRIKE. Prejudice was content to leave in tobaccos the irritation and rasps which, in the old-fashioned manufacture of cigarettes, cause throat irritation and coughing. Progress, never content with things as they are, evolved "IT'S TOASTED", LUCKY STRIKE'S extra secret heating process which removes harmful corrosive acids, A-C-R-I-D-S, acids, pungent irritants. Progress again triumphed - TOASTING DID IT, and so, there has been destroyed that ancient prejudice against cigarette smoking by men and by women.

Local announcement

:30

ATX01 0262070

ANNOUNCER: B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Dance of the Paper Dolls" and "Raggedy Ann".

(DANCE OF THE PAPER DOLLS - RAGGEDY ANN)

ANNOUNCER: Mr. Rolfe again presents the South Sea Islands in "Hilo".

(HILO)

ANNOUNCER: "I Get the Blues When It Rains" and "Sunny" by the Lucky Strike Dance Orchestra.

(I GET THE BLUES WHEN IT RAINS) - (SUNNY)

ANNOUNCER: The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

Broadly speaking, there are two kinds of Cigarettes - and only two kinds. On the one hand, we have the vast millions of cigarettes manufactured in the old-fashioned way. On the other hand, we have LUCKY STRIKE, the "Toasted" Cigarette, a product of modern science, the Cigarette from which harmful, corrosive acids, A-C-R-I-D-S, acids (Pungent Irritants) have been removed by that extra, secret, exclusive process described by the phrase - "IT'S TOASTED".

Heat purifies - that is scientifically known, and so those harmful irritants are removed, as the LUCKY STRIKE tobacco is subjected to the purifying effects of heat - to "TOASTING" - and those harmful irritants are reclaimed as a by-product, in such quantities that they are sold by The American Tobacco Company and in turn resold under the regulations of the United States Department of Agriculture at Washington for Insecticide and other purposes.

Surely harmful irritants, corrosive acids are removed from
LUCKY STRIKE - It's toasted.

R.A. Rolfe and his Lucky Strike Dance Orchestra offers "There's
a Rainbow 'Round My Shoulder" and "S'posing".

(THERE'S A RAINBOW 'ROUND MY SHOULDER)

(S'POSING)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dusky Stevedore".
Following this you will again hear the South Sea Islanders in
another medley of Hawaiian pieces:

(DUSKY STEVEDORE)

(MEDLEY OF HAWAIIAN PIECES)

ANNOUNCER:

The United States of America is the greatest enemy that
prejudice ever had. Prejudice opposed railroads, but American
Intelligence Joined hands with progress and covered the nation with
a net-wrok of steel. Prejudice opposed bathtubs, but American
Intelligence joined hands with progress and made us the cleanliest
nation on earth. Prejudice opposed schools, but American
Intelligence joined hands with progress and made us a nation of
thinkers.

ATX01 0262072

Prejudice is always wrong; always bigoted. Prejudice would have you believe that all cigarettes are throat-rasping and tongue biting, but American Intelligence, always ready to join hands with progress, is buying LUCKY STRIKES by the billions and yet more billions, each year. Progress has been made - TOASTING DID IT. Toasting, the most modern step in Cigarette manufacture removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way. Progress has been made - TOASTING DID IT.

The Lucky Strike Dance Orchestra offers Medley from the "Show Girl" and "Heigh Ho Everybody".

(MEDLEY FROM THE "SHOW GIRL")

(HEIGH HO EVERYBODY)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "San" and "On The Road To Mandalay".

(SAN)

(ON THE ROAD TO MANDALAY)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B.A. Rolfe and his LUCKY STRIKE Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" Process.

ATX01 0262073

Prejudice is always wrong; always bigoted. Prejudice would have you believe that all cigarettes are throat-rasping and tongue biting, but American Intelligence, always ready to join hands with progress, is buying LUCKY STRIKES by the billions and yet more billions, each year. Progress has been made - TOASTING DID IT. Toasting, the most modern step in Cigarette manufacture removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way. Progress has been made - TOASTING DID IT.

The Lucky Strike Dance Orchestra offers Medley from the "Show Girl" and "Heigh Ho Everybody".

(MEDLEY FROM THE "SHOW GIRL")

(HEIGH HO EVERYBODY)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "San" and "On The Road To Mandalay".

(SAN)

(ON THE ROAD TO MANDALAY)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturer of LUCKY STRIKE Cigarettes. You have heard B.A. Rolfe and his LUCKY STRIKE Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" Process.

ATX01 0262074

Again it is suggested - "REACH FOR A LUCKY".

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven
o'clock Eastern Daylight Saving Time.

AGENCY: JMcC
9/13/29

ATX01 0262075

(MAKE LOCAL ANNOUNCEMENTS EVERY FIFTEEN MINUTES EXCEPT ON DRAMATIC PROGRAMS WHICH DEPEND ON A SUCCESSION OF THOUGHT.)

NOTE TO ANNOUNCER: There will now be a brief pause in the Lucky Strike Radio Hour for station announcements, This is WEAF, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR.

()*()

10:00-11:00 P.M.

SEPTEMBER 21, 1929.

SATURDAY.

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process" Should you sit out a dance - "Reach for a Lucky".

The Lucky Strike Dance Orchestra opens with "Valencia" and "Do Do Something".

(VALENCIA)

(DO DO SOMETHING)

ANNOUNCER:

"Song of the Moonbeams" and "Jericho" by the Lucky Strike Dance Orchestra.

(SONG OF THE MOONBEAMS)

(JERICHO)

ATX01 0262076

ANNOUNCER:

Of a special interest this evening Mr. Rolfe now offers a mouth organ feature played by real newsboys. Following this you will hear the Lucky Strike Dance Orchestra in "Baby, Oh Where Can You Be."

(OLD TIME MEDLEY _ SWEET ROSIE O'GRADY _ BICYCLE BUILT FOR TWO - SIDEWALKS OF NEW YORK _ GOOD OLD SUMMER TIME)

(BABY OH WHERE CAN YOU BE)

ANNOUNCER:

Prejudice is the offspring of ignorance and bigotry; progress is the offspring of intelligence and science. Prejudice tears down; progress builds up. Prejudice has brought starvation to the millions of China; progress has brought the radio and the automobile to the millions of America. While prejudice was claiming that all cigarettes were irritating; progress was busily at work.

Lucky Strike, the finest cigarette you ever smoked, made of the choicest tobaccos, properly aged and skillfully blended - "It's Toasted." Toasting, the most modern step in cigarette manufacture removes from Lucky Strike harmful irritants which are present in cigarettes manufactured in the old-fashioned way. Progress triumphs; prejudice retreats - everyone knows that heat purifies and so "It's Toasted" removed harmful corrosive acids, A-C-R-I-D-S acids, pungent irritants, which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing.

ATK01 0262077

Progress again triumphs - TOASTING DID IT. That famous brand of LUCKY STRIKE Cigarettes has destroyed that ancient prejudice against cigarette smoking by men and by women.

LOCAL ANNOUNCEMENT

:30

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "I'll Do Anything For You" and a Medley from the Red Mill.

(I'LL DO ANYTHING FOR YOU)

(MEDLEY FROM THE RED MILL)

ANNOUNCER:

"Dinah" and "Louise" by the Lucky Strike Dance Orchestra.

(DINAH)

(LOUISE)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

No matter how much or how little you pay for Cigarettes you have the choice of only two general classes. And not more than two. In one class you have the millions of cigarettes manufactured in the old-fashioned way and in the other class you have LUCKY STRIKE, the "Toasted" Cigarette, a product of modern science, the Cigarette from which harmful, corrosive acids, A-C-R-I-D-S, acids, (pungent irritants) have been removed by that extra, secret, exclusive process described by the phrase - "IT'S TOASTED".

ATX01 0262078

Heat purifies, that is scientifically known and so toasting, Lucky Strike's extra secret heating process removes these harmful irritants from Lucky Strike. These harmful irritants are reclaimed in such quantities that they are sold by The American Tobacco Company as a by-product. These harmful irritants are then resold for use in sheep and cattle dipping under the regulations of the United States Department of Agriculture at Washington that our American public may be protected. Surely, harmful irritants, corrosive acids are removed from Lucky Strike. Heat purifies, that is scientifically known. Lucky Strike - "IT'S TOASTED" - no throat irritation - no cough.

B.A. Rolfe and his Lucky Strike Dance Orchestra offers "Here We Are" and "Thou Swell."

(HERE WE ARE)

(THOU SWELL)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Walking With Susie". Following this you will again hear the newsboys with their mouth organs in a modern tune, "Singing in the Rain" which today is being whistled and sung by the boys and girls on the sidewalks of New York.

(WALKING WITH SUSIE)

(SINGING IN THE RAIN)

ANNOUNCER:

Years ago advertised products were not popular, there was that false modesty in the public mind which criticized advertising, but advertising promotes increased sales; it keeps wheels turning on full schedule; it stabilizes employment and it steadies markets. Advertising the improvement in Cigarette manufacture - the "Toasting" Process of LUCKY STRIKE, which removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way, has made LUCKY STRIKE one of the greatest international trade marks in all the wide world. "IT'S TOASTED", the phrase that describes the extra secret toasting process applied in the manufacture of LUCKY STRIKE Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260°, maximum 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities - more than a slogan - "IT'S TOASTED" is recognized by millions of both men and women as the most modern step in cigarette manufacture.

The Lucky Strike Dance Orchestra offers "Magnolia" and "Rio Rita".

(MAGNOLIA)

(RIO RITA)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "~~THE~~ Seventh Heaven"

and "The Rangers Song".

(THE SEVENTH HEAVEN)

(THE RANGERS SONG)

ATX01 0262080

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting" Process. Again it is suggested - "REACH FOR A LUCKY".

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

AGENCY: JMCc
9/19/29

ATX01 0262081

NOTE TO ANNOUNCER: (Make local announcements every 15 minutes except on dramatic programs which depend on a succession of thought.)

There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAJ, New York City.

TIME:()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

SEPTEMBER 28, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Should you sit out a dance - "REACH FOR A LUCKY".

The Lucky Strike Dance Orchestra opens with "Everybody Step" and "Bringing a Red Red Rose".

(EVERYBODY STEP)

(BRINGING A RED RED ROSE)

ANNOUNCER:

"Mary" and "So Are You" by the Lucky Strike Dance Orchestra.

(MARY)

(SO ARE YOU)

ATX01 0262082

ANNOUNCER:

Mr. Rolfe now offers Lew White, the world famed organist. Mr. White will play "The Merry Widow Waltz". Following this you will hear the Lucky Strike Dance Orchestra in the tango "Spain".

(THE MERRY WIDOW WALTZ)

(BRAIN)

ANNOUNCER:

When the Orient offered to Western Civilization that curious article named Cotton, prejudice scorned the use of cloth produced from this new staple. Unbelievable as it seems today, the manufacture and sale of Cotton Cloth were listed as high crimes, punishable by fine and imprisonment. Ancient prejudice always attempts to delay the betterments that youth and vigor introduce, but Ancient Prejudice withers as American Intelligence throws its light forward and today Cotton Cloth ranks as one of mankind's greatest benefits.

Years ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against cigarette but that criticism is no longer justified. Everyone knows that heat purifies and so "TOASTING" - LUCKY STRIKE'S extra secret process, removes harmful, corrosive acids, A-C-R-I-D-S, acids, pungent irritants, from LUCKIES which are present in cigarettes manufactured in the old-fashioned way, and which cause throat irritation and coughing if they are not removed from the tobacco.

LOCAL ANNOUNCEMENT :30

ATX01 0262083

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Broken Idol" and "Moanin' Low."

(BROKEN IDOL)

(MOANIN' LOW)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Button Up Your Overcoat!" After this - by special permission of Mr. George White, producer of the famous George White's "Scandals" and for the first time on the air the Lucky Strike Dance Orchestra will play "Bigger and Better," the outstanding hit of this famous show which opened its tenth season at the Apollo Theatre in New York last Monday night.

(BUTTON UP YOUR OVERCOAT)

(BIGGER AND BETTER)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

Progress, guided by American Intelligence, always seeks improvement. Progress was not content with leaving in tobacco those harmful irritants which cause throat irritation and coughing, and which are present in cigarettes manufactured in the old-fashioned way. So progress developed LUCKY STRIKE'S extra secret Toasting Process. Gone is that ancient prejudice against cigarette progress has been made - TOASTING DID IT.

ATXO1 0262084

"IT'S TOASTED," the phrase that describes the extra secret toasting process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260° maximum, 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities - more than a slogan, "It's Toasted" is recognized by millions of both men and women as the most modern step in cigarette manufacture.

B. A. Rolfe and his Lucky Strike Dance Orchestra offers "I've Got a Feeling I'm Falling" and "Hallelujah."

(I'VE GOT A FEELING I'M FALLING)

(HALLELUJAH)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Waiting For the Robert E. Lee." Following this you will again hear Lew White at the organ rendering "Singing in the Rain."

(WAITING FOR THE ROBERT E. LEE)

(SINGING IN THE RAIN)

ANNOUNCER:

If prejudice had its way women's skirts would be trailing the ground; their hair would be piled high upon their heads full of rats. Men would be wearing stiff bosomed shirts and high collars. Prejudice never improves, never invents, never moves forward. Prejudice pleads let's stick to what we have, it suited yesterday so it's good enough for now. Progress has brought us short skirts and bobbed hair, soft shirts and comfortable collars.

It was ancient prejudice that said nature cannot be improved upon but American Intelligence refuses to be guided by ancient prejudice and embraces progress. Truly, Mother Nature is prolific, but she is not perfect. Mother Nature has given us tobacco, the universal friend of man, but in tobacco Mother Nature has left the rasps and irritants which cause throat irritation and coughing. American Intelligence has joined hands with progress, has improved upon nature and has developed "TOASTING", LUCKY STRIKE'S extra secret heating process which removes harmful, corrosive acids, A-C-R-I-D-S, acids, (pungent irritants) which are present in cigarettes manufactured in the old-fashioned way. Heat purifies, that is scientifically known. LUCKY STRIKE - "IT'S TOASTED" - no Throat Irritation - No Cough.

The Lucky Strike Dance Orchestra offers "Wake Up, Chillun, Wake Up" and "Honey".

(WAKE UP, CHILLUN, WAKE UP)

(HONEY)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Don't Hold Everything" and "The Stars and Stripes Forever".

(DON'T HOLD EVERYTHING)

(THE STARS AND STRIPES FOREVER)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that make Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting" Process. Again it is suggested - "REACH FOR A LUCKY".

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Daylight Saving Time.

AGENCY: JLMC
9/27/29

ATX01 0262087

NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.

"There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAZ, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

OCTOBER 5, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - "Reach for a Lucky."

The Lucky Strike Dance Orchestra opens with "Hallelujah" and "This Is My Lucky Day".

(HALLELUJAH)

(THIS IS MY LUCKY DAY)

ANNOUNCER:

"That's My Weakness Now" and "Varsity Drag" by the Lucky Strike Dance Orchestra.

(THAT'S MY WEAKNESS NOW)

(VARSITY DRAG)

ATX01 0262088

ANNOUNCER:

Mr. B.A. Rolfe offers El Pango Romantico rendering "Los Indios."
(LOS INDIOS)

ANNOUNCER:

Today no one will deny that steel is one of the greatest benefits ever given to mankind, yet, yesterday prejudice would have left it in the ground. Progress took out the iron ore, applied heat, removed impurities and gave us steel. Prejudice is content with things as they are, but progress always moves forward. Not content with leaving in tobacco the rasps and irritants which are present in cigarettes manufactured in the old-fashioned way, progress moved forward. Progress applied heat; progress developed Lucky Strike's extra secret toasting process. "IT'S TOASTED" the phrase that describes the extra secret toasting process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260°, maximum 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities - more than a slogan, "IT'S TOASTED" is recognized by millions of both men and women as the most modern step in cigarette manufacture.

LOCAL ANNOUNCEMENT:

:30

ATX01 0262089

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Wedding of the Painted Doll" and "I Get The Blues When It Rains."

(WEDDING OF THE PAINTED DOLL)

(I GET THE BLUES WHEN IT RAINS)

ANNOUNCER:

"Bigger and Better" and "Building a Nest for Mary" by the Lucky Strike Dance Orchestra.

(BIGGER AND BETTER)

(BUILDING A NEST FOR MARY)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

Down through the ages it has been man's purpose to improve. Man found that his legs would not carry him as quickly as he wished to go, so he invented wheels. Men found that he was cold in winter and so he set about to control fire and to put it to his use. Man found that food when cooked was tastier and more easily digested than in the raw state in which it was given him. The benefits of the civilization which we enjoy today are the results of man's constant endeavor to improve. Ancient prejudice said improvement could not be made, but ancient prejudice is always wrong.

Lucky Strike is manufactured from the finest tobaccos, the Cream of the Crop - yet, not content to leave in the tobacco throat rasps and irritants, American Intelligence has developed "Toasting," Lucky Strike's extra secret heating process which

removes harmful corrosive acids, A-C-R-I-D-S, acids, (pungent irritants) which are present in cigarettes manufactured in the old fashioned way and cause throat irritation and coughing if not removed. Progress has been made - Toasting did it. That ancient prejudice against cigarette smoking by men and by women has been removed. Again improvement has been accomplished - Toasting Did It.

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "Red Red Robin" and "Who."

(RED RED ROBIN)

(EHC)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Old Man Sunshine", Following this you will again hear El Tango Romantico in "Articulo de Lujo."

(OLD MAN SUNSHINE)

(ARTICULO DE LUJO)

ANNOUNCER:

Give us gold. Away with your rag money, we want coins that click, real metal that we can sink our teeth into - thus did prejudice in the year 1837 greet the first attempt of the United States Government to circulate paper money. But American Intelligence joined hands with progress, prejudice was overcome and today the word of the American people on a piece of paper the world over is as good as gold. Convenient, reliable paper money lifted American industry to its present heights. Progress always wins in the battle with an ancient prejudice.

Years ago there originated that ancient prejudice against cigarettes, but Lucky Strikes removed that ancient prejudice.

ATX01 0262091

Lucky Strike, the finest cigarettes you ever smoked, made of the choicest tobaccos, properly aged and skillfully blended - - "It's Toasted." Toasting, the most modern step in cigarette manufacture, removes from Lucky Strike harmful irritants which are present in cigarettes manufactured in the old-fashioned way. Progress triumphs; prejudice retreats - everyone knows that heat purifies and so "It's Toasted" removes harmful, corrosive acids, A-C-R-I-D-S, acids, pungent irritants, which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Progress again triumphed - Toasting Did It. There has been destroyed that ancient prejudice against cigarette smoking by men and by women. Lucky Strike removed that ancient prejudice.

The Lucky Strike Dance Orchestra offers "Walking With Susie" and "Singing in the Rain".

(WALKING WITH SUSIE)

(SINGING IN THE RAIN)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Outside" and "The Riff Song".

(OUTSIDE)

(THE RIFF SONG)

ANNOUNCER:

(Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER: This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes.

You have heard E.L. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Again it is suggested - "Reach for a Lucky."

STATION ANNOUNCEMENT:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

AGENCY/HAWORTH & B:
10/7/29

ATX01 0262093

NOTE TO ANNOUNCER: (Make local announcements every 15 minutes except on dramatic programs which depend on a succession of thought.)

There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WEAF, New York City.

TIME: ()

LUCKY STRIKE RADIO HOUR

10:00 - 11:00 P.M.

OCTOBER 12, 1929

SAURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Should you sit out a dance - "REACH FOR A LUCKY".

The Lucky Strike Dance Orchestra opens with "One Step To Heaven" and "Annabelle Lee".

(ONE STEP TO HEAVEN)

(ANNABELLE LEE)

ANNOUNCER:

"Huggable Kissable You" and "Raggedy Ann" by the Lucky Strike Dance Orchestra.

(HUGGABLE KISSABLE YOU)

(RAGGEDY ANN)

ATX01 0262094

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Pagan Love Song".
Following this, as a special feature this evening Mr. Rife offers
the South Sea Islanders in a typical Hawaiian Medley.

(PAGAN LOVE SONG)

(HAWAIIAN MEDLEY)

ANNOUNCER:

When the first locomotive puffed it's faltering way along a
rickety track prejudice stood on the sidelines and jeered at the
new tomfoolery, but progress was there to lend a helping hand to
the new invention. In 1869 a golden spike completed the first
transcontinental railroad in America. American Intelligence holding
aloft the semaphore of progress made way for the Iron Horse and
today millions travel in ease and security.

Prejudice never gives a thought to the future, but progress
always strives for better things. It was progress which sought
a way to improve tobacco, a way to take the tickle out and leave
the tang in, a mellowing method and a flavor intensifier. Progress,
with the aid of American Intelligence, has been rewarded, for
"TOASTING", LUCKY STRIKE'S extra secret heating process removes from
LUCKY STRIKE harmful irritants, corrosive acids, A-C-R-I-D-S, acids
which are present in cigarettes manufactured in the old-fashioned
way, and which cause throat irritation and coughing. Thus,
"TOASTING" has removed that ancient prejudice against cigarette
smoking both by men and by women.

Local Announcement :30

ATX01 0262095

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with
"Parade of the Wooden Soldiers" and "Louise".

(PARADE OF THE WOODEN SOLDIERS)

(LOUISE)

ANNOUNCER:

pour the cream in my coffee
~~"Weary River"~~ and "Hittin' The Ceiling" by the Lucky Strike
Dance Orchestra.

~~(WEARY RIVER)~~

(HITTIN' THE CEILING)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by
The American Tobacco Company, manufacturers of LUCKY STRIKE
Cigarettes.

Prejudice is a reactionary. Prejudice works by old-fashioned
rule of thumb and hearsay. Progress moves forward - leaves hearsay
behind and bases its every step on facts. American Intelligence,
the greatest friend that progress ever had, supplies those facts.
Through the United States Government at Washington progressive
American business is furnished with facts and with figures upon
which to base its development. Among the most interesting, are
those figures supplied by the Bureau of Internal Revenue on the sale
of cigarettes. These figures show for the month of August a loss in
production of over 700,000,000 Cigarettes manufactured in the
old-fashioned way - while LUCKY STRIKE have an increase in
production of over 1,000,000,000 cigarettes for that same month alone.
Government figures do not lie - progress has again triumphed -
"TOASTING DID IT".

LUCKY STRIKE is manufactured from the finest tobacco - the Cream of the Crop - yet, not content to leave in the tobacco those throat rasps and irritants, progressive American Intelligence has developed "TOASTING" - LUCKY STRIKE'S extra secret heating process which removes harmful corrosive acids, A-C-R-I-D-S, acids (pungent irritants) which cause throat irritation and coughing in those cigarettes that are manufactured in the old-fashioned way. Progress has been made - TOASTING DID IT - that ancient prejudice against cigarette smoking by men and by women has been removed - TOASTING DID IT, and that brand of cigarettes, LUCKY STRIKE, from which harmful irritants have been removed by that modern process of cigarette manufacture, shows, from Government figures, increased production to the extent of in excess of 1,000,000,000 cigarettes for the month of August alone.

B. A. Rolfe and his Lucky Strike Dance Orchestra offers "Heigh-Ho Everybody" and ~~"The Great Day"~~. *Amfoco offer a sand- wick & you*
(HEIGH-HO EVERYBODY)
(~~THE GREAT DAY~~) *Amfoco offer a sandwich & you*
ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Pickin' Cotton". Following this you will again hear the South Sea Islanders in another medley of Hawaiian pieces.

(PICKIN' COTTON)

(MEDLEY OF HAWAIIAN PIECES)

ANNOUNCER:

Prejudice is ruthless. Prejudice is cruel. Prejudice is wasteful. But American Intelligence has joined hands with progress and scorned that ancient prejudice which harshly dictated that age was a limiting factor of usefulness. Today old age not only commands respect but lends its seasoned judgment to the stabilization of investment, government and progress, as witness the masterly introduction by the Honorable Elihu Root, 84 years young tendered the Hon. James Ramsay MacDonald, Prime Minister of England at the dinner reported last night over the National Broadcasting Company network.

Prejudice was content to leave in tobacco the irritation and rasps which, in the old fashioned manufacture of cigarettes, cause throat irritation and coughing. But progress, backed by American Intelligence, investigated, experimented and finally evolved "IT'S TOASTED" - LUCKY STRIKE'S Extra secret heating process which removes harmful, corrosive acids, A-C-R-I-D-S, Acrids, pungent irritants, and so there has been destroyed that ancient prejudice against cigarette smoking by men and by women.

The Lucky Strike Dance Orchestra offers "Dusky Stevedore" and "Dinah".

(DUSKY STEVEDORE) - (DINAH)

ANNOUNCER: The Lucky Strike Dance Orchestra renders "Bye Bye Blackbird" and "The Rangers Song."

(BYE BYE BLACKBIRD) - (THE RANGERS SONG)

ANNOUNCER: Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard E. A. Rolfe and his LUCKY STRIKE Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes - progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" Process. Again it is suggested - "REACH FOR A LUCKY".

STATION ANNOUNCER:

It is now _____minutes and _____seconds past eleven o'clock Eastern Standard Time.

The Lucky Strike Radio Hour has come to you from the New York studios of the National Broadcasting Company.

AGENCY:JMcC
10/11/29

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

There will now be a brief pause in the Lucky Strike Radio Hour for station announcements. This is WAAF, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

OCTOBER 19, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process. Should you sit out a dance - "REACH FOR A LUCKY."

The Lucky Strike Dance Orchestra opens with "Don't Hold I. Everything" and "To Be In Love."

(DON'T HOLD EVERYTHING)

(TO BE IN LOVE)

ANNOUNCER:

"I'm Just a Vagabond Lover" and "Futuristic Rhythm" by the Lucky Strike Dance Orchestra.

(I'M JUST A VAGABOND LOVER)

(FUTURISTIC RHYTHM)

ATX01 0262100

ANNOUNCER:

Mr. Rolfe now offers Mr. Lew White, the world famed organist. Mr. White will play "You're Always in My Arms." Following this you will hear the Lucky Strike Dance Orchestra play "She's a Great Great Girl."

(YOU'RE ALWAYS IN MY ARMS)

(SHE'S A GREAT GREAT GIRL)

ANNOUNCER:

March 10, 1876, Alexander Graham Bell gave the world the first telephone. As usual, Ancient Prejudice was there to scoff. Lurking in the shadows of ignorance and bigotry ancient prejudice called that feeble instrument "the new toy" - "The latest American humbug" but today, Progress has covered the nation with a magic net-work of wires. The world is within speaking distance - you hear it now on this LUCKY STRIKE HOUR - Prejudice has been put to flight and Progress has triumphed - the name of Alexander Graham Bell goes down into history an outstanding personal example of an American who progressed.

When Progress and American Intelligence join hands always it is for betterment, for improvement. Progress sought a way to improve tobacco and evolved "TOASTING," LUCKY STRIKE'S extra secret heating process which removes from LUCKY STRIKE harmful irritants, corrosive acids, A-C-R-I-D-S, acids, which are present in cigarettes manufactured in the old-fashioned way and which cause throat irritation and coughing. Thus, "TOASTING" has destroyed that Ancient prejudice against cigarette smoking by men and by women.

ANNOUNCER:

E.A.Rolfe and his Lucky Strike Dance Orchestra continue with
"Canadian Capers" and "Satisfied."

(CANADIAN CAPERS)

(SATISFIED)

ANNOUNCER:

"Limehouse Blues" and "Bringing a Red Red Rose" by the Lucky
Strike Dance Orchestra.

(LIMEHOUSE BLUES)

(BRINGING A RED RED ROSE)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored
by The American Tobacco Company, manufacturers of LUCKY STRIKE
Cigarettes.

When labor-saving machinery was first introduced, ancient
prejudice had a new field to work in. Its favorite tools, ignorance
and misunderstanding, were at hand. Prejudice inflamed the mobs
which smashed the factories and wrecked the machines, but in the
face of progress, prejudice can never win for long. Today American
Intelligence has utilized labor-saving machinery and through mass
production has given us comforts, prosperity and happiness, the
like of which the world has never seen before. Prejudice has been
beaten down, progress has been made, and the world's a better place
to live in.

Progress has also been made in the manufacture of cigarettes - TOASTING DID IT. "IT'S TOASTED", the phrase that describes the extra secret heating process applied in the manufacture of LUCKY STRIKE Cigarettes - the finest tobaccos - the Cream of the Crop, are scientifically subjected to penetrating heat at minimum 260°, maximum 300°, Fahrenheit. The exact, expert regulation of such high temperature removes impurities. More than a slogan - "IT'S TOASTED", is recognized by millions of both men and women as the most modern step in cigarette manufacture. Progress has again triumphed - TOASTING DID IT.

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "Makin' Whoopee" and "Do What You Do."

(MAKIN' WHOOPÉE)
(DO WHAT YOU DO)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Button Up Your Overcoat." Following this you will again hear Mr. White at the Organ rendering "~~Can't We Be Friends~~"

(BUTTON UP YOUR OVERCOAT)
(CAN'T WE BE FRIENDS)

ANNOUNCER:

Progress and understanding, the favorite companions of American Intelligence have given to the United States the benefit of inter-change of ideas with neighbors at home and abroad and so international relations improve. Within the past two weeks we have witnessed a great spectacle - Ramsay MacDonald, Labor Prime Minister of Great Britain, whole heartedly received in these United States and with President Hoover, doing a great work in the cause of peace. Yet, we read in the NEW YORK TIMES, as the opinion of the President of one of our largest colleges that so short a while as ten years ago Ancient Prejudice would have refused to admit this great leader to the United States. Surely, progress has been made and another Ancient Prejudice has been removed.

And Progress has been made in the manufacture of cigarettes - TOASTING DID IT. So many millions are enjoying LUCKY STRIKE Cigarettes and have found that they can smoke to heart's and health's content LUCKY STRIKES, the cigarettes from which harmful, corrosive acids, A-C-R-I-D-S, ACIDS (pungent irritants) have been removed by the extra secret process described by the phrase "IT'S TOASTED." That ancient prejudice against cigarette smoking by men and by women has been destroyed. Progress has again triumphed.- TOASTING DID IT.

The Lucky Strike Dance Orchestra offers "So Are You" and "The Seventh Heaven."

(SO ARE YOU)
(THE SEVENTH HEAVEN)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Breakaway" and "Song of the Flame."

(BREAKAWAY)
(SONG OF THE FLAME)

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B.A.Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The Prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" Process. Again it is suggested - "REACH FOR A LUCKY."

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

AGENCY/BM 10/18/29

ATX01 0262104

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

There will now be a brief pause in the Lucky Strike Program for station announcements. This is WJAF, New York City.

TIME: () - ()

LUCKY STRIKE RADIO HOUR

() - ()
10:00 - 11:00 P.M.

OCTOBER 26, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is my Lucky Day," with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting process." Should you sit out a dance - "REACH FOR A LUCKY."

The Lucky Strike Dance Orchestra opens with "Jericho" and "So Are You."

(JERICHO)

(SO ARE YOU)

ANNOUNCER:

"Painting the Clouds With Sunshine" and "Me and the Man in the Moon" by the Lucky Strike Dance Orchestra.

(PAINTING THE CLOUDS WITH SUNSHINE)

(ME AND THE MAN IN THE MOON)

ATX01 0262105

ANNOUNCER:

Mr. Rolfe now offers the distinguished whistler, Miss Margaret (Mickey) McKee, accompanied by the Lucky Strike Dance Orchestra in the "Blue Danube Waltz." Following this you will hear the Lucky Strike Dance Orchestra play "There's a Rainbow Around my Shoulder."

(BLUE DANUBE WALTZ)

(THERE'S A RAINBOW AROUND MY SHOULDER)

ANNOUNCER:

When ancient prejudice had its way, Science hid in dark cellars and nibbled at knowledge like a furtive rat. Ignorance dragged the early Scientist from his workshop and sent him to the torture. Women were not respected. They were considered either ornaments or drudges. But Progress has changed it all. Science is recognized as the great benefactor of mankind and woman's voice is heard in the councils of the land. The past few weeks it has been the privilege of the United States to welcome to its shores and pay homage to one of the greatest scientists the world has produced and that scientist - the co-discoverer of Radium, is a woman. Prejudice has been defeated. Progress has triumphed and upheld the hand of Science.

Progress has also evolved the most modern step in cigarette manufacture - LUCKY STRIKES extra secret heating process described by the phrase - "IT'S TOASTED." The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260° maximum 300° Fahrenheit. The exact, expert regulation of such high temperature removes impurities. More than a slogan - "IT'S TOASTED," is recognized by millions of both men women as the most modern step in cigarette manufacture. Progress has again triumphed - TOASTING DID IT.

ATX01 0262106

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra
continue with "Dance of the Paper Dolls" and "Down South."

(DANCE OF THE PAPER DOLLS)

(DOWN SOUTH)

ANNOUNCER:

"Nightmare" and "You're the Cream in my Coffee" by
the Lucky Strike Dance Orchestra.

(NIGHTMARE)

(YOU'RE THE CREAM IN MY COFFEE)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is
sponsored by The American Tobacco Company, manufacturers of
Lucky Strike Cigarettes .

Prejudice is the handmaiden of ignorance and oppression.
Prejudice said in bygone days - "This is the trade you were
born to - stay at it." But Progress stepped in and took
Robert Burns away from the plow to the glory of the poetry
of Scotland. Progress took the first John Jacob Astor out
of the bake shop and the financial genius of the fur trade was
discovered. Today with the help of American Intelligence,
youth may choose its calling and every man and every woman
may develop to the limit those talents that are theirs.
Surely Progress has triumphed and improvement is the order
of the day.

Prejudice said that tobacco could not be improved
upon. Prejudice said the rasps and irritants found in tobacco
have always been there -- let them stay there.

ATX01 0262107

But Progress with the help of American Intelligence, developed TOASTING - LUCKY STRIKES extra secret heating process, which removes from LUCKY STRIKES harmful irritants found in cigarettes made in the old-fashioned way - and today TOASTING is acclaimed by millions as the most modern step in cigarette manufacture. Again has Progress produced improvement.

B. A. Rolfe offers as his tribute to The American Tobacco Company and to that famous brand of LUCKY STRIKE CIGARETTES, the very appropriate melody, "Bigger and Better Than Ever".

After this, Mr. Rolfe and his LUCKY STRIKE Dance Orchestra will play, "Peg O' My Heart".

(BIGGER AND BETTER THAN EVER)

(PEG O' MY HEART)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Or What Have You Following this you will again hear Miss McKee, accompanied by the Lucky Strike Dance Orchestra in the "Indian Love Song."

(OR WHAT HAVE YOU)

(INDIAN LOVE SONG)

ANNOUNCER:

Prejudice is the child of darkness. Progress is the child of light. A half century ago at Menlo Park, N. J., that great scientist and inventor, Thomas A. Edison, gave to the world the first incandescent lamp. Prejudice called that first bright light a toy - A foolish flash - Ridiculous! But Progress said give us light and yet more light - Today we enjoy the comfort, safety and happiness which the electric light has brought to this nation and the world. Prejudice has been defeated. Progress has triumphed and Science has prevailed. No one will ever deny the debt of gratitude that this progressive age owes to Thomas A. Edison.

Progress still says give us light and yet more light and turns that light upon the truth -- if irritants present in tobacco are not removed, they cause throat irritation and coughing. LUCKY STRIKES extra secret toasting process removes harmful corrosive Acrids A-C-R-I-D-S, Acrids Pungent irritants from ~~LUCKY STRIKES~~, and millions of folk with sensitive throats and exquisite tastes enjoy LUCKY STRIKE Cigarettes, happy in the belief that "IT'S TOASTED" means no throat irritation - no cough. WHAT AN IMPROVEMENT OVER CIGARETTES MANUFACTURED IN THE OLD-FASHIONED WAY!

The Lucky Strike Dance Orchestra offers "Darktown Strutters Ball" and "Broadway Melody".

(DARKTOWN STRUTTERS BALL)

(BROADWAY MELODY)

ANNOUNCER:

The Lucky-Strike Dance Orchestra renders "Do Something" and medley of "Old-Time Favorites".

(DO SOMETHING)

(OLD-TIME FAVORITES)

Theme tune - one chorus of "This is my Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

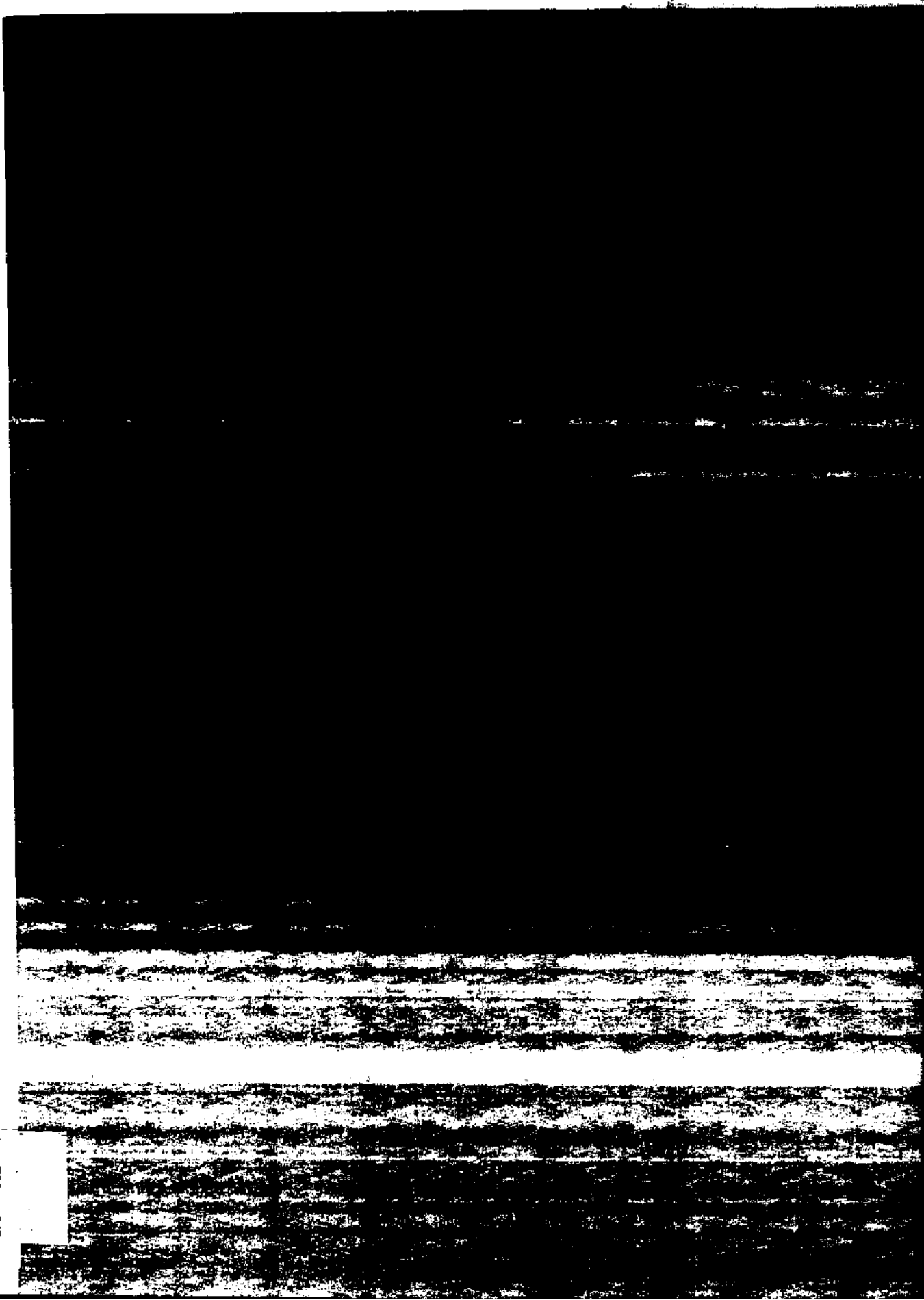
This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturer of LUCKY STRIKE Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" process. Again it is suggested - "REACH FOR A LUCKY."

It is now -- -- minutes and ----- seconds past eleven
o'clock Eastern Standard Time.

THE LUCKY STRIKE RADIO HOUR has come to you from the
New York Studios of the National Broadcasting Company.

AGENCY:MH: 10/28/29

ATX01 0262111



NOVEMBER

NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.

WEAF

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

NOVEMBER 2nd, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" - with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the Ancient Prejudice against cigarettes. Progress has been made. The Prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "TOASTING" Process. Should you sit out a dance - "REACH FOR A LUCKY."

The Lucky Strike Dance Orchestra opens with "King Chanticleer" and "Here We Are."

(KING CHANTICLEER)

(HERE WE ARE)

TIME 5:29

ANNOUNCER:

"'Sposin' and "Raggedy Ann" by the Lucky Strike Dance Orchestra.

('SPOSIN')

(RAGGEDY ANN)

TIME 5:40

ATX01 0262113

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Love Tale of Alsace Lorraine". Mr. Rolfe then offers El Tango Romantico in "~~Pato~~".

(LOVE TALE OF ALSACE LORRAINE)

(~~PATO~~)

TIME: 3:12.

ANNOUNCER:

In 1832 Cyrus McCormick publicly demonstrated the first reaper and Prejudice was there to yell - FOOLISHNESS! So loud and so strong was the voice of Prejudice that it took nine years to sell that first reaper. Prejudice may delay but it can never defeat Progress. Today the fertile fields of the West are a bounteous tribute to the genius of Cyrus McCormick, and a living witness to the spirit of Progress.

For years Prejudice delayed improvement in the manufacture of cigarettes. But Progress finally won. Progress developed TOASTING . LUCKY STRIKES extra secret heating process. The finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260^o maximum 300^o Fahrenheit. The exact expert regulation of such high temperatures removes impurities. More than a slogan - IT'S TOASTED is recognized by millions of both men and women as the most modern step in cigarette manufacture. Progress has again triumphed. TOASTING DID IT.

ANNOUNCER: B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Everybody Step" and "I'm Bringing a Red Red Rose".

(EVERYBODY STEP)

(I'M BRINGING A RED RED ROSE)

ANNOUNCER:

"I Must Have That Man" and "Waiting For the Robert E. Lee" by the Lucky Strike Dance Orchestra.

(I MUST HAVE THAT MAN)

(WAITING FOR THE ROBERT E. LEE)

TIME 6:15

ANNOUNCER:

The Program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

Down thru the history of America Agriculture has had to fight that Ancient Prejudice which is ever ready to jeer - IT CAN'T BE DONE! But the spirit of Progress lives on thru the generations. Today no man will deny the debt that Progressive American Farmers owe the memory of Luther Burbank - the man whose genius made two blades of grass grow where only one had grown before. Progress and Burbank took the Prickle out of the Cactus and the Pucker out of the Plum, and Burbank and Progress triumphed.

Progress has evolved TOASTING - an achievement in the manufacture of Lucky Strike Cigarettes - an added process, a process that takes out the Tickle and leaves in the Tang. Today millions enjoy Lucky Strikes and recognize in the Phrase "IT'S TOASTED" the most modern step in cigarette manufacture. IT'S TOASTED - your throat protection-against irritation - against coughing.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "You Were Meant for Me" and "Moanin' Low."

(YOU WERE MEANT FOR ME)

(MOANIN' LOW)

TIME 6:14

ATX01 0262115

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Imagination".
Following this you will again hear El Tango Romantico, in
"Perfume Demer.".

(IMAGINATION)

(PERFUME DEMER)

TIME: 3:00

ANNOUNCER:

When Jethro Wood invented the iron plow, Prejudice summoned
its trusted companion, Ignorance. Proclaiming that an iron plow
would poison the soil - Prejudice and Ignorance stripped Jethro
Wood of his fortune and left him to die a disappointed and broken
man. But the spirit of Progress lived after him. Today Progressive
American Farmers drive not one but many iron plows through the
fertile earth and the freshly turned soil yields a promising
fragrance - Progress has been made.

The living spirit of Progress always provides the better things
of life. Progress has provided Lucky Strike - the finest cigarette
you ever smoked - made of the finest tobacco - the Cream of the
Crop - "IT'S TOASTED." Everyone knows that heat purifies and so
"TOASTING" not only removes impurities but adds to the flavor and
improves the taste. LUCKIES are always kind to your throat.

The Lucky Strike Dance Orchestra offers "Alexander's Ragtime
Band" and "Tea for Two."

(ALEXANDER'S RAGTIME BAND)

(TEA FOR TWO)

TIME: 5:52

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Outside"
and "Song of the Vagabond."

(OUTSIDE)

(SONG OF THE VAGABOND)

TIME 5:31

Theme tune - one chorus of "This is My Lucky Day"
with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Saturday night at this hour
by the manufacturers of Lucky Strike Cigarettes. You have
heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the
tunes that made Broadway, Broadway. Gone is the Ancient
Prejudice against Cigarettes. Progress has been made. The
Prejudice against Cigarettes was removed when we removed harm-
ful irritants from the tobacco by the famous "TOASTING" Process.
Again it is suggested - "REACH FOR A LUCKY."

It is now _____ minutes and _____ seconds past
eleven o'clock Eastern Standard Time.

The Lucky Strike Program has come to you from the New
York Studios of the National Broadcasting Company.

agency/howarth

11/1/29

ATX01 0262117

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

HEAR

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

NOVEMBER 9, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is My Lucky Day" - with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. We believe you will be glad to know that your Lucky Strike Dance Orchestra has been accorded a signal honor. By special request of the R.F.O. Management the Lucky Strike Dance Orchestra will appear at the famous Palace Theatre in New York City for the entire week starting Saturday, November 16. We are sure that you will be just as happy as we are to learn that your Lucky Strike Dance Orchestra has this additional opportunity of affording the public pleasure.

The Lucky Strike Dance Orchestra opens with "Hittin' the Ceiling" and "Makin' Whoopee", played by special permission of the copyright owner.

(HITTIN' THE CEILING)
(MAKIN' WHOOPIE)

TIME: 6:15.

ATX01 026211B

ANNOUNCER:

"Everyday Away from You" and "Dusky Stevedore" by the Lucky Strike Dance Orchestra.

(EVERY DAY AWAY FROM YOU)
(DUSKY STEVEDORE)

TIME: 5:62

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Gilbert and Sullivan Waltz Revue". Mr. Rolfe then offers the world famous organist, Lew White in "Singing In The Rain."

(GILBERT & SULLIVAN WALTZ REVUE)
(SINGING IN THE RAIN)

TIME: 3:15

ANNOUNCER:

At the request of the American Red Cross, we are glad to dedicate the Lucky Strike Dance Orchestra program tonight to the American National Red Cross. It is our pleasure to extend to our radio audience, a most cordial invitation to join that organization for another year during their Annual Roll Call which begins next Monday morning, November 11th, and extends until November 28th. Progress is personified in the name of the American Red Cross. That is one organization that has overcome prejudice. Through your individual membership you can help to maintain the practical humanitarian services that the Red Cross was created by international treaty and Congressional charter to perform. Your enrollment through your local chapter will contribute to the great work of this National Organization.

ATX01 0262119

Progress has been made in the manufacture of Cigarettes. In Lucky Strike Cigarettes, the finest tobaccos - the Cream of the Crop, are scientifically subjected to penetrating heat at minimum 260⁰, maximum 300⁰, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities - more than a slogan - "It's Toasted" is recognized by millions of both men and women as the most modern step in cigarette manufacture.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Bigger and Better" and "Louise".

(BIGGER AND BETTER)

TIME: 5:41

(LOUISE)

ANNOUNCER:

"I Ain't Got Nobody" and "Show Girl Medley" by the Lucky Strike Dance Orchestra.

(I AIN'T GOT NOBODY)

(SHOW GIRL)

TIME: 5:45

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

Robert Koch in Germany, Louis Pasteur in France, and Walter Reed, in America, did a noble work for progress and through their mastery of the microscope, helped to give this progressive age its Health and its Wealth. Progress is exemplified by the American Red Cross and by these noble men, has made the world a cleaner, safer place to live in.

ATX01 0262120

Progress and science have evolved "Toasting" - the most modern step in cigarette manufacture. Heat purifies - that is a known scientific fact and so "Toasting," Lucky Strike's extra secret heating process not only removes impurities, but adds to the flavor and improves the taste. Progress has been made - Luckies are always kind to your throat. "It's Toasted" - your throat protection against irritation - against cough.

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "Ca C'est Paris" and "I've Got A Feelin' I'm Falling."

(CA C'EST PARIS)

(I'VE GOT A FEELIN' I'M FALLING)

TIME: 5:18

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Crazy Rhythm." Following this you will again hear Lew White in "Tip Toe Through the Tulips."

(CRAZY RHYTHM)

(TIP TOE THROUGH THE TULIPS)

ANNOUNCER:

Florence Nightingale - that name is known the world over. She, against the prejudice of that age, led her little band of nurses, thirty-six heroic women, into war to tend the wounded and comfort the dying. Progress saw the value of her merciful service and mercy is synonymous with the American Red Cross, that progressive organization to which tonight's program is dedicated. Today, the ranks of the American Red Cross Nursing Reserve number nearly 50,000 women nurses ready at the call of duty to bring the tender touch of their trained hands to the relief of victims of disaster and the world applauds the American Red Cross.

ATX01 0262121

Progress has been made.

In days gone by prejudice was content with Cigarettes manufactured in the old-fashioned way, but there has been developed "Toasting" - Lucky Strike's extra secret heating process. Lucky Strike - the finest Cigarette you ever smoked. Made of the finest tobaccos - the Cream of the Crop - "It's Toasted." Everyone knows that heat purifies and so, "Toasting" not only removes impurities but adds to the flavor and improves the taste. Progress has been made. Luckies are always kind to your throat.

The Lucky Strike Dance Orchestra offers "I'm In The Seventh Heaven" and "Old Man River."

(I'M IN THE SEVENTH HEAVEN)

(OLD MAN RIVER)

TIME: 7:03

ANNOUNCER:

The Lucky Strike Dance Orchestra renders a "Medley of War Songs.

(MEDLEY OF WAR SONGS:

(OVER THERE)

(GIVE MY REGARDS TO BROADWAY)

(YANKEE DOODLE)

TIME: 7:19

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway, Broadway. Gone is the Ancient Prejudice against Cigarettes. Progress has been made. The Prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting" Process. Again it is suggested - "Reach for a Lucky."

ATX01 0262122

It is now _____ minutes and _____ seconds past eleven
o'clock Eastern Standard Time.

The Lucky Strike Program has come to you from the New York
Studios of the National Broadcasting Company.

AGENCY/ST - MEME - EM
11/9/29

ATX01 0262123

NOTE TO ANNOUNCER: (MAKE LOCAL ANNOUNCEMENT EVERY FIFTEEN MINUTES EXCEPT ON DRAMATIC PROGRAMS WHICH DEPEND ON SUCCESSION OF THOUGHT)

TIME: ()

()-()
10:00-11:00 P.M.

LUCKY STRIKE RADIO HOUR
NOVEMBER 16th., 1929

WEAF
SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - "Reach for a Lucky".

The Lucky Strike Dance Orchestra opens with "COLLEGIATE" and "THE SUN ABOUT TO RISE" played by special permission of the copyright owners.

(COLLEGIATE)

(THE SUN ABOUT TO RISE)

TIME: 5:45

ANNOUNCER:

"Valencia" and "Do What You Do" by the Lucky Strike Dance Orchestra.

(VALENCIA)

(DO WHAT YOU DO)

TIME: 6:00

ATX01 0262124

ANNOUNCER:

As a special feature this evening Mr. Rolfe now offers the South Sea Islanders in a typical Hawaiian Medley. Following this the Lucky Strike Dance Orchestra plays "~~All By Yourself in the Moonlight.~~" *Beggs & Carter*

(HAWAIIAN MEDLEY)

(ALL BY YOURSELF IN THE MOONLIGHT)

Beggs & Carter TIME: 2:30

ANNOUNCER:

Arthur Brisbane's daily column of comment and discussion is read over the entire United States. The modern American Newspaper, a forward step in printing, today enables millions to read daily the articles of informed and brilliant writers:

A forward step in manufacture has developed LUCKY STRIKE, the finest cigarette you ever smoked, made of the finest tobaccos - the Cream of the Crop. "IT'S TOASTED" is recognized by millions of both men and women as the most modern step in cigarette manufacture. "IT'S TOASTED", your throat protection against irritation - against cough. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "The Doll Dance" and "That Precious Little Thing Called Love."

(THE DOLL DANCE)

(THAT PRECIOUS LITTLE THING CALLED LOVE)

TIME: 5:45

ANNOUNCER:

"Some of These Days" and "Don't Hold Everything" by the Lucky Strike Dance Orchestra.

(SOME OF THESE DAYS)

(DON'T HOLD EVERYTHING)

TIME: 5:45

ANNOUNCER:

The Program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

The Constitution of the United States of America guarantees the principle of the Freedom of the Press. Foremost among the farmers of the Constitution was that noble patriot proud to sign his name, Benjamin Franklin, Printer of Philadelphia. Freedom of the press has given America a world wide service of news.

Modern day methods have also developed "TOASTING," LUCKY STRIKE'S extra secret heating process. Everyone knows that heat purifies and so "TOASTING" not only removes impurities, but adds to the flavor and improves the taste. LUCKY STRIKE, the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop. "IT'S TOASTED," Your throat protection against irritation - against cough.

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "Sunny" and "Fascinating Rhythm."

(SUNNY)

(FASCINATING RHYTHM)

TIME: 5:45

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Little by Little." Following this you will again hear the South Sea Islanders in another medley of Hawaiian pieces.

(LITTLE BY LITTLE)

(MEDLEY OF HAWAIIAN PIECES)

ANNOUNCER:

In 1454 Johann Guttenburg established the first printing press. Today, American newspapers spread news and knowledge to the four corners of the nation. Progress has been made.

Progress has been made in the manufacture of cigarettes. Lucky Strike, "IT'S TOASTED," your throat protection against irritation - against cough. Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste. Luckies are always kind you your throat.

(SEE NEXT PAGE)

ATX01 0262127

The Lucky Strike Dance Orchestra offers Medley from
"Follow Thru" and "Here Am I".

(MEDLEY FROM "FOLLOW THRU")

(HERE AM I)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Oh Baby" and
"The Riff Song".

(OH BABY)

(THE RIFF SONG)

Theme tune - one chorus of "This Is My Lucky Day" with vocal
refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music present-
ed for your pleasure every Saturday night at this hour by the
manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A.
Rolfe and his Lucky Strike Dance Orchestra in the tunes that
made Broadway Broadway. Gone is the ancient prejudice against
cigarettes. Progress has been made. The prejudice against
cigarettes was removed when we removed harmful irritants from
the tobacco by the famous "Toasting Process". Again it is
suggested - "REACH FOR A LUCKY".

It is now ____ minutes and ____ seconds past eleven
o'clock Eastern Standard Time. The Lucky Strike Dance Orchestra
has come to you from the New York Studios of The National Broad-
casting Company.

AGENCY/howarth/mme

11/15/29

ATX01 0262128

NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.

WEAF TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

NOVEMBER 23, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - "Reach for a Lucky."

The Lucky Strike Dance Orchestra opens with "The Breakaway" and "Blondy."

(THE BREAKAWAY)

(BLONDY)

ANNOUNCER:

"Sweethearts on Parade" and "Can't We Be Friends" by the Lucky Strike Dance Orchestra.

(SWEETHEARTS ON PARADE)

(CAN'T WE BE FRIENDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra now offers "Love Me."

ATX01 0262129

Following this, Mr. B.A. Rolfe offers El Tango Romantico rendering "La Veeda".

(LOVE ME)
(LA VEEDA)

ANNOUNCER:

In 1620 the "Mayflower", blown off its course by adverse winds furlled its sails off Cape Cod and the Pilgrims landed in America. Nearly two centuries later Robert Fulton paved the way for mankind's mastery of wind and tide when he steamed up the Hudson River in the "Clermont" and established steam navigation. Today, a nation united by inland water ways and enriched by world trade, approaches the day established by the Pilgrims, Thanksgiving Day. Progress has been made.

Progress has been made in the manufacture of cigarettes--
Toasting Did It. Lucky Strike, "It's Toasted", your throat protection against irritation - against cough. Everyone knows that heat purifies and so "Toasting" not only removes impurities, but adds to the flavor and improves the taste. Luckies are always kind to your throat.

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra
(continue with "Little By Little" and "Ain't Misbehavin".

(LITTLE BY LITTLE)
(AIN'T MISBEHAVIN)

ANNOUNCER:

"Doing the Boom Boom" and "Chloe" by the Lucky Strike
Dance Orchestra.

(DOING THE BOOM BOOM)
(CHLOE)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

William Bradford for 31 years Governor of Plymouth Colony recorded the horrors of the first Winter in America, when starvation faced the people and many of the Pilgrims perished. Today, swift trains distribute food to all parts of the country and public health improves as people partake moderately of a selected variety of dishes. So modern transportation benefits mankind.

Modern manufacture has produced "Toasting," Lucky Strike's extra secret heating process. The finest tobaccos - the Cream of the Crop, are scientifically subjected to penetrating heat at minimum 260°, maximum 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan "It's Toasted," is recognized by millions of both men and women as the most modern step in cigarette manufacture.

B.A. Rolfe and his Lucky Strike Dance Orchestra offer "Or What Have You" and "Margie."

(OR WHAT HAVE YOU)

(MARGIE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Painting the Clouds with Sunshine." Following this you will again hear El Tango Romantico in "Marigny."

(PAINTING THE CLOUDS WITH SUNSHINE)

(MARIGNY)

ANNOUNCER:

When the Pilgrims celebrated the first Thanksgiving wild life in America was abundant and their chief source of food. Today, thanks to the foresight of John James Audubon and Theodore Roosevelt, State and National Regulations protect American wild life that future generations may know their beauty, the joys of the hunt and the peace of the woodland. Foresight insures the future.

Foresight evolved Lucky Strike, "It's Toasted," your throat protection against irritation - against cough. Everyone knows that heat purifies and so "Toasting" not only removes impurities but adds to the flavor and improves the taste. Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Medley; Turkey in the Straw, Wait for the Wagon, Aunt Dinah's Quilting Party, Money Musk, Chicken Reel," and "To Be in Love."

(MEDLEY - "TURKEY IN THE STRAW - WAIT FOR THE WAGON - AUNT DINAH'S QUILTING PARTY - MONEY MUSK - CHICKEN REEL" - - TO BE IN LOVE)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Dinah," and "On the Road to Mandalay."

(DINAH)

(ON THE ROAD TO MANDALAY)

ANNOUNCER:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Again it is suggested - "Reach for a Lucky."

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

agency/howarth

11/22/29

ATX01 0262133

NOTE TO ANNOUNCER: (MAKE LOCAL ANNOUNCEMENT EVERY FIFTEEN MINUTES EXCEPT ON DRAMATIC PROGRAMS WHICH DEPEND ON A SUCCESSION OF THOUGHT)

TIME: ()

()-() LUCKY STRIKE RADIO HOUR
10:00-11:00 P.M. NOVEMBER 30th., 1929

WEAF

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. E. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against Cigarettes. Progress has been made. The prejudice against Cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - REACH FOR A LUCKY".

The Lucky Strike Dance Orchestra opens with "Jericho" and "Button Up Your Overcoat".

(JERICO)

(BUTTON UP YOUR OVERCOAT)

ANNOUNCER:

"Can't You Understand" and "Tip Toe Through The Tulips" by the Lucky Strike Dance Orchestra.

(CAN'T YOU UNDERSTAND)

(TIP TOE THROUGH THE TULIPS)

ATX01 0262134

ANNOUNCER:

Mr. Rolfe now offers the Blue and White Marimba Band in "Pagan Love Song". Following this you will hear the Lucky Strike Dance Orchestra play "Paddlin' Madeline Home".

(PAGAN LOVE SONG)

(PADDLIN' MADELINE HOME)

ANNOUNCER:

In 1909 the world had to wait five months before it learned that Robert E. Peary had planted the Stars and Stripes on the North Pole. - the top of the world. Yesterday, Commander Byrd, another American carried the Stars and Stripes over the South Pole and the Radio flashed instantly to all the world the news of his remarkable achievement. So scientific Modern Methods pave the way to accomplishment.

Scientific modern methods have produced Lucky Strike, the finest cigarette you ever smoked. IT'S TOASTED your throat protection against irritation - against cough. Everyone knows that heat purifies and so TOASTING, a scientific modern method, not only adds to the flavor but improves the taste. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Makin' Whoopee" and "Broadway Melody".

(MAKIN' WHOOPÉE)

(BROADWAY MELODY)

ANNOUNCER:

The Lucky Strike Dance Orchestra play "Outside" and "Bigger and Better".

(OUTSIDE)

(BIGGER AND BETTER)

ANNOUNCER:

"If, I Had You" and "So Are You" by the Lucky Strike Dance
Orchestra.

(IF I HAD YOU)

(SO ARE YOU)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

The first wireless message travelled but a single mile - that was in 1895. In the thirty four years since that time Marconi's invention has covered millions of miles and added to the safety and forward movement of the whole wide world.

"IT'S TOASTED", a forward movement in cigarette manufacture makes LUCKIES always kind to your throat. TOASTING, LUCKY STRIKE'S extra, secret heating process not only removes impurities but adds to the flavor and improves the taste. LUCKY STRIKE, made of the finest tobaccos - the Cream of the Crop - the finest cigarette you ever smoked.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Red Mill Medley" and "Walking With Susie".

(RED MILL MEDLEY)

(WALKING WITH SUSIE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "If I Can't Have You". Following this you will again hear the Blue and White Marimba Band in "Valencia".

(IF I CAN'T HAVE YOU)

(VALENCIA)

ANNOUNCER:

In 1915, thirty nine years after Alexander Graham Bell's invention of the telephone, engineers of the company named after him, developed the first wireless telephone. Tonight, 35 million people listen to this LUCKY STRIKE Radio Hour as a result of that great contribution to happiness.

Another great contribution to happiness is LUCKY STRIKE, "IT'S TOASTED" - your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. More than a slogan, "IT'S TOASTED" is recognized by millions of both men and women as the most-modern step in cigarette manufacture.

The Lucky Strike Dance Orchestra offers "Turn on the Heat" and "Satisfied."

(TURN ON THE HEAT)

(SATISFIED)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Too Much Mustard" and "Hallelujah."

(TOO MUCH MUSTARD)

(HALLELUJAH)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B.A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made.

The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Again it is suggested - "REACH FOR A LUCKY".

STATION ANNOUNCER:

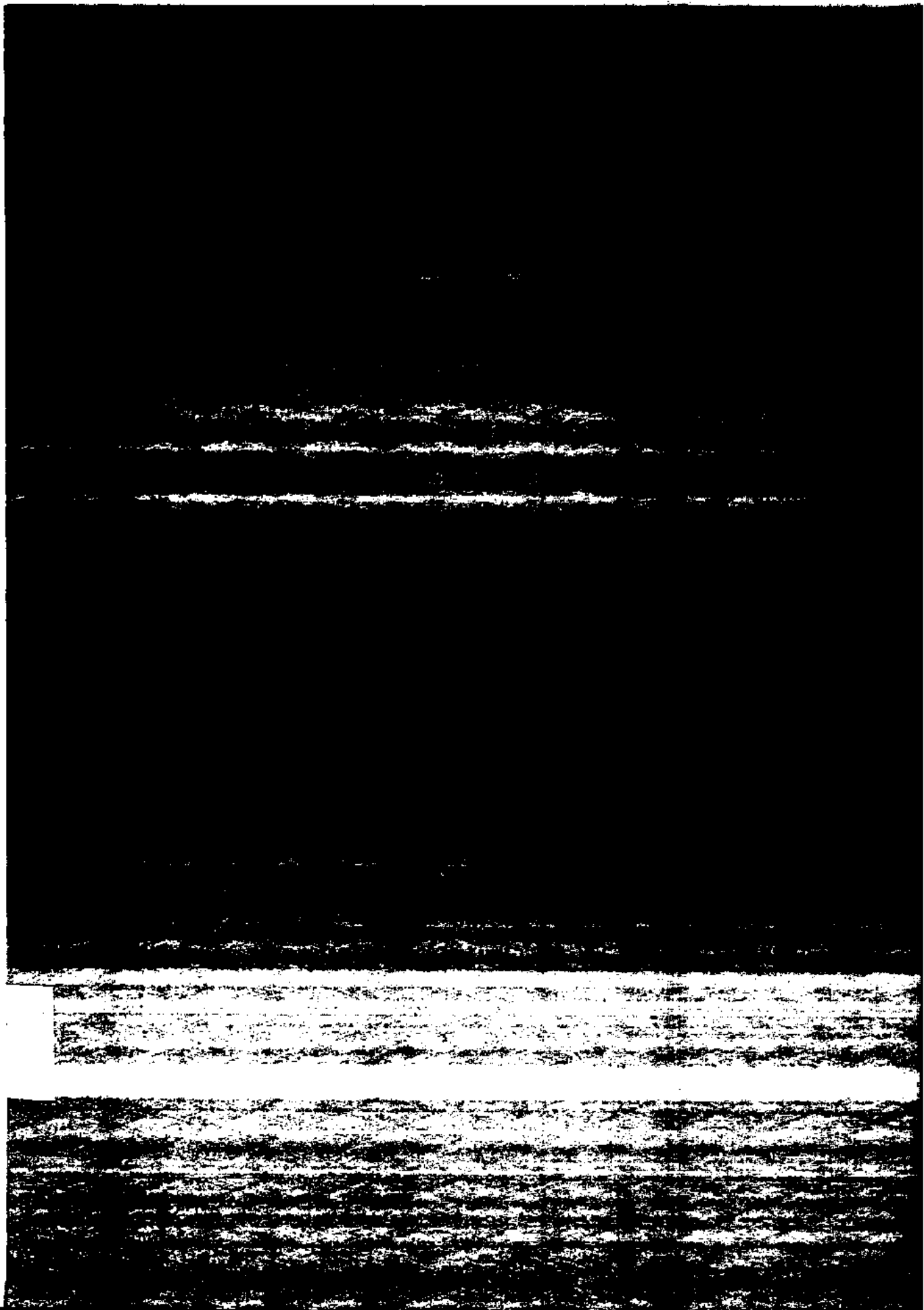
It is now _____ minutes and _____ seconds past eleven o'clock, Eastern Standard Time.

The Lucky Strike Radio Hour Program has come to you from the New York Studios of the National Broadcasting Company.

AGENCY:McB
11/29/29

ATX01 0262139

DECEMBER



NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.

WEAF

TIME: () - ()

LUCKY STRIKE RADIO HOUR

10:00 - 11:00 P.M.

DECEMBER 7, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. E.A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - "REACH FOR A LUCKY".

The Lucky Strike Dance Orchestra opens with "Hittin' the Ceiling" and "Dixie Jambouree".

(HITTIN' THE CEILING)

(DIXIE JAMBOUREE)

TIME: 5:25

ANNOUNCER:

"When My Dreams Come True" and "One Step to Heaven" by the Lucky Strike Dance Orchestra.

(WHEN MY DREAMS COME TRUE)

(ONE STEP TO HEAVEN)

TIME: 5:15

ATX01 0262141

ANNOUNCER:

Mr. Rolfe now offers the world famous organist - Lew White in "Singin' in the Rain." Following this you will hear the Lucky Strike Dance Orchestra play "Let's Do It."

SINGIN' IN THE RAIN)

LET'S DO IT)

TIME: 7:12

ANNOUNCER:

Buffalo Bill and the Pony Express, the fast mail of 1860. Times have changed since those days. Last year, according to Postmaster General Brown's annual report, ten million miles were flown by airmail pilots. Truly, times have changed and for the better.

Times have changed in the manufacture of cigarettes, and for the better - TOASTING DID IT. LUCKY STRIKE - "IT'S TOASTED, your throat protection against irritation - against cough. " "TOASTING" removes from LUCKY STRIKES harmful irritants present in cigarettes manufactured in the old-fashioned way and so Luckies are always kind to your throat.

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Scotchie" and "Can't We Be Friends."

(SCOTCHIE)

(CAN'T WE BE FRIENDS)

TIME: 5:57

ANNOUNCER:

"Singing in the Bath Tub" and "Bringing a Red Red Rose" by the Lucky Strike Dance Orchestra.

(SINGING IN THE BATH TUB)

(BRINGING A RED RED ROSE)

TIME: 5:42

ATX01 0262142

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of Lucky Strike Cigarettes.

Postmaster General Walter F. Brown has asked us to remind you to do your Christmas mailing early. During the Christmas rush nearly five times as much mail as usual must be handled. For this work the Post Office Department will add 100,000 postal employees. The new responsibilities of modern civilization demand modern methods.

Modern methods have developed Lucky Strike, the finest cigarette you ever smoked. "IT'S TOASTED" your throat protection against irritation - against cough. Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste. LUCKIES ARE always kind to your throat. A carton of LUCKY STRIKE Cigarettes in its attractive Christmas packing will make an acceptable and timely gift.

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Louise" and "Mary".

(LOUISE)

(MARY)

TIME 6:11

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Raggedy Ann". Following this you will again hear Lew White in "Tip-Toe Through The Tulips".

(RAGGEDY ANN)

(TIP TOE THROUGH THE TULIPS)

TIME: 5:15

ATX01 0262143

ANNOUNCER:

Modern improvement in the manufacture of tobacco has given us LUCKY STRIKE the finest cigarette you ever smoked. "IT'S TOASTED" the finest tobaccos - the Cream of the Crop - are scientifically subjected to penetrating heat at minimum 260° maximum 300°, Fahrenheit. The exact, expert regulation of such high temperatures not only removes impurities but adds to the flavor and improves the taste. More than a slogan, "IT'S TOASTED" is recognized by millions of both men and women as the most modern step in cigarette manufacture. Luckies are always kind to your throat.

The Lucky Strike Dance Orchestra offers "Miss Wonderful" and "I Get The Blues When It Rains".

(MISS WONDERFUL)

(I GET THE BLUES WHEN IT RAINS)

TIME 5:48

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Bigger And Better" and "Stouthearted Men".

(BIGGER AND BETTER)

(STOUTHEARTED MEN)

TIME 6:26

... This tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of Lucky Strike Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made.

The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Again it is suggested - "Reach for a Lucky."

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

The Lucky Strike program has come to you from the New York Studios of the National Broadcasting Company.

agency/howarth

12/6/29

NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

WEAF

TIME: ()

LUCKY STRIKE RADIO HOUR

() ()
10:00 - 11:00 P.M.

DECEMBER 14, 1929

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway, Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process." Should you sit out a dance - "Reach for a Lucky."

The Lucky Strike Dance Orchestra opens with "Ca Cest Paris" and "There's a Rainbow Round My Shoulder."

(CA CEST PARIS)

(THERE'S A RAINBOW ROUND MY SHOULDER)

ANNOUNCER:

"If I Were You I'd Fall in Love With Me" and "Balling the Jack" by the Lucky Strike Dance Orchestra.

(IF I WERE YOU I'D FALL IN LOVE WITH ME)

(BALLING THE JACK)

ATX01 0262146

ANNOUNCER: The Lucky Strike Dance Orchestra plays "If We Never Should Meet Again." Following this, as a special feature this evening Mr. Rolfe offers the Russian Balalaika Orchestra in "Singing in the Rain." You will be interested to know that this fine native Russian orchestra uses the original triangular Russian instruments as played by the Russian peasants on the steppes of their native land.

(IF WE NEVER SHOULD MEET AGAIN)

(SINGING IN THE RAIN)

ANNOUNCER: The new Ship to Shore telephone service - Sir Thomas Lipton, aboard the Leviathan, speaking to a friend in Atlantic City - "I want to tell everyone there that I am coming back before long with the Shamrock, to lift the old bowl and take it back with me to England." For a number of years America's persistent competitor for Yachting honors, Sir Thomas Lipton holds a unique place in American affection. Everyone admires persistent effort.

Persistent effort and modern methods produced Lucky Strike, the finest cigarette you ever smoked. Made of the finest tobaccos - the Cream of the Crop - "IT'S TOASTED" your throat protection against irritation - against cough. Everyone knows that heat purifies and so "TOASTING" removes from Lucky Strike harmful irritants present in cigarettes manufactured in the old-fashioned way and LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Wedding of the Painted Doll" and "Lady Luck."

(WEDDING OF THE PAINTED DOLL)

(LADY LUCK)

ANNOUNCER: "Moanin' Low" and "'Taint no Sin" by the Lucky Strike Dance Orchestra.

(MOANIN' LOW)

('TAINT NO SIN)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by The American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes.

In 1685 Louis XIV of France, head of the most brilliant and luxurious court in Europe, had a toothache. To cure this condition the court dentist inserted a white hot iron into the royal mouth fourteen times in succession. Today, modern dentistry has lessened the pain and fear of the dentist's chair and better teeth are the result.

Modern manufacture, "TOASTING," LUCKY STRIKE'S extra secret heating process not only removes impurities but adds to the flavor and improves the taste. LUCKIES are always kind to your throat. "IT'S TOASTED," your throat protection against irritation - against cough.

B.A.Rolfe and his Lucky Strike Dance Orchestra offer "Sun About to Rise" "Blondy" and "Aren't We All."

(SUN ABOUT TO RISE)

(BLONDY)

(AREN'T WE ALL)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Breakaway." Following this you will again hear the Russian Balalaika Orchestra in "Button Up Your Overcoat," with the original Russian peasant instruments.

(BREAK AWAY)

(BUTTON UP YOUR OVERCOAT)

ANNOUNCER:

Old-fashioned methods are discarded as a modern day demands modern methods. "TOASTING", LUCKY STRIKE'S extra secret heating process is recognized by millions of both men and women as the most modern step in cigarette manufacture.

ATX01 0262148

"IT'S TOASTED", your throat protection against irritation - against cough. LUCKIES are always kind to your throat - what an improvement over cigarettes manufactured in the old-fashioned way! Packed in its attractive Christmas packing, a carton of LUCKY STRIKES will make an acceptable and timely gift.

The Lucky Strike Dance Orchestra offers "Here We Are" and following this, for the first time on the air, the Lucky Strike Dance Orchestra plays by special permission, of the copyright owner, the selection "Let's Merge" from the current popular success - "Sun o' Gun".

(HERE WE ARE)

(LET'S MERGE)

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Chili Pom Pom Pei" and "Rangers Song".

(CHILI POM POM PEI)

(RANGERS SONG)

ANNOUNCER:

Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer.

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes - Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Again it is suggested - "REACH FOR A LUCKY".

ATX01 0262149

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

The Lucky Strike Radio Hour has come to you from the New York studios of the National Broadcasting Company.

AGENCY:McB
12/12/29

ATX01 0262150

(NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: ()

YEAR

LUCKY STRIKE RADIO HOUR.

()-()
10:00-11:00 P.M.

DECEMBER 21, 1929.

SATURDAY.

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain, immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. B.A. Rolfe and his Lucky Strike Dance orchestra will be heard in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Testing Process". Should you sit out a dance - "Reach for a Lucky".

The Lucky Strike Dance Orchestra opens with "Happy Days Are Here Again" and "Medley from "Sweet Adeline".

(HAPPY DAYS ARE HERE AGAIN)
(MEDLEY FROM SWEET ADELINE)

ANNOUNCER:

"I May Be Wrong" and "That's My Weakness Now" by the Lucky Strike Dance Orchestra.

(I MAY BE WRONG)
(THAT'S MY WEAKNESS NOW)

ATX01 0262151

ANNOUNCER:

Mr. Rolfe now offers Mr. Lew White, the world famed organist. Mr. White will play "Love, Your Magic Spell Is Everywhere". Following this you will hear the Lucky Strike Dance Orchestra play "La Spagnola".

(LOVE YOUR MAGIC SPELL IS EVERYWHERE)
(LA SPAGNOLA)

ANNOUNCER:

Fearful was the storm which last week swept the Atlantic. But how much greater would have been the havoc if mankind, through modern invention, had not been able to resist the fury of the elements. Instead of nerve-wracking silence, we beheld the spectacle of magnificent ships - the Bremen, the Majestic, the France and many others - safely riding the hurricane and in constant communication through the miracle of radio.

Modern invention has brought many improvements, not the least of these - "TOASTING", the extra secret heating process employed in the manufacture of Lucky Strike Cigarettes. Everyone knows that heat purifies and so "Toasting" not only removes impurities but adds to the flavor and improves the taste. Lucky Strike, the finest cigarette you ever smoked, made of the finest tobaccos - the Cream of the Crop - "It's Toasted", your throat protection against irritation - against cough.

Mr. Rolfe and his Lucky Strike Dance Orchestra continue with "Bigger 'n Better" and "Tip Toe Through the Tulips".

(BIGGER N BETTER)
(TIP TOE THROUGH THE TULIPS)

ANNOUNCER:

"Little by Little" and "That's You Baby," by the Lucky Strike Dance Orchestra.

(LITTLE BY LITTLE)

(THAT'S YOU BABY)

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of LUCKY STRIKE cigarettes.

Twenty-six years ago, two American bicycle mechanics - Orville and Wilbur Wright - thrilled the world by making the first flight in history. They stayed aloft less than one minute. And on the very day of their great adventure, 26 years later, we read that two men flew without a halt from Spain to Brazil - that two others made a new endurance flight of 5030 miles. The life and habits of all the world have been changed by that first feeble, fluttering flight of the Wright Brothers which proved the worth of their discovery.

In the same way, the smoking tastes of millions of men and women have been changed by the discovery of "TOASTING" - LUCKY STRIKE'S secret and extra process of heat treatment. "TOASTING" removes harmful irritants present in cigarettes made the old-fashioned way. It adds to the flavor and improves the taste. LUCKY STRIKE, made of the finest tobaccos - the Cream of the Crop - "IT'S TOASTED." LUCKIES are always kind to your throat.

B. A. Bolfe and his Lucky Strike Dance Orchestra offer "S'posin'" and "Seventh Heaven."

(S'POSIN')

(SEVENTH HEAVEN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "So Are You".
Following this you will again hear Mr. White at the Organ
rendering "Singin' in the Rain".

(SO ARE YOU)

(SINGIN IN THE RAIN)

ANNOUNCER:

Secretary Lamont reports to President Hoover that
Christmas buying is more active this year than last. This is
particularly true in the case of Lucky Strike Cigarettes, now at
the peak in the history of its business. Only a few days remain -
and for you last minute shoppers we make this timely suggestion -
Wrapped in an appropriate Christmas package, a carton of Lucky
Strike Cigarettes makes an ideal gift for the modern smoker.

Modern methods in cigarette manufacture have made
Lucky Strike the modern cigarette. "It's Toasted" your throat
protection against irritation - against cough. Everyone knows
that heat purifies and so "Toasting" not only removes impurities
but adds to the flavor and improves the taste. Luckies are
always kind to your throat.

The Lucky Strike Dance Orchestra renders "Jericho" and
for the second time on the program this evening the popular new
song "Happy Days Are Here Again".

(JERICHO)

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

And now the Lucky Strike Dance Orchestra renders a
"Christmas Medley"

(CHRISTMAS MEDLEY)

ANNOUNCER:

(Theme tune - one chorus of "This is My Lucky Day" with vocal refrain. Immediately followed by announcer)

ANNOUNCER:

This closes the program of one hour's Dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. Gone is the ancient prejudice against cigarettes. Progress has been made. The prejudice against cigarettes was removed when we removed harmful irritants from the tobacco by the famous "Toasting Process". Again it is suggested - "REACH FOR A LUCKY". Thank you and best wishes for a Merry Christmas from Lucky Strike -

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

The Lucky Strike Radio Hour has come to you from the New York Studios of the National Broadcasting Company.

AGENCY: BM: LEH: ST
12/21/29

(NOTE TO ANNOUNCER: Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

TIME: ()

LUCKY STRIKE RADIO HOUR

WEAF

10:00-11:00 P.M.

DECEMBER 28, 1929

SATURDAY

OPENING ANNOUNCEMENT:

(Theme tune - One Chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by Announcer)

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE cigarettes. B. A. Rolfe and his Lucky Strike Dance Orchestra will be heard in the tunes that made Broadway Broadway. America's vice is America's virtue. The urge to do becomes a vice as men and women overdo. Overwork and over-eating, over-indulgence and over-doing - these are the pitfalls on the road to success! Be moderate, be moderate in all things. When tempted to over-indulge, light a LUCKY. When tempted to over-work, relax - light a LUCKY. Should you sit out one dance, and you should, light a LUCKY. Be moderate, be moderate in all things.

The Lucky Strike Dance Orchestra opens with "Hallelujah" and "Bigger and Better".

(HALLELUJAH)

(BIGGER AND BETTER)

Time: - 5:30

ANNOUNCER:

"Breakaway" and "Singing in the Rain" by the Lucky Strike Dance Orchestra.

(BREAKAWAY)

(SINGING IN THE RAIN)

Time: - 5:25

ATX01 0262156

ANNOUNCER:

Mr. Rolfe now offers Lew White, the world famed organist. Mr. White will play "Lover Come Back To Me." Following this you will hear the Lucky Strike Dance Orchestra in "Merry Widow Waltz."

(LOVER COME BACK TO ME)

(MERRY WIDOW WALTZ)

TIME 3:03

ANNOUNCER:

③ In its nation-wide crusade against vicious and fake reducing nostrums, the American Medical Association says, "IT IS LITTLE LESS THAN CRIMINAL THAT IGNORANT QUACKS SHOULD BE PERMITTED TO DISTRIBUTE DRUGS THAT HAVE THE POTENCY FOR HARM POSSESSED BY THE THYROID PREPARATIONS". It isn't necessary to resort to dangerous anti-fat pills, drastic diets or other quack remedies condemned by the medical profession. See your doctor - he will tell you that you can obtain the modern figure with its subtle, seductive cures - through the safe and simple rule of moderation! Just don't over-indulge. Be moderate - be moderate in all things, in eating as well as in smoking.

When your eyes are bigger than your stomach light a LUCKY instead - LUCKY STRIKE, the finest cigarette you ever smoked. Made of the finest tobaccos - the Cream of the Crop - "IT'S TOASTED". Everyone knows that heat purifies and so "TOASTING" removes from LUCKY STRIKE these harmful irritants which cause coughing and throat irritation in cigarettes manufactured in the old-fashioned way.

ATX01 0262157

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "This Is My Lucky Day" and "Hittin' The Ceilin'".

(THIS IS MY LUCKY DAY)

(HITTIN' THE CEILIN')

TIME 6:12

ANNOUNCER:

"Ca O'est Paris" and "Jericho" by the Lucky Strike Dance Orchestra.

(CA O'EST PARIS)

(JERICHO)

TIME 5:00

ANNOUNCER:

The program of the Lucky Strike Dance Orchestra is sponsored by the American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE, the finest cigarette you ever smoked. Made of the finest tobaccos - the Cream of the Crop - "IT'S TOASTED". Everyone knows that heat purifies and so "TOASTING" removes from LUCKY STRIKE harmful irritants which cause coughing and throat irritation in cigarettes manufactured in the old-fashioned way.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"Margie" and "Raggedy Ann."

(MARGIE)

(RAGGEDY ANN)

TIME: 5:45

ANNOUNCER:

Mr. Rolfe Again offers Lew White at the organ rendering
"Love Your Magic Spell is Everywhere". Following this the Lucky
Strike Dance Orchestra plays Valencia.

(LOVE YOUR MAGIC SPELL IS EVERYWHERE - LEW WHITE)

(VALENCIA)

TIME: 5:45

ANNOUNCER:

More and more, American men and women are beginning to
steer clear of fake reducing remedies. Instead, they are avoiding
the threat of excessive, ugly fat.. by simply avoiding over-
indulgence. When tempted to do themselves too well, they light
a LUCKY instead. Be moderate is the rule - be moderate in all
things, even in smoking. Beware of drastic diets and dangerous
anti-fat pills condemned by the medical profession. Take the
sensible way to obtain that irresistibly-youthful modern figure -
with its subtle seductive curves. Avoid over-indulgence. When
tempted to do yourself too well, light a LUCKY instead.

LUCKY STRIKE, the finest cigarette you ever smoked. Made
of the finest tobaccos - the Cream of the Crop - "IT'S TOASTED."
Everyone knows that heat purifies and so "TOASTING" removes
harmful impurities from the LUCKY STRIKE tobacco and adds to its
flavor and improves its taste.

The Lucky Strike Dance Orchestra renders "Alexander's
Ragtime Band" and "Happy Days Are Here Again."

(ALEXANDER'S RAGTIME BAND)

(HAPPY DAYS ARE HERE AGAIN)

TIME: 6:30

ANNOUNCER:

The Lucky Strike Dance Orchestra renders "Waiting For the Robert E. Lee" and "When Good Fellows Get Together".

(WAITING FOR THE ROBERT E LEE)

(WHEN GOOD FELLOWS GET TOGETHER)

Time: - 5:33

(Theme tune - one chorus of "This Is My Lucky Day" with vocal refrain. Immediately followed by announcer)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. You have heard B. A. Rolfe and his Lucky Strike Dance Orchestra in the tunes that made Broadway Broadway. America's strength is America's weakness. The strain to achieve too often results in the break that halts achievement. Don't work too hard - don't eat too much - don't play too hard, in other words, be moderate. When your eyes are bigger than your stomach, light a LUCKY instead. There is no royal road to success, but the way of moderation is a safe and sure way. When tempted to excess, light a LUCKY instead.

STATION ANNOUNCER:

It is now _____ minutes and _____ seconds past eleven o'clock Eastern Standard Time.

The Lucky Strike Radio Hour has come to you from the New York Studios of the National Broadcasting Company.

AGENCY: MoB
12/27/29

ATX01 0262160