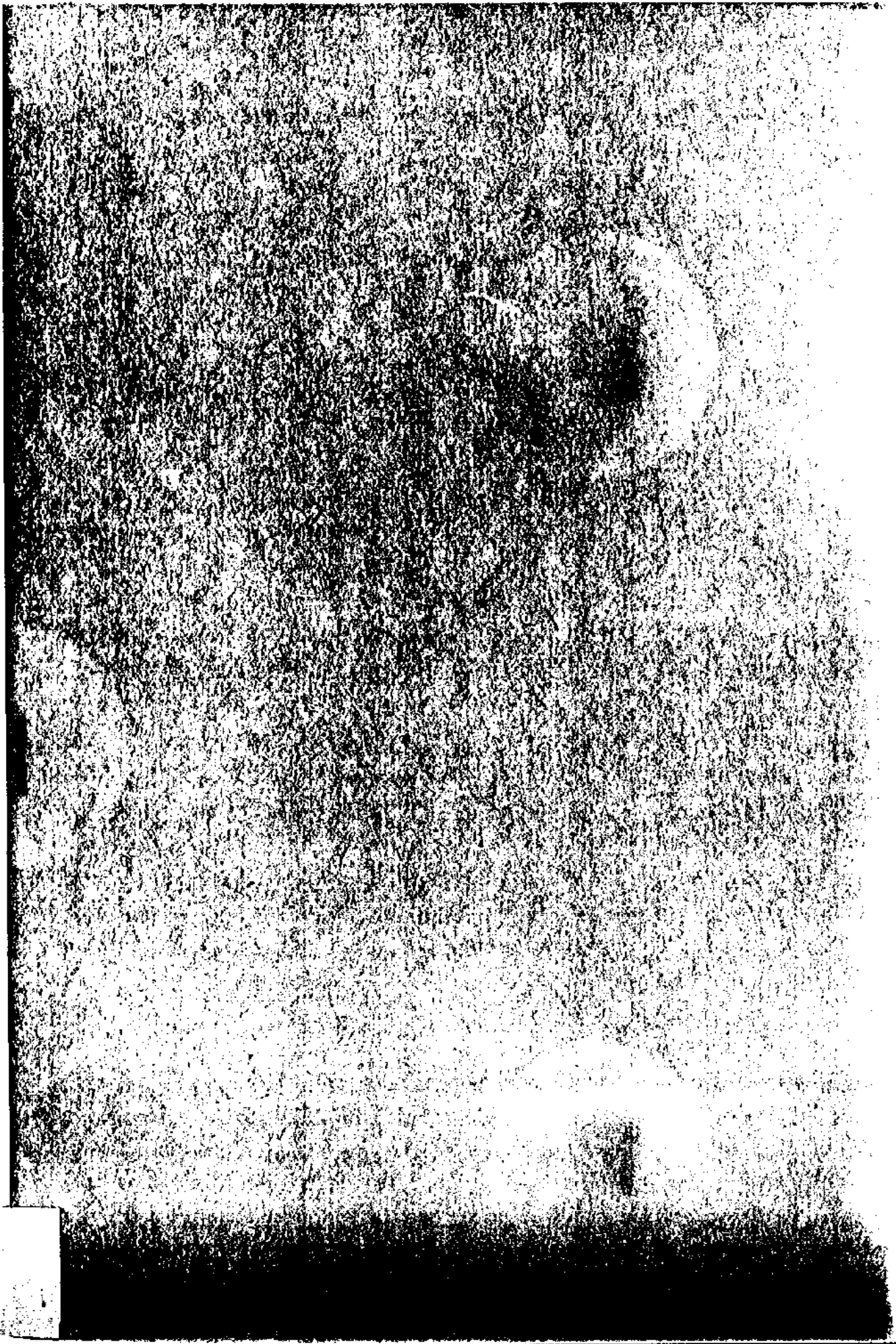


1970
CONTINUED

1971-1972

795119-001

1973
1974



JANUARY

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: ()

WEAF

()-()
THE LUCKY STRIKE DANCE HOUR
10:00 - 11:00 P.M.

JANUARY 2, 1932

SATURDAY

(THEME SONG -- ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN," WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and Gentlemen, The LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes with the world's finest dance orchestras. (Tonight we bring you two great orchestras, one from Denver, Colorado, and one from San Francisco, California -- and from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today becomes the news of tomorrow. MR. WALTER WINCHELL!!!!!!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Main Street -- no matter the town you call home!! You must know, that I sincerely hope the New Year brings you something to cheer about. For -- I certainly have reason enough to be grateful to at least nine out of every ten of you.

Please don't consider me naive when I repeat my thanks and appreciation for the bother you went to -- to tell Mr. Lucky Strike about me.

Tonight the Lucky Strike Dance Hour magic carpet hops for the very first time to Denver and then on to San Francisco, also a first time, for our melodies. Johnny Johnson and his crew will represent Colorado and Anson Weeks and his orchestra will be the official deputies for San Francisco.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030881

WALTER WINCHELL: (CONTINUES)

Get Ready Johnson! Here we go!

Out where the handclasp's a little stronger -- out where
the smile dwells a little longer -- OUT WHERE THE WEST BEGINS!

ON WITH THE DANCE COLORADO! OKAY DENVER!

DENVER ANNOUNCER:

The West begins, ladies and gentlemen of the Lucky Strike
Dance Hour audience, with Johnny Johnson and his orchestra playing,
from Denver,

(_____)

(_____)

(_____)

DENVER ANNOUNCER:

Now back across the great plains and the Alleghenies like
a flash to Walter and his Winchellingo.

OKAY NEW YORK!!

WINCHELL:

That was fine, Johnny. You get yourself a breathing
spell now -- for this is where I do my cro-shaying. Then we leap
to the coast for Anson Weeks and after I comb that guy with the
chimes out of my hair -- we do a handspring from New York to Denver,
again.

I see that Mrs. Beaugart is now the second Mrs. Lawrence
Tibbett, after all...When I made scoopee several talks ago--and in
my column, that Mrs. Beaugart was getting a divorce in Reno to marry
Tibbett--she denied it emphatically and vigorously to the Associated
Press and other news bureaus.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Of course when my items are denied, my face gets a trifle pink for a while...But I wait six weeks and then -- as a rule -- I have the thrill of seeing those items confirmed...Dudley Murphy who squired Miriam Hopkins of the screen and stage is another recent groom, as I columned days ago -- Mr. Murphy had the seal riveted in Mexico last month in the hush-hush manner...But his bride is not Miss Hopkins, who reconciled with her husband, Austin Parker, the writer--only to go back into circulation shortly after...

The recently Reno-vated Mrs. Monta Bell is in Hollywood now -- and her regular escort to the theatres and the dining room is a Reno cowboy.

Asheville, NO'th Cah-lin-ah's Alice Hawkins is breaking up ranch-life for the Caleb Whitbecks in Nev-ah-da...Alice recently toured California with them...Dayton, Ohio, will be interested to learn that Edna Decker of that city will name a prominent mid-western lady as her co-respondent in her Reno complaint...that is if she goes through with it.

Texas Guinan wires me that age may tell on a man -- but it screams at a woman....The Curb Exchange in New York will be represented in the U.S. Olympics....They will be represented by two pages who will be entered in the ice-skating competition...Their names are Bert Taylor and Irving Jaffee...And here's a bit of financial news you haven't seen in the papers. The sales of stock exchange and curb seats have fallen amazingly low...lower, you might say, than a chorus girl's opinion....of a chorus boy.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030883

MR. WINCHELL: (CONTINUES)

There have been numerous stories in the papers to the effect that the Prince of Wales had made a statement to the press -- that he would never visit the United States again -- because on his last visit he was treated with abuse. Of course, none of us believed that the Prince had made such a crack. However, during an interview with the Honorable Winston Churchill the other day -- he said that he didn't believe the Prince had said that -- and that he believed that His Royal Highness would make another visit to this America of ours in the very near future....Probably to the Olympics in California...I think I may safely appoint myself a committee of one to represent you all...in saying now that the Prince of Wales, of all the visitors from the old country, was among the most popular.

And here are some things you probably never knew until now, either...that old auto tires are sent to Spain, China and Africa, where they are made into shoes...Did you know, too, that the normal heart beats 70 times to the minute?...But that good dance music, such as the Lucky Strike Dance Hour provides (ahem!) makes the heart thump faster? This improves the circulation and makes you feel alive...In fewer words, good dance music is good for you -- take it from Dr. Winchell...Many of my listeners have kidded me for overlooking a snappy flip crack over the mad chase Miss Garbo gave the press all week trying to snap her picture...Master Isadore Elinson of the Bronx, however, topped all the other finger-pointers with this jab at me...He said: "Oh, Walter! Is your face pink?... How come you didn't think to say to the other reporters: "Why not reach for a Lucky instead of a SWEDE????

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030884

MR. WINCHELL: (CONTINUES)

These opera singers certainly do hop around the globe. Take Eye-ee-da Doninelli, the lovely young soprano of the Metropolitan Opera Company. Her family went from Milan to Central America....Madame Doninelli hopped back to Italy to study voice... then to South America for a concert tour that took her all through those hot and bothered Central American nations -- and finally landed in Chicago. That was more than three years ago. Eye-ee-da Doninelli gave a concert in the Windy City and the news of her beautiful voice travelled to New York and the Met. The Metropolitan music moguls grabbed her, and she's stayed here longer than she ever stayed any place before - three years, and the music critics are hoping she'll stay there three years more! They know a good thing when they hear it!

HOWARD CLANEY:

And the best critic of Aida Doninelli's voice is Aida Doninelli herself. Listen to this statement: "When I sing at the Metropolitan, I am as critical of my own voice as the most critical of opera audiences. I find that LUCKIES do not irritate my throat. LUCKY STRIKE is just right for my voice." Madam Doninelli has smoked LUCKY STRIKES for three years and there is a great moral in her statement. Be critical...be especially critical of your voice. For your voice is so much a part of your personality. And I know that if you are critical of your voice, you will be critical of your throat and therefore critical in your choice of cigarettes.

(MR. CLANEY CONTINUES ON NEXT PAGE)

LUCKY STRIKE has stood the test of the world's most precious voices because LUCKY STRIKE is the only cigarette that affords the throat protection of that famous and exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. When you reach for a LUCKY, you reach for the mild and mellow goodness of the Cream of many Crops. And you are always sure that LUCKIES will be kind to your throat because the "TOASTING" Process expels certain harsh, biting irritants naturally present in every tobacco leaf. And that is your throat protection against irritation - against cough. Be critical and you'll reach for a LUCKY instead.

WALTER WINCHELL:

Well, just as I suspected - here comes my old pal, Mr. Foozelface who will play the MAINE CHIME SONG. Three notes, NO MORE - NO LESS - I hope!

-----STATION BREAK-----

WALTER WINCHELL:

And now to celebrate the Leap Year by leaping over those Rockies - as if they weren't there at all -- to meet Anson Weeks and his orchestra in San Francisco, California.

Let 'er fly, Frank Williams - Harya Pike's Peak, the Grand Canyon and all those Mountains that our magic carpet makes molehills outta!

ON WITH THE DANCIN' ANSON. OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

Welcome to the Golden Gate! You're in San Francisco at the Mark Hopkins Hotel, where Ansom Weeks and his Orchestra will play -

(_____)

(_____)

(_____)

SAN FRANCISCO ANNOUNCER:

Now the great, fast hop from the Golden Gate to the Statue of Liberty. It's a straight line as the crow flies, but no crow could make it as fast as we will.

OKAY, NEW YORK!

WALTER WINCHELL:

Gosh - Mr. Weeks - you came over as though you were in the room next door. Plenty dandy - hear you again later in the show, Anson. Oh, yes, please tell Joe Mulcahy that his Winchellingo Contest in the Call-Bulletin is being picked up by other rags in the East - so tell San Francisco - thanks for the ad.

Hello Clane! Take this mike, please, while I relax with a cigarette. I don't suppose I have to tell you what kind I smoke. I give you one guess. And if that isn't a darn good signed statement, then that chime guy is a musician!

HOWARD CLANEY:

You want the biggest value for every penny you spend. That is why we stress the extra goodness in LUCKY STRIKE...extra goodness that comes from extra fine tobaccos - The Cream of many Crops... extra goodness that results from that famous and exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays! Heat purifies ... sunshine melloes. The "TOASTING" Process brings out the full delicious flavor of the choice, mild and mellow LUCKY STRIKE tobaccos. That's an extra benefit. The "TOASTING" Process drives out certain harsh, biting irritants naturally present in every tobacco leaf. That's an extra benefit. And it is because of these extra benefits that we say, again and again in your interest as well as our own, LUCKY STRIKE is the finest cigarette you ever smoked...

(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. CLANEY: (CONTINUES)

.....the biggest cigarette value regardless of price, Certainly you want the biggest value for every penny you spend. So reach for a LUCKY instead.

WALTER WINCHELL:

And now CHIME OFF while we meet the only guy in the world who gives away three chimes for a quarter-----of an hour.

-----STATION BREAK-----

WALTER WINCHELL:

That's your signal, Johnny Johnson up there on mile ABOVE SEA LEVEL! Our big tribe of tuner-inners is rarin' to go gay, again Johnny -- throw it in high!!

ON WITH THE DANCE, COLORADO! OKAY! DENVER!!!!!!

DENVER ANNOUNCER:

That cue came so fast, Walter, we were afraid it would slam right through to San Francisco. What we need to stop your cues is a catchers mitt. Its hard to get 'em with bare hands. Now, at the Cosmopolitan Hotel in Denver, Johnny Johnson and his orchestra will play.....

(_____)
(_____)
(_____)

DENVER ANNOUNCER:

The Lucky Strike Dance Hour lightning express dashes back from Denver to Walter's Winchelloquence.....

OKAY NEW YORK!!

WALTER WINCHELL:

Okay! Johnson -- glad to have heard you, boy! Happy days to you and your gang and tell Denver to stand by for I'm going to remind them of some of their once upon a time natives.

One of them is Arthur Chapman, who glorified Denver and the West away back in 1912, I think it was.

That was when Arthur Chapman was on the staff of the gone, but not forgotten Denver Republican. And Arthur distinguished himself and his paper by writing that lovely poem -- the one I quoted in my opening tonight -- "Out Where The West Begins"...what a lilt it has! What a swing there is to it! And what sentiment! Those lines, for example -- "Out where the skies are a trifle bluer -- out where friendship's a little truer -- where there's more of singing and less of sighing -- where a man makes friends without half trying -- That's where the west begins!

Denver sure has reason to be proud of Arthur Chapman.

Then there's Fay King, bless her. Fay's cartoon editorials are famous the country over -- and Fay once worked in Denver. Fay, you know, was Mrs. Battling Nelson. This is my favorite anecdote about her.

One day, her Denver editor sent Fay to review a vaudeville show, because the regular critic was ill.

Fay King -- like all new critics -- took the assignment to heart and panned the devil out of one comedy act. She roasted that act for a full column, claiming it told jokes that weren't fit for women and children to hear and suggested that the act be run out of town.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL; (CONTINUES)

The next morning, after the review was published, the actors came up to the editorial rooms looking for the critic. The editor consumed a whole hour pacifying them. After they left, the limp editor sent for Fay, and begged her in this pleading manner, "review 'em -- my dear, review 'em. Don't try to REFORM 'EM!!!!!"

Prohibitionists, perhaps, will find a thrill in this paragraph....I try to please everybody, you see. Therefore this is for them, but its my idea of a sob story.

The speakeasies along Park Row in New York -- which is where the newspapers used to be, are passing away fast -- and the law isn't closing them, either. One proprietor told me today that he was most unhappy and was ready to surrender. He said: "My rent is \$125 -- two bartenders cost me \$15 each a week...A cook gets \$14.--the free lunch I offer amounts to \$6 daily....A lookout man gets \$10 per week, the gas and electric light bills total \$6. weekly, my laundry bill is about two dollars a week, and then there's the touches I am getting from the mob who are broke....Business has been so bad -- I've been taking in less than \$10. a day -- so next week I'm padlocking the joint myself." Oh, dear.

Listeners urge me to remind them in time of the birthdays of movie stars...I'll try to get as many as I can....Tomorrow, as I told you the other day is Marion Davies birthday -- send her a card, will ya, and tell Marion that Winchell told you....Herbert Brenon's birthday is the same day, tomorrow...Jan'y 6, don't forget, is the birthday of Loretta Young -- and Tom Mix -- and on Jan'y 7th you may send your best wishes to Adolph Zukor the movie magnate, and to Leatrice Joy..... (MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

.....Clark Gable, who typifies the he-man on the screen and off it, too, for that matter -- wore one of those Frenchy hats--you know--- a bert (ba-ray)....that is, he wore it in Hollywood until it made people titter--so Gable garbaged it....

I got this item two days ago so it may be stale by now so far as Los Angeles is concerned, and by the way, henceforth I'm calling that famous city Loes An-jell-uss -- because after going to all the trouble of trying to please everybody and their versions of the so-called correct pronunciation -- I hard an L.A. radio announcer call it.....And did I burn up to think of all the time I wasted? At any rate, Waldo Logan and Frances Youbands of Los Angeluss were plotting to hitch-hike with a parson within the past 48 hours... and, by the way, L.A., will you check up on something for Walter? Ask Patricia Garon, who stranded Bway for Hollywood three years ago, if it is true what Broadway is saying...That recently she was secretly scaled and a week later was soloing it out there? I saw Charles Ray yesterday....He looks better than ever....He's a quiet sort of guy, and one of the reasons we like him around New York, is that Charlie Ray never bores his listeners about the so-called good old days when he was Head Man in the love-interest division--and the sour breaks that he has had of late.....Speaking of former flicker favorites--most of you girls who now have husbands and children probably will feel your hearts thump when I remind you of the handsome Carlyle Blackwell...Well, Carlyle Blackwell, who was the Head Man among screen lovers--and who came long before the Valentino-Gilbert-Gable vogue, just returned to New York. Blackwell is more good-looking since his ten years retirement from the galloping gelatins but here's some bad news, ladies. Carlyle is married.....Yes.--he married one of England's richest lady--whose father is the biggest diamond mine owner in the whole wide world.

WALTER WINCHELL: (CONTINUES)

If things turn out the way some of us suspect they will Gary Cooper's name may be included in the social register....He still is carrying the well-known torch, if you asked Winchell, for the olive-complexioned gal who Mexicanned him.

HOWARD CLANEY:

Say, Walter, while you're taling about the talkies, have you seen that new football movie - "Maker of Men?"

WALTER WINCHELL:

Oh yes - Jack Holt and Dick Cromwell are in it - good show - and say, I heard a funny one on Dick Cromwell the other day - seems in that flicker, "Maker of Men" he was a football hero - and that was the first time he'd ever played the game! Those college players in the cast had to give him a course in pigskin-chasing.

I hear by underground radio that Dick Cromwell and Sally Blane, the eye-filler, are making eyes where all Hollywood can see. Glad Dick is getting a break after working hours - on the set they tell me he's taken more rough and tumble beatings than any ten juveniles. In that football flicker I think everybody but Jack Holt ground his nose in the turf where the camera could see.

HOWARD CLANEY:

They're a couple of bang-up actors, aren't they - Jack Holt and Dick Cromwell - and two good friends of LUCKY STRIKE. Jack Holt has been reaching for a LUCKY for the past five years. He writes: "It's good business for me to protect my throat. So it's good business for me to prefer LUCKIES. I'm certainly for the throat protection which Toasting gives me."

(MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

And my friends, you, too, will be for it, and you'll be for that delicious mild and mellow goodness of LUCKY STRIKE'S Cream of the Crop. Jack Holt's opinion of the outstanding merits of LUCKY STRIKE is confirmed by Dick Cromwell - let me read you Dick's statement: "For two years I have enjoyed the "Toasted" flavor of LUCKIES - and the extra throat protection your "Toasting" process gives me. And now you have given us a humidor package that is really easy to open - that's another step forward for LUCKY STRIKE."

Jack Holt and Dick Cromwell are but two of dozens of dozens of famous screen stars - grand opera singers - business executives - lawyers - football coaches - leaders in all walks of life who have told us that LUCKY STRIKE'S exclusive "TOASTING" Process gives them an extra benefit which no other cigarette can offer - and that extra benefit is throat protection against irritation - against cough!

-----STATION BREAK-----

WALTER WINCHELL:

Here we are, again - ready for you Anson (Golden Gate) Weeks. Don't mind those Canyons or Mt. Ranier, Mt. Whitney, or those other hills that once had all that gold in 'em.

Just LUCKY STRIKE up your grand band, Anson, we're going dancin'!

ON WITH THE DANCIN' ANSON! OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

If that fast ride hasn't taken your breath away, LUCKY STRIKE dancers, you'll be able to step to the tunes Anson Weeks and his Orchestra will play in San Francisco. They are ---

(_____)
(_____)
(_____)

SAN FRANCISCO ANNOUNCER:

Now back over the mountains from San Francisco to Walter Winchell and his sack of mail.

OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Weeks, old boy - greetings to all your horn-tooters. And tell San Francisco that Winchell warns 'em to look before they leap year. And, say, Anson! - the next time you ankle along Market Street and bump into Governor Rolfe's car - tell him hello for all of us who knew him when he was only a mayor.

And now for the mail --

Gaines Nichol of Nashville, Tenn., and R. O. Cooper of Gladstone, Oregon - thanks a lot - I am trying my best to arrange it.

Jim Kendis of New York -- yes, you're right, Mr. Kendis... I forgot to include "I'm Forever Blowing Bubbles" -- it certainly was a knockout of a best seller.

Elbert Severance of New York -- wants to know if I have a favorite country editor and newspaper. Well, yes, Mr. Severance-- the greatest of all the country editors who made his paper, his town and his name world-known is William Allen White of Emporia, Kansas.

Editor White is a powerful force in Journalism, Mr. Severance. His success should certainly inspire all small town boys and girls, who think they have to come to the Big City.....Just think of it--William Allen White with a little country paper, the Emporia Gazette, made it as important, if not more important, than many big town rags!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Lolita Mayover of Louisville, Kentucky wants to know the best way to get in a Ziegfeld Follies. Well, Lolita, Mr. Ziegfeld right now is looking for 48 exceptional dancers with good looks for a new show, 48 girls of medium size, that is. He also wants a dozen young ladies who can speak lines and 24 girls with beautiful voices. Auditions will be granted at the Ziegfeld Theatre, on Monday at 11 ante meridian. You're welcome.

And that, ladies and gentlemen, winds up the first of our 1932 LUCKY STRIKE Dance Hours.

Next Tuesday, we will hear Wayne King and his grand outfit from Chicago; and on Thursday, Emerson Gill from Cleveland and Lew Conrad from Boston; and on Saturday night, Eddie Duchin from New York's Famous "Central Park Casino."

Until Tuesday night at the same time - I sign my airgraphs - Walter Winchell - your New York correspondent, whose uncle Joe died last night from a heart attack. Yes -- poor Uncle Joe was leaning outta the window throwing coins to the kids in the street -- when the string BROKE!!!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (HOWARD CLANEY)

The LUCKY STRIKE Dance Hour has come from San Francisco, Denver and New York City through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
1/2/32

ATX01 0030895

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: () WEAF

THE LUCKY STRIKE DANCE HOUR

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

JANUARY 5, 1932

TUESDAY

(THEME SONG -- One chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes, with the world's finest dance Orchestras - tonight's orchestra comes to you from Chicago, Illinois - and, from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! MR. WALTER WINCHELL!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States, Alaska and Mekkiko!

And here's returning your salute you gobs on the navy's biggest tinfish the U.S. S. Barracuda! Gee folks, going to London, Patee and South America didn't pack half the wallop that came with a letter from the boys on that submarine under the San Diego waters.

They wrote to say that they get our Lucky Strike Dance Hour regularly -- while cruising under the Pacific when they aren't teasing the mermaids, and that nothing would please them so much as my greeting them from New York. So Hello Salty! Barra-good! BARRACUDA UNDER THE SEA!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030896

MR. WINCHELL: (CONTINUES)

Tonight our magic carpet is jammed with tuner-inners from everywhere who are -- Illinoy-bound to hear one of their pet orchestras - WAYNE KING and his delightful dance magicians. Here we go, Wayne, faster than fast -- from New York to Mayor Cermak's town out there on Lake Michigan!

ON WITH THE DANCE, WAYNE KING! OKAY! CHICAGO!

KING:

This is Wayne King in Chicago. For our first Lucky Strike Dance of the New Year, we'll play --

(_____)

(_____)

(_____)

(_____)

KING:

Now, faster than the wind of the windy city, the Lucky Strike Dance Hour leaves Chicago for Walter and his Winchelloquence!

OKAY NEW YORK.

WINCHELL:

It was good to hear you again, Wayne King. You were the first of the orchestras, you know, to swap cues with me when Mr. Lucky Strike put on this new show -- so naturally I feel more at home with you. How does it feel to be so popular with all those millions of people, kid? I'll chuck you a cue in a while. Here's where I unravel my yarns.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Tom Mix, as I reported ever so many talks ago, is going to marry again. His bride-to-be--Mabel Ward--left by plane on Sunday to join him, and as soon as Tom recovers his health completely --Mabel will Mendelsohn March down a middle-aisle to have her name ALTARED to Mix. Their romance began when they met in the Sells-Floto Show -- Mabel is now the world's ace female aerialist, having inherited the mantle of the late Lillian Lietzel. The Lucky Strike Dance Hour audience wish you every happiness Mabel Ward and Tom Mix!

Peggy Joyce is trousseau-shopping, according to Mayfair gossip.....at a New Year's Eve affair she was overheard introducing a gentleman as her fiance.. I phoned Peggy last night to confirm the report...she told me that it was true--and that his divorce was not due for a while yet.....I checked up with the society editors and discovered that the chap she introduces as her fiance, is being melted in the legal manner...His name is De Reuter. And he has, what we Broadway vulgarians prefer calling -- a Mess of What It Takes.

Lola Lane's sister, Lenita, and Crane Wilbur of the stage and screen, were reported on the verge of making some preacher \$2. richer over since his marriage to Beatrice Blinn was officially wrecked. Some flaw in the law prevented his fourth marriage to Lenita--However, Crane Wilbur and Lenita Lane, according to their best critics and severest friends, were secretly riveted two months ago.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030898

MR. WINCHELL: (CONTINUES)

As much as I dislike playing into that collitch professor's hands -- and giving him publicity, I can't resist reporting these facts. I refer to the college tutor, who first landed on the front pages by saying that all who whistled were morons. And the other day he grabbed some more free space by asserting that people who play bridge are a little sappy, too.

But what I started out to say is that in Chas. D. Isaacson's "Simple Story of Music" published in 1928 I found this interesting story on page 35.

I am now quoting the author: "Whistling, it is said, changed the whole development of the steel industry. Mr. Carnegie couldn't help but notice a certain young boy who was always whistling at his work. So he took him out of the ranks and helped him elevate himself." That boy, ladies and gentlemen, who whistled at his work was Charles M. Schwab! Laugh that off Mr. College Professor!!

And now I want to tease George Bernard Shaw, another publicity-mad-lad, who would have us believe that he was serious when he called all Americans boobs. Well, whether George B. Shaw was clowning or not -- I suggest that Georgie visit Devon, England -- near London. If he does -- he will find that Devon folk claim -- that crawling backward -- around a thorn bush three times in the early morning -- will positively cure boils!!

Ouch! My chapped lips!!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

And here's some chit-chat about people you know...Governor of New York Franklin D. Roosevelt will celebrate his 50th birthday on January 30th...Many happy returns, sir. The statistics reveal that the average popularity of screen actresses last only about five years...Pola Negri recovered after three transfusions -- one was German, one Dutch and the third Swedish....Joseph Von Sternberg, the director, has shelved his upper lip spinach and has bought a new \$17,000 car -- what's her name, Von? One of the better known screen stars who was recently married had her face lifted while in New York ...Mr. and Mrs. Walter Winchell have named their new poodle MEADOWS so that the neighbors will think they have a butler.

Thelma Todd has put her trick new name "Alison Lloyd" back on the shelf again. A numerologist told her that Todd would be a better name now that she's graduated from comedies into dramatic parts. I'm glad it's Thelma Todd again. Personally I never could understand the notion of making up names or words by numerology. It's like drinking alphabet soup -- all guess work -- you never know when you're going to swallow a swear-word. Thelma Todd's papa is an alderman up in Massachusetts and Thelma used to be a school marm. She taught the Lowell youngsters readin', writin', and 'rithmetic.

MISS BRYANT:

It is simple arithmetic that makes Thelma Todd prefer LUCKIES....Simple addition of those extra features that make LUCKY STRIKE extra fine. When you add up those extra benefits you'll always come to the same conclusion -- you'll always reach for a LUCKY instead. Are you ready -- Okeh--let's add! ONE: That delicious flavor of the finest of mild, mellow tobaccos...the Cream of many Crops. TWO: The throat protection of the exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every tobacco leaf. THREE: The beneficial effects of modern Ultra Violet Rays...and every one know how sunshine mellows -- how heat purifies. It is this ONE-plus-TWO-plus-THREE that gives you the finest cigarette you ever smoked -- LUCKY STRIKE. Thelma Todd found that out back in 1928. Today, after four years on the LUCKY list, she writes: "It's great to reach for a LUCKY between scenes 'on the lot' -- to taste that delicious 'toasted' flavor -- and to know that, thanks to your 'toasting' process, I don't have to worry about throat irritation. I've tried all brands but there's only one that satisfies me -- LUCKIES." Thank you, Miss Todd! And you smokers -- remember your simple arithmetic and you'll remember to reach for a LUCKY instead.

MR. WINCHELL:

Now, here comes the bellboy --poddin--my error. It's only the chime-bermaid!

-----STATION BREAK-----

MR. WINCHELL:

Aw -- go home and tell your mother you big sissy!! Chime and chide wait for no man. COME ON, WAYNE KING! Our rarin' to go gay magic carpet has a date with millions of tuner-inners, and the gobs at the San Diego Naval Base. Can you hear us down there; I don't know how many leagues under the sea????

ON WITH THE DANCE! OKAY! CHICAGO!

KING:

Step off the Lucky Strike magic carpet onto the dance floor and we'll play for you -----

(_____)

(_____)

(_____)

(_____)

KING:

How far is east? How high's the sky? How fast is fast?
Here's the answer!!

OKAY NEW YORK!

WINCHELL:

As usual Wayne King, we applaud you. Howard Claney won't be long -- then after our Chime minister falls through my specially prepared trap door -- you play, again.

HOWARD CLANEY:

Why do we go to that great extra expense of wrapping your LUCKY STRIKE in its unique, improved humidior package of moisture-proof cellophane? Why? Because we want you to get every precious bit of LUCKY'S delicious "TOASTED" flavor - every precious bit of that rich, mild and mellow goodness of the world's choicest tobaccos --the Cream of many Crops -- every bit of that precious throat protection which we give to LUCKY STRIKE through its purifying, mellowing "TOASTING" Process! And you do get all that goodness and flavor - all that fragrance and throat protection because LUCKY STRIKE is sealed tight - ever right - in the finest cellophane that money can buy....dust-proof, germ-proof, moisture-proof cellophane -- but ZIP and it's open - thanks to that handy LUCKY tab. And so no matter where you live -- no matter how dry or wet the weather -- your LUCKY STRIKE is always fresh...full of the natural moisture that is so important to your smoking enjoyment...assuring you always - a firm, fragrant, perfectly conditioned cigarette that is always kind to your throat!

MR. WINCHELL:

That means you, Wayne King! Lucky Strike up your tunes -- you great big Chicago-getter!! Go To Town, boy!!

ON WITH THE DANCE AND CHANTS-- OKAY! CHICAGO!

KING:

We're hitching Old Dobbin to the shay and hope we get to town with -----

(_____)

(_____)

(_____)

(_____)

KING:

The lightning shuttle of the giant loom that weaves Lucky Strike magic carpets is eastbound again, for Walter and his Winchellingo.

OKAY NEW YORK!!

WINCHELL:

Go smoke a real cigarette, Wayne, and I don't mean maybe!! While they're putting some new seats in our magic carpet -- I'm going to give it some gas and (bah-nah-nah) oil.

And lissen Wayne -- tell the Chamber of Commerce of Chicago that we received their letter of thanks and that the City of Chicago is certainly welcome -- funny thing, about that Wayne...the day after I announced that Chicago was not America's leading city for crime, as per the records of a year ago -- but that it was 39th on the list for homicides -- the Crime Report for 1931 was released the following day showing Chicago was still behaving itself and had become No. 40 on the list. Now Wayne, don't tell me that Chicago is going Pansy!!

You see the most unusual things here and there... Frinstance -- there is a tailor on lower Broadway named Conrad Nagel.. On Lexington Avenue in New York there is a shopkeeper named R. U-a-bozo?....New York has seven men named Al Caponey...the stage manager of last year's Earl Carroll's show was a chap named H. Hoover--his first name, however, being Herman...Margureta Garbo runs a pastry shop on 2nd Ave. and a Newark Ohio newspaper just reported the apprehension of a chicken thief named, of all persons, Walter Winchell!!....I suspect my tormentors and kidders will bombard me with those clippings...so this is to let them know I know about it.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030904

MR. WINCHELL: (CONTINUES)

Here's an unusual item--there is a certain wild animal trainer in this country -- who can get along with half a dozen lions --but he can't get along with his wife!! No kiddin'!!!

I refer to Clyde Beatty whose divorce was made legal on November 2nd in the good old town of Peru, Indiana!!

And while I've got your ear, Peru, Indiana, may I add that Cole Porter who came from your city is in my opinion one of the three best songwriters on Broadway? Cole Porter's song words and his melodies have made many a musical comedy a smashing success. His best song, I think, is "What Is This Thing Called Love." He is most popular in New York, Mr. and Mrs. Peru -- and is also one of the very few Broadway boys who has more friends than enemies.

Here's an observation that may interest sympathizers with the fast growing Nude Cults. The New York Nudist Cult, whose gymnastics were recently interrupted by our bluecoats -- told the judge and the press that they went around that way because "Sunshine and Fresh Air are Vital To One's Health."

Well, we know that -- but their headquarters are dark, badly ventilated, and all the windows are shut to keep the cops and the curious from peeking in at 'em. If the Nude Culters are listening-- I pause, as the saying goes, for a reply.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

To the army of aspiring boys and girls who lean toward journalism--who want to chase fire-wagons and be able -- when crowds collect -- to push their way through by merely pinning their Reporter's pass or badge to their hats -- I'd like to pass along the counsel of Arthur Brisbane, one of America's better reporters.

I call Mr. Brisbane a reporter because he once said that he was not a columnist or an editorial writer. He said he was a reporter and wanted to be known as such...you ought to see him at work in his motor car...This car is outfitted with a typewriter, a desk, a steel file and nearly all the essentials of an editorial room...He wastes no time. On his way downtown he writes his daily column.

On my office walls I have framed Mr. Brisbane's essay which he titles: "How to Be A Better Reporter," and the following Brisbane pepigrams I know by heart. Here they are --

1. See a thing clearly -- and describe it simply.
2. Keep in mind the great crowd that cannot afford to hire a corporation lawyer -- but can afford a 3-cent newspaper.
3. Every newspaperman owes to his poorest reader the loyalty that a great lawyer owes to his richest client -- Some newspaper owners forget that--especially after they become rich -- and no longer remember how it feels to be poor.

To which I'd like to add -- when writing a story -- what all editors will tell you, remember the Five W's -- Who -- What -- When -- Where -- and Why?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

And now -- Wayne King -- here's something you ought to know. Chase Baromeo, the brilliant basso of your own Chicago Civic Opera Company, is really a young business man turned Grand Opera Star. He is not Italian -- his real name is Chase Baromeo Sikes -- S-i-k-e-s -- and his father is Vice-President of one of America's bigger railroads. He started warbling at the University of Michigan Glee Club. His middle name - Baromeo - was the name of a famous Italian Cardinal.

And say, Wayne, if you're around Lincoln Park out there in Chicago one of these cold winter days, you may see a husky young fellow sprinting around the Park in a track suit...that's Chase Baromeo. That's the way he keeps in trim - and they tell me he keeps fit all year round.

CLANEY:

A great awakening is taking place throughout the country - an awakening as to the necessity in these times for service - an awakening as to the wisdom of service offered in the little things. Witness the interest which people are taking in the choice of cigarettes. Witness the great appreciation of those extra virtues offered by LUCKY STRIKE. How well this is expressed in Mr. Chase Baromeo's own statement: "A hoarse voice has no place in an opera singer's life - that's the reason I became a LUCKY smoker. The first package taught me that here was a cigarette with true throat protection against irritation."

(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. GLANEY: (CONTINUES)

What a world of good sense there is in that phrase: "The first package taught me that here was a cigarette with true throat protection against irritation." What a world of good sense there is in reaching for a LUCKY. LUCKY STRIKE is the only cigarette in the world that affords the throat protection of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. For five long years Chase Baromeo has known the delicious goodness of LUCKY STRIKE'S mild, mellow, ripe tobaccos - the Cream of many Crops. For five years he has been smoking LUCKIES - and it is on the basis of Mr. Chase Baromeo's experience, as well as the experience of millions, that we urge you to reach for a LUCKY instead!

MR. WINCHELL:

Here we are, again, Wayne King! I didn't mean to start talking shop, like that -- frankly, I'd rather talk about the Fourth Estate until a more interesting subject comes along -- which, right now, is you. Give us a tune, King O, King -- long may you reign, Wayne!!

ON WITH THE DANCE! OKAY! CHICAGO!!

KING:

The Lucky Strike Express has come to a full stop without a jerk or a bump in Chicago, where you will dance to -----

(_____)

(_____)

(_____)

(_____)

KING:

Now the fast jump on the Lucky Strike non-stop-hopper out of Chicago for the East. Wayne King giving the signal:-

OKAY NEW YORK!!

WINCHELL:

Fine Wayne King,..The only people with whom I'm afraid you're not terribly popular is the postmen who have to tote all your mail. And speaking of mail -- I answer some of it here,

Judson Niece of Tulsa, Okla.--this is for you Judson. There was some talk about that orchestra on this show, but nothing has been arranged yet. Here's something for your book, if you like. When the Brooklyn Bridge was built -- an order was issued that horses could not be driven across it -- faster than a walk,... They were afraid at that time that the bridge might be shaken down... Nowadays, however, all horse-driven vehicles are barred between the rush hours because they go too slow! Yes, my first boss, Glenn Condon, is one of Tulsa's big shots!

Frances Henderson of Chicago, Yes, I heard Eddie Cantor sing it...It's a cute ditty and of course I am flattered. It was written especially for Eddie by L. Wolfe Gilbert and Abner Silber. They wrote such hits as "Waitin' For The Robert E. Lee," "Angel Child," "The Peanut Vendor" and they collabed on Ramona, too. Now, I hear, the song is being published.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030909

MR. WINCHELL: (CONTINUES)

Walter Hilliard of San Francisco. Yes, Edmund Lowe is better.

Mr. Shenker of Cleveland..Thanks Mr. Shenker, but you overlook the fact that I am an alleged critic myself -- and that the height of something or other would be for Walter Winchell to get peaved because some one said something about him! No, sir, when you're in the brick throwing racket, Mr. Shenker, you must expect to get hit by a brick now and then. I only wish, though, I were half so good as some guys think they are.

Private Louis Zimmerman of Battery B 55th Coast Artillery, Honolulu. Thanks for your note. I'm passing your poseys on to Jack Denny. Broadway is better described, Louis, as a place where they never throw a dinner in honor of a guy until he can afford to buy one.

And that, Private Zimmerman of Honolulu and ladies and gentlemen, winds up our show for tonight. On Thursday night our headliners will be Emerson Gill's Orchestra playing from Cleveland and Lew Conrad's crew playing for the first time on our hour from Boston...on Saturday night we are going to try and put New York back on the map by hearing Eddie Duchin's grand band playing from the Central Park Casino.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Until Thursday night, then, I remain, your New York correspondent -- Walter Winchell -- who found out a long time ago that there isn't a broken heart for every light on Broadway -- there are more broken promises.

(SIGNATURE)

HOWARD CLANEY:

(CLOSING ANNOUNCEMENT)

The LUCKY STRIKE Dance Hour has come to you from Chicago and New York through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
1/5/33

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 PROGRAM

() ()
10.00 - 11.00 P.M.

JANUARY 7th 1932

THURSDAY

(THESE SONG ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN IMMEDIATELY FOLLOWED BY ANNOUNCER)

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes with the world's finest orchestras. Tonight we bring you two great orchestras - one from Boston and one from Cleveland, - and, from New York City - the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WINCHELL:

Good evening - Mr. and Mrs. Yankee Doodle - who not long ago were total strangers to me - but who are now my pals.

Thanks again - for you-know-what! And to those ladies and gentlemen - who wonder if I'm ever going to answer their letters - please let me offer an air-tight alibi!

I swear - folks, I never realized when I promised a reply to every letter - that so many of you would help make the Post Office Department richer. My two stenographers and myself are now making headway. We'll get there. We'll answer you all.

ATX01 0030912

WALTER WINCHELL CONTINUES

But meanwhile in the Winchellings I'll hand you a thank-you now with a gentle pat on the back.

Tonight the Lucky Strike Dance Hour magic carpet is making two ports of call - the States of Ohio and Massachusetts - to pick up two grand bands - Emerson Gill's from Cleveland - and Lew Conrad's from Boston. Conrad's crew is making its debut on our show tonight - Emerson Gill's boys, you know, hit a single, double, triple and homer for us on Christmas Eve.

Hurry now, Orval Backes from Wapella, Saskatchewan and you, too, Mrs. Silverman of Tucson, Arizona! Come on, Jack McGuire of Buffalo - Our magic carpet is rarin' to go to TOWN!

Greetings again, Emerson! Old Boy!

ON WITH THE DANCE, GILL.. OKAY, CLEVELAND!

GILL:

This is Emerson Gill in the Lotus Gardens in Cleveland where we welcome you with "You're My Everything" from "The Laugh Parade", "As Time Goes By" from "Everybody's Welcome" and "When We're Alone"

(YOU'RE MY EVERYTHING)

(AS TIME GOES BY)

(WHEN WE'RE ALONE)

GILL:

From Cleveland to New York is an overnight jump on the train. But on the Lucky Strike Dance Hour it's just -- Okay, New York!

WINCHELL:

Atta boy, Mrs. Cleveland's little boy, Emerson Gill! The next time you bump into my editor on the Cleveland News just tell him you know Winchell and see what good that does you. Catch you on the way back from Boston, Gill - this is where I spoil the show -

The Buster Collier-Marie Prevost combination is blazing - Harpo Marx of the Four Marxmen vigourously denies to reporters that he is altar-bound or that he is interested in any girl - The one lassie you see him with incessantly, however, is wearing on her engagement ring finger the most blinding sparkler that ever gave me Kleig eyes!..The Austin Parkers (she is Miriam Hopkins) who told it to a judge - and then reconciled - have changed their minds, again..George Brent, who began his stage career with Clark Gable - will be Ruth Chatterton's new love-interest in the commotion pictures - Governor of New York, Franklin D. Roosevelt, will celebrate his 50th birthday on January 30th - Many happy returns, sir..Anita Page who now is 21 is permitted to go places without a chaperone - Anita, heretofore, so goes the legend, was always accompanied by her kinfolk..The Richard Arlens are fooling everybody by being happy again..The busybodies in Hollywood and New York wish that pretty Dorothy Lee would make up her mind about Fred Waring, the bat-on juggler or Marshall Duffield, the U.S.O. All-American quarterback - If I were a betting man I'd give heavy odds that Dorothy Lee is Fred Waring her heart on her sleeve. I am sure that we are all thankful and grateful that Pola Negri's life was saved after three blood transfusions - one was German - one was Dutch - and the other was Swedish -

And one excited patriot demanded that poor Pol_e show her appreciation by learning the words - verses and choruses no less - of those National Anthems! Eleanor Hunt of the Follies, whose marriage to Rex Lease didn't take - is now arm-in-arming it with George Bancroft's newest author - J. Herbert Paskus - and no matter what people tell you - take it from this observer - Grant Withers still adores the bride he lost - Loretta Young - and the song Grant asks the torch singers to sing for him these midnights is - "Come to Me, My Melancholy Baby" - The Frank Fays - Barbara Stanwyck have named their new poodle MEADOWS..so that the neighbors will think they have a butler!.Here's a tip to the editor of the D'Troit Times and the other reporters there - ask Flo Ziegfeld whose show is playing there now - to tell you the name of the girl in the front line - who is going to marry one of D'TROIT'S biggest money-honeys - Ted Cook, one of the better paragraphers, says that a Londoner once told him that - fundamentally - Clara Bow - was the nicest girl he met in Hollywood.

Ona Munsen had the fright of her life the other night - At a New Year's Eve party Ona lost a new and lovely diamond bracelet. Mayor Walker was at the affair so Ona urged him to do something about it..Jimmy assigned two of his own detectives to trace the missing jewels.

The Bracelet was found a few hours later by the Mayor's flat-footers. The plain clothes men never thought of quizzing a certain chap at the place until he opened his big mouth.

WINCHELL:

As the detectives searched behind palms and under rugs in the foyer of the apartment building - the doorman said: "It's no use wasting your time. I saw a man pick it up hours ago and run away". "Oh, Yeah?" snapped the cops as they closed in on the doorman. After searching his pockets they found the bracelet in his hat.

In fewer words - No arrests, no runs - ONE terror.

And here's a novelette that actually happened in Cleveland recently - The wife of a prominent Cleveland attorney got a diamond ring from her husband for Xmas - On Xmas night the ring mysteriously disappeared and she was inconsolable - They had to keep a date with a business associate for a theatre party that night - so the grieving wife agreed to go to ease her distressed mind. At the show - a well known mind reader was appearing - Naturally the lawyer's wife asked the mindreader about her diamond - but beyond telling her that a railroad train seemed to have some part in it - the mentalist could suggest nothing.

The lawyer and his wife were then convinced that somebody had stolen her diamond and boarded a train. They went home pretty glum. At the door - their maid informed them that the ring had been found, and that their ten year old son had been using it for a headlight on his new electric train.

I do not offer that as a testimonial to mindreaders - for I don't believe in their alleged powers. And, anyway, I'll never forget the time a mindreader (who called herself "The Girl with A Thousand Eyes" bumped into me on Broadway - and then growled: "Why don'tcha look where you're going?"

WINCHELL:

Bill Tilden and Vincent Richards are driving each other crazy again -- maybe you read in the papers about that wow of a match they put on last night in Madison Square Garden -- And when Vinnie slammed over those smashing drives didn't the crowd go crazy! What a grand show that was. But then, Vinnie always puts on a grand show -- win, lose or draw -- and watch out, California! -- Vinnie is training his 3-year old daughter to become a second Helen Wills. He's also training other future champs in his big New York tennis school. Vincent Richards probably knows more about tennis than I know about Broadway -- and believe you Winchell, he always puts everything he's got into his game - that's what made him a champ!

CLANEY:

Here's what Vincent Richards writes about LUCKY STRIKE:
"After reaching for hard shots in a fast game of tennis, I find it refreshing to reach for a mild and mellow LUCKY." And isn't it natural that the champion among tennis players should reach for the best among cigarettes. People who give the best that's in them -- whether they are tennis stars, opera singers, business executives, or stars of the stage and screen ... people who give the best that's in them, always demand the best in everything. And by millions upon millions -- LUCKY STRIKE is recognized as the finest cigarette in all the world. As Vincent Richards says further: "It's the 'doubles' cigarette for it gives the double value of fine tobacco quality plus throat protection." And the double value, my friends, that Vincent Richards mentions, is the extra value of the world's finest tobaccos - the Cream of many Crops - plus the extra value of throat protection which that famous and exclusive "Toasting" Process affords.

(CONTINUED ON NEXT PAGE)

ATX01 0030917

CLANEY: continuing

Certainly, each and every one of you listening tonight wants and appreciates the best in everything -- and since LUCKY STRIKE costs no more than ordinary cigarettes, certainly each and every one of you can afford the best. So reach for a LUCKY instead -- and get the best!

WINCHELL:

And now, ladies and gentlemen, your old pal -- GENERAL NUISANCE!

- - - STATION BREAK - - -

WINCHELL:

That's your warning, Lew Conrad, and your prancing dancing musicians up there on Cape Cod! Howdee-doo Lew? And hello to your crew, too! I hear you're the guy who halted more housework than any man in HISTORY.

Meet the Lucky Strike Dance Hour family! Family -- meet our new son, Lew Conrad!

ON WITH THE DANCE, CONRAD! OKAY! BOSTON!

CONRAD:

This is Lew Conrad at the Statler Hotel in Boston where we make our bow to the Lucky Strike Dancers with "Deep Night", "Star Dust", "Reaching for the Moon" and "Starlite".

(DEEP NIGHT)

(STAR DUST)

(REACHING FOR THE MOON)

(STARLITE)

CONRAD:

Here we come and we're leaving Boston where for the last two days, we've had a London Fog, but watch us go through it, down the rock-bound coast of New England flashes the Lucky Strike Dance Hour, back to Walter and his Winch--elocution. Okay, NEW YORK!

WINCHELL:

That's keepin' 'em happy, Lew Conrad. While you're waiting for your next cue, Lew -- please phone the editor of the Boston Record for me? Tell him I'm sorry my column was late and that it won't happen again. Or don't they care? Gotta keep a date with Howard Claney here in New York -- then we leap out to Ohio for Emerson Gill, again.

CLANEY:

It isn't by accident that LUCKY STRIKE is the largest selling cigarette in the world ... because it isn't by accident that LUCKY STRIKE gives you that priceless throat protection against irritation -- against cough. We spend millions of dollars to obtain the choicest of mild, mellow, ripe tobaccos ... the Cream of many Crops. And then we spend an extra fortune to give these fine tobaccos the benefits of the famous and exclusive "TOASTING" Process ... the process that mellows - that purifies - that includes the use of modern Ultra Violet Rays. It is this process that expels - expels - expels - certain harsh irritants naturally present in every tobacco leaf. And because these expelled irritants are NOT present in your LUCKY STRIKE ... LUCKIES are always KIND to your throat! We point with justifiable pride to the fact that 20,679 American physicians have stated LUCKIES to be less irritating to the throat than other cigarettes. And so -- whichever way you look at it - whether from our point of view - or from the point of view of those whose judgment you respect -- It is truly in your own interest to reach for a LUCKY instead!

WINCHELL:

Go ahead, silly -- just hit those bells three times--
or I'll tell Ben Bernie on you!

---STATION BREAK---

WINCHELL:

Here we go, ladies and gentlemen - out to the State
that I recently said was responsible for the most Presidents. And
then the Virginia editorial writers kept me after school and made me
stand in a corner. Hello Lake Erie! Harya Ashtabula! Hey, look!
There's Toledo -- gee whiz we passed Cleveland. Golly Frank, we
passed it. Where the dickens is it? Oh, there it is!
ON WITH THE DANCE! EMERSON GILL, OKAY! CLEVELAND!

GILL:

Yes -- we were here all the time. Here -- and ready
to play "Meditation" from "Thais" - "Music in My Fingers" from
"Here goes the Bride" - "I May Be Dreaming" and "Hallelujah" from
"Hit the Deck."

(MEDITATION)

(MUSIC IN MY FINGERS)

(I MAY BE DREAMING)

(HALLELUJAH)

GILL:

The Lucky Strike east-bound sky-rocket is ready.
And Cleveland sets it off with ---
OKAY NEW YORK!

WINCHELL:

And Bo-KAY Emerson Gill! Awfully sorry about the acting up of our magic carpet -- It saw Canada across the way and decided to get unruly -- you know -- for medicinal purposes.

Among other trivia that interested me is this observation....A tuner-inner says -- if you have a double vowel or double consonant in your name you have a better chance to achieve fame. The/^{anonymous}listener who told me about it pointed out that in recent years our Presidents had double vowels in their names. Woodrow Wilson -- frinstance -- Calvin Coolidge -- Teddy Roosevelt -- and Herbert Hoover.

Maybe our friend is right. He says also, that the prize ring certainly favored those fellas who had double vowels or double consonants in their handles. He offers John L. SULLIVAN -- James J. CORBETT -- Bob FITZIMMONS -- TUNNEY -- DEMPSEY, whose real name is WILLIAM HARRISON DEMPSEY, there are two L's and two R's in his full name. WILLARD got to the top, too, and so did the chaps named VALLEE, MUSSOLINI, RUSS, JACKIE COOPER, JACKIE COOGAN, etcetra.

But he doesn't explain a chap's success who got famous without having the double vowel or consonant. So our game is all shot. I am thinking of Clark Gable -- and then there's another bird who made good without double vowels. His names happens to be Charles Augustus Lindbergh.

WINCHELL: (CONTINUES)

I see by the papers that an electron is the smallest thing in the world. Is that so? How about a tree-sitter's brain?... One observer remarks: "Now that the long skirt is fashionable again-- maybe the long marriage will also stage a comeback...How about the long green?.....A lot of my mail suggests that Broadway shouldn't be called The Grandest Canyon -- but the Gape White Way -- or The Great Wise Crack....The best name I ever heard for Broadway was The Hardened Artery...I am glad to note, too, that the Broadway stage has decided to clean itself and behave...Well, that's one nice thing about hitting bottom -- there's no place to go but UP!

I ran into Julius Tannen the other night. Tannen, to me, is one of the Better comedians...His wit is sharp -- nimble and never offensive.

I'll never forget a sample of his swelegant squelches-- with which he stifled a heckler in the gallery. Tannen was the master of ceremonies for a Sunday night show here. It was an unusually poor program, and a tough guy sitting away upstairs started to kid Tannen.

"Hey, Julius!" the heckler heckled, "tell me something. Is dis amachoor night?"

After the laughter subsided -- the calm and collected Tannen swiftied: "Yes. Do you want to go on?"

Continuing from where I left off on Tuesday night about Mr. Brisbane's advice on how to be a better reporter. When Lord Castleross was here, he passed along some gems that Rudyard Kipling offered. Mr. Kipling said: "After you've written your article-- read it over carefully - then eliminate all the adjectives -- all the four-syllable words -- and never use three words when you can use two!"

WINCHELL (CONTINUING)

Then, Lord Castleross told me that actors and managers who fight with critics are a little insane, which, of course, wasn't news to me.

I recently told one well known radio star to quit quarreling with his tormentors because anybody who argues with a critic starts off with two strikes on him....The person who quarrels with a newspaper man, said His Lordship, is as silly as the fellow who matches his mouth-made raspberry against thunder... And here's something I've always wanted to quote on the air. It's a tribute to the better-mannered members of the press....Nerman Levy, a lawyer and poet wrote it...I like this part----

"So here's to the gallant reporters -- the boys with the pencils and pads.....Those Calm, imperturbable -- cool, undisturbable -- nervy, inquisitive lads....Each time that we pick up a paper -- their marvelous deeds we should bless -- Those bold, reprehensible -- brave, indispensable -- sensible lads of the press!"

Those of you who heard "Hansel and Gretel" coming over the air from the stage of the Metropolitan Opera must have been thrilled by the singing of Mme Dorothee Manski. I'm no music critic, but the fact is that Madame Manski made such a hit as the Witch -- that she has been slated for one of the big roles in a new opera called "Donna Juanita". You can trust the audiences at the Metropolitan to pick the best voice -- every time!

BRYANT:

Whether it's at the opera or anywhere else -- you can trust the American people to choose the best -- always. That's why LUCKY STRIKE has achieved its outstanding position -- that's why millions of smokers always reach for a LUCKY instead. For LUCKY STRIKE is made of the finest of mild, mellow, ripe tobaccos -- the Cream of many Crops. And LUCKY STRIKE is the only cigarette that affords the throat protection of the exclusive "Toasting" Process, which includes the use of modern Ultra Violet Rays. You can trust the American people to choose the best -- always. And you can be sure that a great opera singer like Dorothee Manski is one of those sensible millions. She writes: "Naturally I cannot allow the slightest throat irritation to harm my voice. So naturally I choose LUCKIES. I have smoked them for years and I value highly the protection to my throat your 'Toasting' Process has given me. And I find that your humidor package is really most easy to open."

Thank you, Madame Manski. It is only natural that anyone who is considerate of the delicate membranes within the throat should be careful in the choice of cigarettes. And it is only natural that anyone knowing the facts about LUCKIES, should "reach for a LUCKY instead." For LUCKIES are always kind to your Throat.

STATION BREAK

WINCHELL:

And now, ladies and gentlemen -- once again back to Massachusetts and Lew Conrad's Musketeers. Here we come, Lew -- quicker than book dealers in your town sell out a suppressed novel! Here we go up the Coast Line taking the trail that all transatlantic fliers follow.

ON WITH THE DANCE, CONRAD! OKAY, BOSTON!

CONRAD:

And only stopping for breath at Boston, the Lucky Strike Dance Hour flyer keeps right on going with "Thank you, Mr. Moon" and "Good Night Moon"!

(THANK YOU MR. MOON)

(GOOD NIGHT MOON)

CONRAD:

Now the Lucky Strike magic carpet -- which never wears out, even though it travels all over the world -- shoots out of Boston back to Walter Winchell.

OKAY NEW YORK!

WINCHELL:

That's clickin', Lew Conrad. Plenty dandy. Tell Boston hello for all of us between the coasts and the borders. Hear you again, soon, Conrad.

Where's that card from Edward Katzen of Phila? Mr. Katzen of Philly - Jean Harlow is not secretly married. I mean -- I hadn't even heard a whisper about it. I'm pretty sure it's another rumor.

John Wallace of Jersey City, N.J. That's most interesting, John. I never thought of that before. Ladies and gentlemen, John wonders why in the news-reels -- we never see the finish of a horse-race. And John presumes the reason is -- that the camera eye might be used to dispute the decision of the officials and thus start arguments. Quite so, John, quite so.

Millie of Cleveland...Thanks Millie. Ted Doner, I think, is still in California and the orchestra you mention is in vaudeville. I haven't been in Cleveland since 1931 -- may be there in the Spring, though.

Gwen Sears of Havana, Cuba -- I'm sorry Gwen but they've got me a little goofy trying to pronounce it correctly. Of course I'm not sore -- I'm really serious about getting it right.

Now I am told that the New York Telephone Company has just issued instructions to its long distance phone girls to pronounce it Loss Angl-eezzze.

Attention, you gobs on the navy's biggest submarine, the U.S.S. Barracuda near San Diego. Thanks fellas for your telegram. I would have put it on the air Tuesday night but it got here just as we were signing off. All of us are glad our salute pleased you.

Dr. M.R. Francis of Bedford, Ioway. Thank you doctor. Matt Moore's birthday is tomorrow. Pauline Starke's birthday is January 10th -- Monte Blue's is on the 11th and Kay Francis celebrates on the 13th. Yes, the laughing soup around New York is pretty dangerous lately.

(CONTINUES)

WALTER WINCHELL: (CONTINUING)

As a matter of fact, doc, when I go to parties nowanights -- I take no chances and bring along my own ginger ale!

And that Dr. Francis of Bedford, Ioway, and ladies and gentlemen, concludes tonight's show. Don't forget and reach for a Lucky Strike Dance Hour on Saturday night when we star Eddie Duchin's contagious rhythms from New York's smart Central Park Casino, where the people you see are the people you read about. If Mayor Walker happens to be there then - maybe he'll come up to our mike and chirp a cheerful little airful.

Until Saturday night at the same time then, I remain your New-York correspondent, Walter Winchell, who is just getting over an awful case of silver polish poisoning which shows you what can happen from eating with a fork.

HOWARD CLANEY:

(CLOSING ANNOUNCEMENT)

This is the National Broadcasting Company.

AGENCY/WINCHELL:ld:gs:hm:ews

1/7/32

ATK01 0030927

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

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

January 9th, 1932

SATURDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH)
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes with the world's finest dance orchestras, and the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States of America - and Brooklyn!

The LUCKY STRIKE Dance Hour Magic Carpet has had two days in which to catch its breath - because on Thursday night next - we are all going for another long leap.

We discovered that going to London and Páree was exciting enough - but that the old country is, after all, merely another local stop - and what we crave, is long-distance and adventure! So on Thursday night - we're going back to Bwaness Aires - away down there almost at the other end of the South American continent, to hear that delightful Carabelli Orchestra in the ARGENTYNE - as the South American announcers pronounce it.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0030928

MR. WINCHELL: (CONTINUING)

Don't forget on Thursday night, then - back to South America - 6,700 miles from New York, or 2,400 miles farther away than England or France!

Tonight, ladies and gentlemen, with the help of Eddie Duchin and his orchestra, playing from one of New York's smartest rendezvous, the Casino in Central Park - we hope to put New York back on the map. Here, here, now! Tell that Mrs. Vanderfeller to put down her lorgnette. And, Eddie, tell those other not-so-social people, to act their age, and drop their lifted highbrows - because this is Walter (LUCKY STRIKE) Winchell, representing millions of tuner-inners WHO KNEW THEM WHEN!!

Come on, Duchin - that's a signal. Our big tribe of listeners have heard bands from all parts of the land, and we've got to be good.

SO ON WITH THE DANCE, EDDIE DUCHIN! OKAY, MANHATTAN!

ANNOUNCER:

You have passed through the brilliant lobby and entered the main dining room of the Central Park Casino, where amidst the most beautiful of surroundings, Eddie Duchin and his Central Park Casino Orchestra will play, for millions of Lucky Strike dancers -----

(_____)

(_____)

(_____)

(_____)

ANNOUNCER:

The Lucky Strike magic limousine, luxurious and comfortable, carries us the short distance from the Central Park Casino to Walter and his Winchellingo.

OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Atta boy, Eddie Duchin! I knew I was bragging too soon. I was on the verge of claiming you for New York - when I just remembered you're a Way Down Easterner from up New England way. Keep those hifalutinners at the Casino dancing, Eddie, until I chuck you another signal.

- - - - -

My latest news about Pola Negri, is that pretty Pola will soon reveal that she can sing. The event will take place on the air-waves soon ... But more important to this reporter, is that Pola Negri is plotting to Lohengrin it again ... this time with one of our most representative United Statesmen. Here's something I know will warm your hearts ... My little playmate in the Gus Edwards Song Revue days - was Lila Lee, you know ... Well, sweet little Lila, upon her first week in Hollywood (after her long siege in hospitals) was bombarded with THREE offers for big roles in the commotion pictures! ... Gee, three of 'em! ... In fewer words - Lila Lee's good luck came in bunches ... and it's about time, isn't it, Lila?

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

WINCHELL: (CONTINUES)

Here's an unusual item....Lady Inverclyde, she is June, the actress -- has had an unhappy time of it trying to free herself from Lord Inverclyde of England..... Her Ladyship thought she would have no trouble getting her legal freedom from His Lordship -- so while she was in the movie sector out in Hollywood -- she and Lothar Mendez, the well-known director -- fell in love with each other -- and didn't care who knew itBut the British courts refused to melt her from the nobleman -- and she is a most miserable woman, as a result...For -- June, I mean Lady Inverclyde cannot ankle down a middle-aisle with Mr. Mendez -- for if she does, poor thing -- she will never again in her life be allowed to return to her England -- nor will she be permitted to travel on the high seas aboard a liner flying the Union JackIf she marries again -- anywhere -- England will consider her a bigamist...The title of that novelette, ladies and gentlemen, if it appeared in my column, would naturally be "The Tragedy of Love" -- and I do hope something is done to make her happier.

The latest romanticists around town are Mary Duncan of the flickers and James Cromwell of the oh, so social set...Meaning -- a former polo player -- who was Miss Duncan's Favorite Person during her recent trial before a divorce jury -- is now looking for another girl....I see the beautiful Helen Morgan is wearing a new and eye-filling diamond bracelet..... What was his name, Helen, before he changed it to Santa Clause?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

The Thomas Cummings, she was Margaret McCarthy of the one-time renowned McCarthy Sisters of George White's "Scandals" will blessed-event-ually...And to the editors of the newspapers that honor me by printing my Winchellingo -- here's another item that calls for pictures...Aileen Pringle and Matt Moore -- who adored each other until they had a misunderstanding five years ago -- have decided that it is love, after all...In fewer words, Mr. Editor, after five long years -- Aileen Pringle and Matt Moore have written a typical movie happy ending to their romantic scenario.

Where's my pad, anyhow?...Oh, yes -- gee, I can't even read my own scribbling...Here it is -- Lowell Sherman -- whose marriage to Helene Costello faded -- and Joan Carr, an English actress, now doing well in Hollywood -- are -- as I prefer jotting it down -- ON FIRE!

Here's one about Lupe Vell-iss that handed me a chuckle when I heard it...I don't think any of the papers published it...At any rate, Lupe and a girl chum went to Tia Juana, Mexico, about a month ago to spend the week-end...While in a giggle-water asylum with gentlemen friends -- a fight started between two Mexican fellows...They were arrested and taken to the station house...Lupe -- who wanted excitement -- and who had some pull with the cop -- persuaded the officer to let her and her friends go along in the same car...The Mexican magistrate, it seems, was a sleepy guy -- and they had to arouse him when the prisoners and the movie players came into his court...Opening his sleepy eyes -- the judge took one look at Lupe -- and yelled: "Ten Days!" They tell me it took Lupe ten hours to summon friends and talk that dopey judge out of it.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

He was out of sorts, it appears -- he had left a call for THURSDAY.

I've met plenty of gatecrashers, but this is the first time I ever heard of crashing into a school. The crashee was the old Metropolitan Opera School and the crasher -- is now Madame Henriette Wakefield, contralto of the Metropolitan Opera Company. When Madame Wakefield was only 18, she applied for a scholarship -- it was refused -- so she walked in, took lessons anyway, and paid for 'em. In two months she was given a contract as one of the principals in the company. And Madame Wakefield is another of those Met stars you may have heard when the opera "Hansel und Gretel" was broadcast. Perhaps I shouldn't be talking so much about another radio act, but honestly folks, I get a thrill to think that this little microphone sends the world's finest entertainment to millions of you listeners all over these United States.

NANA BRYANT:

And all over these United States, ladies and gentlemen, you can always get the world's finest cigarette...LUCKY STRIKE. To bring LUCKIES to you, and to assure their constant delivery fresh, whether you live in the largest city or in the smallest cross-road town, we maintain a force of hundreds of representatives whose job it is to keep each and every tobacconist properly supplied. And we are proud of the fact that even in these trying times, the manufacturers of LUCKY STRIKE are increasing, rather than decreasing, this great force. That, my friends, is a tribute not only to the outstanding quality of LUCKY STRIKE, but to the discerning millions who prefer it.

(MISS BRYANT CONTINUES ON NEXT PAGE)

NANA BRYANT: (CONTINUES)

For instance, Madame Henriette Wakefield writes: "I have spent too much time and money training my voice ever to be careless about my throat. I value the throat protection LUCKY STRIKE gives me, and I am glad I can always reach for a LUCKY." So many people have told us the same thing...How glad they are to be able to get LUCKY STRIKE whenever they want it -- wherever they are -- and always the same -- always uniform! And they are glad to reach for a LUCKY instead because LUCKY STRIKE not only affords the delicious goodness of the Cream of many Crops but LUCKY STRIKE is the only cigarette in the world that affords the throat protection of the exclusive "TOASTING" Process. LUCKIES are always kind to your throat.

WALTER WINCHELL:

And now, ladies and gentlemen, your old pal -- GENERAL NUISANCE!

--STATION BREAK--

WALTER WINCHELL:

Here we are again, Eddie Duchin, at New York's Central Park Casino! Come on you big Bostonian who made New York listen to your music and like it! Our famous record-breaking magic carpet has a date with a lot of tuner-inners all over the land -- and they want melody and lots of it.

ON WITH THE DANCE! OKAY MANHATTAN!

ANNOUNCER:

And that Lucky Strike magic carpet has landed you right in the middle of New York's famous Central Park, where, from the Casino, Eddie Duchin and his Orchestra will play --

- (_____)
- (_____)
- (_____)
- (_____)

ANNOUNCER:

Now, the short hop crosstown in New York to Fifth Avenue.

OKAY, WALTER WINCHELL!

WINCHELL:

Fine, Eddie -- tell that crowd of celebs up at the Casino I do not have to be there to know who's sitting with whom...Because I know that scene by heart...Jimmy Walker's with the Dudley Field Malones and the A.C. Blumenthals...isn't he?...And if Ruth Kresge is in town she's there with what's his name again in a full dress suit...Ask Billie Dove if she is going to marry that chap from the coast, will ya Eddie?...And Eddie, tell Jane Meagher, who is called the outstanding debutante of the social season -- that I'm still burning up because she didn't tell me first about her secret sealing to Herndon.

Howard Claneey does a moment or so here, Eddie, then you toy with those piano keys again, and get yourself and your crew heard by the best audience between the two biggest oceans! For folks you never get W.W. to admit that the Central Park Casino has anything on us.

HOWARD CLANEY:

O.K! London - Paris - Havana - Buenos Aires! O.K! - Montreal - Denver - Los Angeles - Chicago!When LUCKY STRIKE zig-zags across the world to bring you the finest of dance music -- it harnesses science's latest achievement in radio for your entertainment. Just as we give you the finest in cigarette enjoyment, so it is our aim to afford you the greatest pleasure in radio. To achieve these aims we work hand in hand with modern science.

(MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

To make LUCKY STRIKE the finest cigarette you ever smoked we start with the choicest of mild, mellow tobaccos - the Cream of many Crops. Then comes that exclusive and scientific "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is the "TOASTING" Process which expels certain harsh irritants naturally present in every tobacco leaf. It is the "TOASTING" Process which develops the fullest flavor and aroma of LUCKY STRIKE'S fine tobaccos. LUCKIES are never sold in Bulk - our great force of salesman canvas carefully each dealer's individual requirements under modern scientific distribution. And then to make sure that your LUCKY STRIKE is always fresh and fragrant we again call on science. The result is that unique, improved humidor package of moisture-proof cellophane which keeps your LUCKIES sealed tight - every right....the finest cigarette you ever smoked!

WINCHELL:

Go ahead, silly...just hit those bells three chimes -- or I'll tell Ben Bernie on you.

--STATION BREAK--

WALTER WINCHELL:

That's you EDDIE DUCHIN!

ON WITH THE DANCE CENTRAL PARK CASINO -- OKAY (WHISTLE)

NEW YORK!

ANNOUNCER:

Right over the treetops in Central Park came the Lucky Strike Dance Hour to bring you the music of Eddie Duchin, playing in New York's smartest rendezvous, the Central Park Casino. The dance numbers -----

(

_____)

ANNOUNCER:

Over there, just beyond the other side of Central Park, Walter, with his Winchellingo, is waiting for a cue which means a fast flight. Here it is:

OKAY, WALTER WINCHELL!

WINCHELL:

It sounds oakie, oakie down here in the control room, Eddie -- ask the bus boys and the waiters if they can stand listening to any more of my blab-casting?

I do my second stanza of chatter here, Eddie Duchin -- then Nay-na Bryant and Howard Clancy follow me -- which brings us back to you and the Casino again. And keep those social lions as well as the lions and monkeys in the Central Park Zoo quiet, will ya, Ed?

Here's one of those Horatio Alger novelettes that fit into my column like a pair of stockings do on Miss Dietrich.

His name is Harry Burns, a vaudeville actor. When I played on the bills with Burns 10 years ago -- his act was known as Burns and Frabito ...They are Italian comedians and the funniest of them all...Maybe you laughed yourself into sections over Burns when he posed as a toy balloon peddler...And his partner kept sticking pins in them and Burns would yell: "I t'ink you touch?" ...Well, after all these years of success -- the booking agents in New York broke Harry's heart...They stalled and stalled...Nothing doing, they said...Burns got away from Broadway, where they forget you no matter what you were years ago -- and he settled down in Venice, California -- where he bought a little home with his savings...Shortly after settling there -- oil was discovered on his property...Presto, change-jo -- it wasn't a dream!..Harry Burns was rich! (MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0030937

WALTER WINCHELL: (CONTINUES)

Then, when he was rich and didn't need anything or anybody -- what happened?...Yes, you guessed it!...The booking agents begged him to accept 65 weeks in the better theatres with a raise in wages!... And he accepted them, too...for Once An Actor, you know -- ALWAYS! Unless, of course, you become a news-peeper-man.

Talk about crazy things that can happen in a day ... I mean to a newspaperman...A stevedore, who was all dressed up in his Sunday best -- went on a spree not too long ago -- and bad hooch killed him ...The police told the reporters that the man was the son of a wealthy New Yorker ...The cops, it appears, thought he was -- and with the deadlines being a few moments away -- the reporters flashed the news to their city editors.

So out came the story in the final editions - that the man found on the Hudson River docks was Mr. Soandso a Broadway playboy -- of New York's fashionable Park Avenue district...Later, however, when it was learned that the man wasn't one of the 400 -- but was one of the Four Million that O. Henry wrote about -- the story was retracted and apologies made to the rich but humiliated family.

But here's the crazy ending..The newspapers that published the story were forgiven for the boner - by the family - but the family of the stevedore brought libel suits against all the papers for disgracing their dock-worker by calling him a Park Avenue and Broadway playbum.

It happened last year -- and the lawsuit was thrown out of court -- and I record it now -- because it's little things like that that make big paragraphs like these.

----- (MR. WINCHELL CONTINUES NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Talk about newspapermen and you have to talk about Christopher Morley - one of the better paragraphers. Mr. Morley, who is also a novelist and a lecturer, was elocuting at a college for girls. He announced that he would donate a rare first edition to the most intelligent girl in that audience. After his speech, all the girls crowded about Mr. Morley and waited in line for his autograph. One of the more anxious girls asked him how he intended choosing the brightest and most intelligent girl for his trophy - the rare first edition.

"That will go," said Morley, "to the girl who DIDN'T ask me for my autograph!"

And now for an item or two that you probably never knew till now...For example - The New York Department of Sanitation swept up 1800 tons of ticker tape, torn up phone books, and other paper, after the Lindberg reception in 1927...Imagine then, the great difference in New York's paper snow-fall when I report that the Armistice Celebration in 1918 was merely 155 tons...The National Broadcasting Company was experimenting the other night when it dropped its chimes interruptions - and I was so happy over it because I had to keep thinking up bad puns about them...Now they are back again and all I hope is that some day Simple Chime-on will find himself locked in a whole room of chimes and no hammer or anything with which to strike them...And here's a bit of news about a new invention that will revolutionize the not so Great White Way in New York...Very soon, they tell me, the thousands of electric signs will be a thing of the past. And that in their stead -Broadway will be brightened by signs on theatre fronts and elsewhere that will be very much like talking moving pictures...In fewer words, Your Broadway and Mine - will be louder, but hardly funnier.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Here's something that's right up my alley. Edward Everett Horton, the stage and flicker mummer, giving his ideas on whether the talkies will run the stage out of business. Horton, y'know, is the lad who appeared in 20 music shows and as many dramas, played stock in every town in the country -- then left the footlights flat to become the highest salaried free lance actor in Hollywood. Here's what he says: "Things have always looked dark for the theatre. I imagine in Athens one actor said to another: "Leonidas, old chap, with these Olympian Games drawing the crowds, the theatre is doomed!" And in Nero's time, can't you hear them say: "Horatius, my boy, with such competitors as Christians being thrown to the lions, the theatre is doomed!" "And today," Horton continues, "after you've shown conclusively that talking pictures are going to take the place of spoken drama, people will go right on writing plays...let some one write a fine drama and act it finely, and there will be audiences for it, talkies or no talkies." And that is plenty sound stuff. The final test of anything is -- how good is it?

CLANEY:

And the final test of a cigarette is in the smoking. WE can tell you that LUCKIES are always kind to your throat - but YOU are the final judge. WE can tell you of LUCKY STRIKE'S mild, mellow tobaccos - the Cream of many Crops...but YOU make the final decision. We can tell you that LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, enriches and develops the flavor. WE can tell you that this extra, secret process gives you the throat protection which no other cigarette can offer...but YOU deliver the final verdict.

(MR. CLANEY CONTINUES ON NEXT PAGE

CLANEY: (CONTINUES)

Millions upon millions of people make that final test every day ... and scores and scores of famous men and women whose precious voices have been universally acclaimed -- attest unanimously to LUCKY STRIKE'S quality. Edward Everett Horton, about whom Mr. Winchell just told you, is one of those famous people. Here is his statement about LUCKY STRIKE: "Nothing is left to chance in making sound pictures nowadays - and when I smoke a cigarette, I follow the same rule. I never take a chance with harsh irritants. I reach for a LUCKY. We always use LUCKIES in my stage production. They are easy on the throat." Edward Everett Horton knows how good LUCKIES are...he's smoked them for years and years. And as I said before, the final test of a cigarette is in the smoking. Make this test yourself - and you'll always reach for a LUCKY instead - because LUCKIES are always kind to your throat - and always delicious to your taste..

--STATION BREAK--

WINCHELL:

Let's go to Town, again, Eddie Duchin! I mean to every town, village or whistle stop no matter where our Lucky Strike friends are juggling a dial. Watch your skirt, there Mrs. C.M. Dunne, Jr. of Cambridge, Nebraska!...And you, Andy Glaviano of Ludlow, Colorado, get aboard our sky-high-flying special. Get outta the way skyscrapers and taxicabs, we're rarin' to go gay, again!

ON WITH THE DANCE, CENTRAL PARK CASINO...OKAY, NEW YORK!

ANNOUNCER:

This time, Eddie Duchin and his Orchestra at the Casino will play --

(_____)

(_____)

(_____)

(_____)

ANNOUNCER:

The Lucky Strike Magic Carpet rolls up on the dance floor of the Central Park Casino and flies away.

OKAY, WALTER WINCHELL!

WINCHELL:

Fine, Eddie Duchin -- it was nice to share the hour with you and your boys. I've a few moments left to acknowledge a salute or two. Save a table for me, Eddie -- I want to tear a sandwich with James J. and the others up there who are having themselves a time.

George F. Brill of Spokane, Washington, Thanks Mr. Brill - and did you know this?...That my voice takes longer to reach the mike from my throat -- than it does to go around the world!???? Amazing isn't the word, Brill.

Walter Wanger, the handsomest of the movie impresarios hands me another thrill by saying that the passengers aboard the USS Pennsylvania collected in the salon of the liner when it neared time for the Lucky Strike Dance Hour the other night. Be patient, Wanger, we connect with Palm Beach and Miamah Beach, Florida, very, very soon.

----- (MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

J. M. McLaughlin, Purser of the S.S. "Capac" writes to say that those at Panama who heard our shows were only at the half way mark, and that he heard us while in Balboa off the coast of Chili. O-kay McLaughlin!

And here's a telegram from a booking agent -- named Ben Bernie...Nope it's for Eddie Duchin's Orchestra, my mistake ...I'll read it to you Eddie... Here's what Bernie wires -- "Dear Duchin - Just heard your broadcast with Winchell. Can offer you \$5,000 next week at Squeedunk with Winchell -- and \$6,000 without him!"

Oh, yeah? So Bernie is burning me up, eh? I know a joke about Bernie which makes the fourth time I've mentioned his name, the big clown!

When Bernie played at the Palace in New York last year he complained to the manager about following a monkey act. The manager sustained Ben's vigorous objection to following the monkey's by saying: "Very well, Bernie -- I'll see to it -- you're absolutely right, you shouldn't follow a monkey act -- because the audience might think it's an encore!

There, now! And that you old mouse-tro and ladies and gentlemen, concludes our show for tonight. Don't forget our date next Tuesday night when you Reach for a Lucky Strike Dance Hour and get Jack Denny and his grand crew playing from Montreal, Canada.

Until Tuesday night, at the same time, then -- I remain your New York correspo... Walter Winchell -- who certainly is very sorry to hear about Gandhi being put in jail -- but I can't wait to see how he'll look in A STRIPED SHEET!

HOWARD CLANEY:

(CLOSING ANNOUNCEMENT)

"Shine On Harvest Moon" from "Ziegfeld's Follies", "That's Why Darkies Were Born," "Life Is Just A Bowl of Cherries" and "Thrill Is Gone" from "Scandals" and "Of Thee I Sing" and "Who Cares" from "Of Thee I Sing," were played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen/CC
1/9/32

ATX01 0030944

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

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

January 12th, 1932

TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH)
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER...

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes, with the world's finest dance orchestras - tonight's orchestra comes to you from Montreal, Canada - and, from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! MR. WALTER WINCHELL!!

WALTER WINCHELL:

Good evening, Mr. and Mrs. North, East - West and South!

Your yokel - I mean your local correspondent, purposely juggled the sequence of the directions tonight - merely to remind the new tuner-inners, that the initials of N-orth, E-ast, W-est and S-outh - spell what I sell - NEWS!

You must know by now - that for me - it is a fascinating routine - and every time I put this magic carpet of ours to press - my heart thumps and bumps a little. Yours would, too, ladies and gentlemen, if you were the editor and your boss told you that the circulation was increasing ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0030945

MR. WINCHELL: (CONTINUING)

And that most of the Lucky Strike Dance Hour subscribers appeared to be pleased - with your items, your comments and your idiotorials.

But there I go talking shop, again - and Jack Denny and his grand bandsmen are up there, across the Canadian border, waiting to make you tap your tootsies or sway to his contagious rhythms.

So get ready, Jack Denny, and pour us some of your intoxicating melodies, not the sort, that goes to our heads, or our knees, but to our toes.

Here we come, Denny! From New York and everywhere - in-the-faster-than-Floyd-Gibbons-can-gab-manner!

ON WITH THE DANCE, DENNY! OKAY, MONTREAL!!! (WHISTLE)

JACK DENNY:

The Lucky Strike Dance Hour is up here across the Canadian Border in Montreal where one of our announcers, in true Montreal radio fashion, will carry on.

ANNOUNCER: (In French)

M. Denny and his orchestra, playing in the Mount Royal Hotel, will begin the dance with ... (TITLES)

JACK DENNY:

The Lucky Strike international roller coast-to-coaster now dashes over hill and dale from Montreal to Walter, and his Winchellingo.

OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Jack Denny ... You know the arrangement of our show by heart. This is where I try hard to hold their attention until you put some resin on your bow. Stand by, Jack, and be glad that you're not a Jack-of-all-Trades - for then, think of all the jobs you'd be out of!

- - - - -

Ladies and gentlemen, as a friend of Gary Cooper, the personable movie actor - please let me stifle a false report about him ... The unfounded and wild rumor would have us all believe that Gary Cooper is seriously sick in a hideaway hospital - And that the news of his going with an exploring party to the African jungles was published to relieve the anxiety of his fans ... Well, let me assure you that Gary Cooper did sail for the jungles and never looked better in his life, as he did the night before he sailed ... In fewer words, Gary Cooper will return to America very soon, browner than a coffee bean, and fit as a Kreisler fiddle.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

You probably read in your home town rag about Ethelind Terry's marriage being Mexicanned ... Miss Terry, in case you didn't know - created the title role of "Rio Rita" in Mr. Ziegfeld's musical hit ... She has a new arm decoration, already - His name is Edward Finney ... The next time you see Alexander Kirkland on the screen in the "Devil's Lottery" movie, you'll see him as a blond ... because the flicker executives decided that his shade of hair would conflict with his leading lady's ... Elissa Landi ... Well, for Landi Sakes! Ginger Rogers is wearing a new sparkler but it's on the wrong finger ... She is still holding hands, however, with Director Mervyn LeRoy, under the Cocconut Grove in Hollywood tables ... Their romance, take it from one who never heard of such a record out there, has lasted nearly six months! And here's the sort of item that makes me feel plenty good ... On her very first day back on the Gold Coast - the too-long-time sick Lila Lee - was bombarded with three important movie roles ... Gee, three of them! Lila's good luck appears to be coming in bunches - and it's about time, isn't it, Lila? ... I reported in my column yesterday, that people who are hoarding their money - by turning it into gold coin - and hiding it in their homes are being watched ... that is, all withdrawals from banks of over \$5,000 in gold are reported to a Governmental Frankenstein ... And if Dorothy Mackaill is tuning in, here's something that I'm sure will please her ... Dorothy, your kid sister, Norma Mackaill, who made her debut the other night on the stage in your home town, Hull, England, was a knockout of a hit - according to my London deputies.... Congrats! --

(MR. WINCHELL CONTINUES NEXT PAGE)

AFX01 0030948

MR. WINCHELL: (CONTINUING)

And here's a bit of news for Ben Bernie's old partner, Phil Baker, the accordion man ... Vivian Vernon, formerly of the Follies, and Phil Baker's ex-wife, has been secretly welded to a Fifth Avenue Jeweler since June 12th.

- - - - -

Speaking of British news - here's a paragraph that should lift the eyebrows of the ladies ... Gloria is the name of a beautiful Yorkshire, England, girl - who came to London five years ago, seeking a job ... She brought no letters of recommendation ... All she had was a gorgeous figure ... After a long and patient wait, Gloria became a mannequin ... and now she is rated as the most photographed woman in the world!

Gloria's face and form is seen on more English billboards, than any other person ... You see her likeness on candy box portraits Over There. Or on magazine fronts ... and almost any advertisement that wants to attract the eye and hold it ... Gloria has paraded in over fifty thousand dresses, shoes, coats, etcetera, in the last three years ... She commutes to Paris from London sometimes twice weekly, just to walk like a Ziegfeld gal in something smart ... and besides getting a fancy salary ... Gloria is presented with nearly every gown she mannequins in ... I can see all you ladies getting a little ill envying her.

But this is the intriguing part of my story about her - save to a handful of intimate friends - no one knows her family name ... She's merely a beautiful girl - named Gloria - to the rest of the world!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

ATXO1 0030949

MR. WINCHELL: (CONTINUING)

I've heard of plenty of quick changes back stage, but here's one that takes all prizes. Paul Althouse, the great tenor, was once on the same bill with that greatest of tenors, Caruso. Althouse was to sing a part in Cavalleri Rusticana. Caruso spotted him in the wings ... threw up his hands in horror at Althouse's costume ... declared the costume was all wrong ... didn't interpret the part ... and so, Althouse found himself yanked into Caruso's dressing room, fitted out in Caruso's own costume for the role, and almost shoved on the stage - all in two minutes. Althouse tells another story - but perhaps I'd better save that. After all, Mr. and Mrs. Broadway to Hollywood Boulevard - the big news on this program is about cigarettes - and Howard Clancy is Mr. Good-News him-self. Come on, Howard, reach for a microphone, instead.

HOWARD CLANEY:

Ladies and gentlemen - Of course in a cigarette you like the fine rich goodness of mild, mellow tobaccos - LUCKY STRIKE gives you that in fullest measure - The Cream of the World's Tobacco Crops. Naturally, you like a distinctive flavor - LUCKY STRIKE gives you that delicious "toasted" flavor which cannot be duplicated. Certainly you like a cigarette you can smoke without worry about throat irritation. LUCKY STRIKE gives you the throat protection of modern science, - the throat protection of the exclusive "Toasting" Process, which includes the use of modern ultra violet rays. And you respect the opinion of others - of those men and those women whose voices are their means of livelihood. Scores of men and women who must guard their voices have told us that LUCKY STRIKE is the one cigarette that affords the vital throat protection they demand. For instance, that famous American Tenor about whom Mr. Winchell just told you - Paul Althouse - a man whose voice and throat is all important to him, and to you, has smoked LUCKIES for five years. He writes: "I like LUCKIES for two major reasons. My operatic work demands that my throat be protected against rasp and irritation. Second, I demand a cigarette that has taste. The delicious 'Toasted' flavor of your cigarettes meets that wish. Wait - I might add a third reason. I want my cigarettes to open easily. Another wish fulfilled splendidly by your unique humidor package, with its little LUCKY tab".

(PAUSE)

And so, ladies and gentlemen - no matter what you like best in a cigarette - you'll find it in your LUCKY STRIKE - the world's finest cigarette, regardless of price!!

WALTER WINCHELL:

And now, ladies and gentlemen, my pest friend and severest critic!

- STATION BREAK -

WALTER WINCHELL:

Okay, Frank, I'm ready if you are ... Where's Clancy and Nay-na? Come on now, Howie - stop looking up those big words - Gosh, what happened to Mrs. H. N. Smith of Covington, Kentucky, who said she wouldn't be late? And that Julian Benson fella from Punxsutawney, Pee-A? Oh, well, if they fall off our magic carpet into the St. Lawrence, that'll be their fault ... Here we come, Jack Denny, over the Catskills, and the Adirondacks, winking an eye at the Customs officials, who get on at Malone, New York, near the Canadian border line.

ON WITH THE DANCE, DENNY!!! (WHISTLE) OKAY, MONTREAL!!!

JACK DENNY:

Nobody ever falls off the Lucky Strike Magic Carpet in the St. Lawrence, the Mississippi or the Pacific - so now that all the dancers are here in Montreal, we'll play ... (TITLES)

JACK DENNY:

From Montreal, out into the dark night, right over the heads of those Customs men at Malone flashes the Lucky Strike Sky Rocket. Here's your cue, Walter Winchell.

OKAY, NEW YORK!!

WALTER WINCHELL:

Oaky, Denny - I'll flip it back at you in a dozen moments, or so.

WALTER CLANEY:

Why do we repeat ... why do we keep on urging you ... why do we say ... to be careful in your choice of cigarettes? Why? Because it is a fact that every tobacco leaf in its natural state, contains harsh, biting, throat-rasping irritants!! My friends - you would not be willing to irritate your throat - Well - there is only one cigarette in the world that affords the throat protection of the famous and exclusive "Toasting" Process!! And that cigarette is LUCKY STRIKE!! It is LUCKY STRIKE'S exclusive "Toasting" Process that expels certain harsh irritants naturally present in every tobacco leaf ... certainly that is your protection against irritation - against cough. It is LUCKY STRIKE'S exclusive "Toasting" Process that includes the use of modern Ultra Violet Rays ... sunshine mellows - heat purifies! We need not tell you that! 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. ... And that, my friends, is why we say ... why we repeat ... and repeat again - "Be careful in your choice of cigarettes - reach for a LUCKY instead!"

WALTER WINCHELL:

Aw, for the Love of Micro-phoney!! Look who's in again ... I'd like him a lot better if he spent all that chime doping out a way to keep belts on overcoats from always turning upside down!!

- STATION BREAK -

WALTER WINCHELL:

And now for tonight's third flight back to Canada, and Professor Jack Denny's definitions of delightful dance magic.

ON WITH THE DANCE, DENNY!!

OKAY (WHISTLE), MONTREAL!!

JACK DENNY:

If you want real definitions, I must call on our announcer here in Montreal.

ANNOUNCER:

(French) A fast trip! (English) That's "A fast trip".

(French) Now from Montreal, you will hear ...

(English) That means "Now from Montreal, you will hear ..."

(French) ... the best of delightful dance music ...

(English) That means "The best of delightful dance music",

and that could mean nothing but Jack Denny and his Orchestra playing ... (TITLES)

JACK DENNY:

Nobody knows how high up in the air the Lucky Strike Magic Carpet goes on these flights. All we know, is that it gets from Montreal to Walter, and his Winchellingo in a hurry. Like this ...

OKAY, NEW YORK!!!

WALTER WINCHELL:

Splendid, Jack Denny ... Hear you again in a while - after I'm through doing my card tricks, and giving my imitation of a trained seal.

- - - - -

To the editors of the United Press, this is offered with my good wishes - Gentlemen, quit guessing about what General Charles G. Dawes intends doing ... General Dawes is not going to quit being Ambassador to the Court of St. James - and is not coming to Chicago, to run that bank which, by the way, is not going to be merged with a New York Banking House ... The Thomas Cummings (she was Dorothy McCarthy, of the well-known (to New York playgoers) McCarthy Sisters) are rehearsing lullabies ... I think I owe the farmers in the West a chuckle at our New York Wise Guys ... So this item is for them ... Mr. and Mrs. Westerner - those cooking apples which you throw to the hogs - are now being sold in New York stores, which bellow that they are making a "special price" of three pounds for nineteen cents! There's a new sucker born every moment, and the births keep on day after day.....

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

So sometimes I agree with the out-of-towner, when he says that New York is the biggest of the hick towns ... But I don't mind it so much so long as he says that it is the biggest!!! Adrienne Morrison, the former Mrs. Richard Bennett (Connie's, Barbara's and Joan's beautiful mother) is plotting a return to the stage after an eight year retirement ... Come on back, Adrienne Morrison - the way stage-matters are in New York - the Play's the Thing - until the curtain goes up!!

- - - - -

And here are some notes about the Theatre you probably never knew 'till now ... You rarely see Row "I" in a New York temple of amusement ... because too many theatre patrons confuse the letter "I" with the numeral "1" - and demand their money back if they do not get the first row ... That's why - Row "J" follows Row "H" in practically every playhouse ... the Theatre District of New York numbers nearly eighty first-rate theatres - but only half of them have tenants - which gives you a rougher idea ... As a leading theatrical paper points out every year at least three-quarters of the plays are flops ... A flop, ladies and gentlemen, is a show that runs less than twelve weeks ... a show that lasts that long ... and doesn't lose money ... is listed as a moderate success ... New York produces on an average of two hundred attractions a season ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Last year, only twenty-eight crashed into the hit division ... and the movies, the radio and all the other opposition isn't to blame, either ... Produce a hit show, and no playgoer considers any price too steep ... And "Abie's Irish Rose" which ran for five years (almost five hundred to some of us) was not, as is widely believed roasted by the critics ... "Abie's Irish Rose", ladies and gentlemen, was greeted affectionately by the majority of drama defenders who covered it ... But not one first string critic attended its opening ... The second-stringers witnessed its birth - the second stringers are the poor chaps who never see the so-called important premieres... they have to go to the also rans.

Kelcy Allen, Leo Marsh, Mr. Chase of the New York Times, and other worthwhile second-stringers of that day, however, reported most favorably on "Abie". They predicted a long run for it. "Abie's" only antagonists were Robert Henchley and Heywood Broun. Mr. Broun who panned it every day for a year finally compromised ... First, he said that it wouldn't run six months - then he altered his prediction, by saying it wouldn't run FOREVER!!!!

Say, I wish I had a lucky number that would bring me as much good luck as Number Thirteen has brought Fifi D'Orsay, that grand little commotion picture star. This lil' French charmer, plays a Number Thirteen to win every time ... she's the prize package of a family of thirteen children; they tell me she landed her best job on the thirteenth of the month, and as a result, Fifi toured as a headliner for two times thirteen months ...

MR. WINCHELL: (CONTINUING)

When Fifi was a youngster, not yet eighteen, she landed on Broadway to begin the scramble for success ... but it wasn't a scramble ... it was a cinch! Nobody could resist that little girl's delightful French charm. Her latest Fox commotion picture "As Young As You Feel", with Will Rogers, is a knock-out!

MISS BRYANT:

With women - as with men - the big thing in a cigarette, is throat protection ... and LUCKY STRIKE is the only cigarette in the world that offers the throat protection of that famous and exclusive "Toasting" Process. For years, charming Fifi D'Orsay has smoked LUCKIES for that very reason. She writes: "For years, I've appreciated the throat protection LUCKY STRIKE'S 'Toasting' Process has given me - I'm glad to take this opportunity to broadcast the fact that I always reach for a LUCKY instead." My friends, it is that famous "Toasting" Process that expels certain harsh irritants naturally present in every tobacco leaf. It is the famous "Toasting" Process that develops the delicious flavor of those mild, mellow LUCKY STRIKE tobaccos - the Cream of many Crops. It is the "Toasting" Process including the use of modern Ultra Violet Rays, that makes LUCKY STRIKE the modern cigarette - the cigarette that is always kind to your throat - for sunshine mellows; heat purifies! We cannot emphasize the purity of LUCKIES too strongly: Your throat is afforded the protection of that famous "Toasting" Process - and for the sake of your throat, we urge you to reach for a LUCKY instead!!

- STATION BREAK -

ATX01 003095B

WALTER WINCHELL:

And now, once more - to the star of our show - Jack Denny and his crew - whose compelling dance tunes - have won so many new friends, not only for himself, but for the Lucky Strike Dance Hour. Put THAT IN YOUR SCRAPBOOK, Jack, and always be reminded of Mrs. Winchell's Walter!

ON WITH THE DANCE, JACK DENNY!!

OKAY (WHISTLE) MONTREAL!

JACK DENNY:

Thank you, Walter. It's already in the scrapbook. Now we bring out the Lucky Strike Dance Book, turn to those Lucky number pages, 4, 7, 11 and 19, and play ... (TITLES)

(N. B. Use only three pages if only three songs are used.)

JACK DENNY:

This is Jack Denny in Montreal, giving Walter Winchell, another modern go-ahead signal. In aviation, it's "CONTACT" - In cigarettes, it's "LUCKIES" - In radio, it's
OKAY, NEW YORK!!

WALTER WINCHELL:

Adios, toodle-oo, farewell and ta-ta, Jack Denny ... We won't hear you for a while, I'm afraid, for we're going to the Southlands, soon. Bwayness Aires in South America and to Palm Beach and Miami Beach in Florida. Thanks from Mr. Lucky Strike and our many LUCKY STRIKE friends, for making our Dance Hours fly so quickly.

And now to return a salutation or two from Mr. and Mrs. General Public -

Okay, Miss Delaware, thank you very much ... No, Alice Joyce is in Hollywood, attending to her various business enterprises ... She is married to Jack Regan, whose father once ran Broadway's most famous hotel, The Knickerbocker. Mr. Regan's business keeps him in New York.

- - - - -

Chief L. M. Stewart, of San Antonio, Texas. Thank you, sir - Yes, I played in San Antonio in 1919, because somebody told me I'd make a good song and dance man, and like a darn fool, I believed it.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

It was in your town that a critic wrote of me:
"Winchell played the hero by throwing his chest out three inches,
and following it across the stage!" Ah, me! Those were the good
and rotten old days.

- - - - -

Harry Laeck of Kaukauna, Wisconsin wants to know my
Alma mater ... Well, Harry, if the teachers of Public School 184,
in New York City are listening, that must have left them in
sections. For, when I got to grade 6B, in P. S. 184, at the age
of thirteen (my lucky year) they decided to give me a sort of
diploma ... Yes, indeedy - my alma mater expelled me for being too
dumb ... I'm not kidding, Harry, Really! Ask Miss O'Bonnell, bless
her. I was left back in her class only four times - but I prefer
to believe that she was cah-razee ABOUT ME!!

- - - - -

Jimmy Durante, Palm Springs, California, says he is
mortified at the rumors that Greta Garbo is in hiding in that town -
because he's afraid Mrs. Durante will think something is wrong ...
He suggests that the reporters there, however, might find Greta
if they run their fingers through Professor Einstein's hair.
(Bernie insert.)

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And that, ladies and gentlemen, concludes tonight's show. Don't forget to reach for a LUCKY STRIKE Dance Hour on Thursday night, when we are going to trust our luck again to that fickle short wave to hear for the second time, the entertaining Carabelli Orchestra in Bwayness Aires, South America ... On the same night, we will have Joe Moss, and his Society Favorites in New York ... South American and New York - doesn't that arouse the wanderlust in you? And on Saturday night, Jimmy Grier and his grand band of sax appealers in Los Angeles. Until Thursday night, at the same time then, ladies and gentlemen, I remain your New York correspondent, Walter Winchell, who will never forget the time my baby daughter, Walda was born in 1927 ... When the nurse brought me into the room to see her for the first time, I said to Walda, who was one hour young - "Hello, my new sweetheart - how do you like your papa?" And all the baby did was yawn, and yawn, and yawn. "Good-night", I screamed, "I'm the father of a radio critic!!!!"

HOWARD CLANEY:

(CLOSING ANNOUNCEMENT)

This program has come to you from Montreal, Canada, and New York City, through the facilities of the National Broadcasting Company.

AGENCY:WINCHELL:CC

1/12/31

ATX01 0030962

NOTE TO ANNOUNCER: (MAKE LOCAL ANNOUNCEMENTS EVERY FIFTEEN MINUTES EXCEPT ON DRAMATIC PROGRAMS WHICH DEPEND ON A SUCCESSION OF THOUGHT.)

TIME: ()

LUCKY STRIKE DANCE HOUR

JANUARY 14, 1932

WEAF

THURSDAY

() ()
9:00 - 10:00 P.M.

(THESE SONG - ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", with VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Tonight's LUCKY STRIKE Dance Hour will again attempt to defy space and time - for tonight we are taking you 6761 miles away from New York...over oceans and continents to the famous Carabelli Orchestra in Buenos Aires, Argentina. When you hear this premier South American Dance group playing direct from Buenos Aires, that music, ladies and gentlemen, will be sent by short wave, and sent over thousands of miles of telephone wire to 55 broadcasting stations in the United States. Later from New York, you'll hear one of North America's dance groups - Joe Moss and his Orchestra - and the one and only Walter Winchell of the New York Daily Mirror - whose gossip of today becomes the news of tomorrow. And now - Mr. Walter Winchell!

ATX01 0030963

WALTER WINCHELL:

Good evening, Mr. and Mrs. Tuner-Inner from Coney to Catalina and from Alaska away down past the Equator!

Tonight's long leap - a mere 6,700 miles to Bwayness Ahreez in South America -- marks Mr. Lucky Strike's fifth attempt to rivet the Continents. We've been to S.A., before, you know, and with great luck, too. So come on, you fickle short wave, -- and be a good guy, will ya? And don't pull a Paree on us and mess up our show with that erratic static of yours.

We're ready if you are -- old man static and Mr. and Mrs. United States! Let's magic-carpet it down nearly 7,000 miles, through the skies -- through fog and moonbeams -- across the Mexico gulf, the Panama Canal -- the Atlantic -- the Caribbean and across the Amazon to the largest city on the South American continent!

WINCHELL:

AHSTA LA VEESTA! BWAYNO SAYNORACE E SAYNORAHSS --
(fast)
COMO-STAN OO-STAY-DAY-SSI

ON WITH THE DANCE SAYNOR CARABELLI!

OKAY (Whistle) SOUTH AMERICA!

B.A. ANNOUNCER:

Welcome, ladies and gentlemen, of the Lucky Strike Audience in North America. Buenos Aires and Senor Carabelli, in South America, greet you with

B.A. ANNOUNCER:

From continent to continent, over the equator with the speed of lightning, goes the Lucky Strike Dance Hour -- from Buenos Aires, Argentina, back to the United States. OKAY NEW YORK!

WINCHELL:

Grah-thias, Saynor Carabelli! That's fine! Very, very GOOOOOOD! You know, Saynor -- swelegant -- all to the mustard, etcetra. Right here you get some elbow room -- while I tell them all about this, that, them and those.

And your Chamber of Commerce won't be a bit angry when then hear this, Saynor. And that is that Bwayness Ahreez is the seventh largest city in the world with a population of 2,250,000 -- a greater population than Los Angeles, St. Louis and Kansas City combined. Just a great big town in what radio has made a mighty small world.

Ramon Navarro and Mrs. Grace Tibbett took the same train tonight for the movie sector...Mrs. Tibbett phoned me to say so...and she hoped the press wouldn't misunderstand...She said that Ramon was merely a good friend of over ten years and that, contrary to rumors, they weren't going to see a parson together.. Very well, Mrs. Tibbett, I trust you heard me on that portable set you have with you on that choo-choo...Incidentally, ladies and gentlemen, Navarro is said to be the unhappiest actor of them all. He really hates himself on the screen...And after the preview of his newest work he urged his boss to destory the picture and Ramon said he would pay the costBut his employers were of the opinion that his performance in "Mata Hari" was the best since his "Scaramouche"...Ramon -- you all know -- is his worst critic -- which is a heap better, of course, than being conceited.

He intends doing some directorial work, however, and if he succeeds -- the screen will lose a grand make-believer...And here's some good news for Miss Garbo's army of fans...Greta's contract will end with MGM in April...But she won't go home -- as she has so often threatened -- She will put her name down on another dotted line and add some more shekels to the million dollars she has in numerous banks....They tell me that Garbo spends less coin than any other actress in Hollywood...And that Tallulah Bankhead who is doing a Garbo out there, having made but one public appearance since she arrived, spends more money than anyone...Tallulah believes in keeping money in circulation..Tallulah makes \$5,000 a week -- and spends every dime of it -- and is liberal to those of her friends who need a break...Here's a bit of news to startle Providence and Baltimore...The John Nicholas Browns of Baltimore are tiny-clothes shopping...Mr. Brown (who still is a very wealthy young man) was front-paged when he was an infant as the richest baby in the world! ...And here's another item that ought to be widely spread....All that stuff you saw in the papers about the Douglas Fairbanks, Juniors (she is Joan Crawford) being on the verge of a split-up was just so much bunk...Their best pals assure me and you that Joan and Doug , Junior adore each other -- and because they had their first big misunderstanding -- the word got about that they had exploded for good.

And here's another interesting angle to another of your favorites -- that he-mannish star, Clark Gable..Clark to this day can't make it all out yet..He can't go to any party without every feminine star present surrounding him at every move..This is the first time in the history of the magic lantern business that a film star has received 100% adoration from the unfair sex of his own profession.

He once told a friend that he really prefers women past 35 - his wife, you've read is about 40...And so I want to comfort all you young and high-wasted things, by suggesting that you reach for a LUCKY - instead of that Sheik.

Here's a real movie thriller - but the hero is a star of Grand Opera - James Wolfe of the Met. Wolfe was singing "La Boheme" over in Saint Gallen, Switzerland. He was just finishing the last aria - when a fire broke out - the audience stampeded for the exit - it was a panic. Wolfe began his aria all over again - filling the opera house with his glorious voice - the panic stricken people stopped - listened - and returned to their seats, while firemen put out the blaze. What a thrill! What a singer!..and now Mr. and Mrs. People from Seattle to Key West, Florida, here's Nana Bryant and Nana., here's all the friends of this Lucky Strike program.

BRYANT:

To millions of smokers LUCKY STRIKE is the most valuable cigarette in the world -- for LUCKY STRIKE offers the two most valuable virtues that any cigarette can offer ... the finest tobacco quality plus throat protection. Over \$100,000,000 worth of choice mild, mellow leaves -- the Cream of many Crops -- are constantly being stored to protect LUCKY STRIKE'S uniform fine quality. And then comes that famous and exclusive LUCKY STRIKE "Toasting" Process, which includes the use of modern Ultra Violet Rays! That, my friends -- is the mellowing, purifying process which expels certain harsh irritants naturally present in every tobacco leaf. That, my friends, is your throat protection against irritation -- against cough. In this connection, James Wolfe, that celebrated star of the Metropolitan Opera, about whom Mr. Winchell just told you, writes: "Back-stage at the Met., I've noticed how many famous singers carry Luckies. Add my voice to the Lucky chorus. I, too, must protect my throat". Mr. Wolfe gets what HE wants in LUCKIES. AND YOU get what you want in LUCKIES. For Mr. Wolfe and you really want the same things in a cigarette. You want LUCKY STRIKE'S valuable throat protection. And you want the choicest tobaccos that money can buy. You get both in LUCKY STRIKES -- the purest of cigarettes -- the finest cigarette you ever smoked!

WINCHELL:

And here's Mr. Chimes, whose big problem around here is to remember when to give the bells a ting-a-ling for which they make him dress up like a head waiter.

- - - - STATION BREAK - - - -

WINCHELL:

And now, ladies and gentlemen, and Mrs. Bernie's little boy, Benjamin -- Joe Moss -- our newest headliner plus his society orchestra. I'm sure they'll like you, Mr. Moss -- because they like lovely music.

Before Joe starts his men, I certainly should tell you that this orchestra is a great favorite with the society folk of the East. They were picked by the great new Waldorf Astoria Hotel in New York to play the dance music for the opening weeks, and the debutantes all love Joe Moss and his orchestra. All right, Joe, you tell 'em the tags of your tunes. Don't be nervous -- they're not high hat or hard to meet. Folks, meet Joe, a swelegant guy.

MOSS:

Flattering words, Walter. Thank you. Our first numbers, Lucky Strike Dancers, will be

MOSS:

I'm just a few feet from Walter Winchell but if I were a thousand miles away it wouldn't be a greater thrill to say:

OKAY WALTER WINCHELL!

WINCHELL:

Very good, Joe Moss. You get your longest rest here -- for this is where Howie Glaney collects the passenger's fares for the ride on our magic carpet. Now don't get particular, Howie, just because any of them happened to leave their purse at home, -- that'll be all right with me. Except Bernie, I mean.

CLANEY:

It is one thing to make a person try a cigarette, but the big job is to have him keep on smoking it. Year in and year out LUCKY STRIKE has not only held its customers but has overwhelmingly increased that number ... today LUCKY STRIKE is the largest selling cigarette in the world. Why? Because LUCKIES give everything people want in a cigarette. You get in your LUCKY STRIKE the choicest mild, mellow tobaccos - the Cream of many Crops. You get in your LUCKY STRIKE the throat protection of that famous and exclusive "Toasting" Process. We have told - over and over again - how this "Toasting" Process expels certain harsh irritants naturally present in every tobacco leaf. We have told, over and over again - the importance of the use of modern Ultra Violet Rays and their purifying benefits. And because smokers have discovered for themselves that what we say is true, more millions prefer LUCKIES to any other cigarette. And it is on the basis of this experience - proved by millions - that we urge you to reach for a LUCKY instead!

WINCHELL:

And now once more, Simple Chime-on who is studying to be a dunce.

- - - - STATION BREAK - - - -

WINCHELL:

Here we go, once again, Uncle and Auntie America! For another swift 6,700 mile leap over the Andes and back to Saynor Garabelli's orchestra at Bwayness Ahreez!

Hy there, Mr. Hoover! Hello, Richmond, Virginia! Times-Dispatch! -- Whoopeeee! There's Key West -- I mean there it was! Hello, Panama, Star-Herald! ah-stah Rio de Janiero --

ON WITH THE DANCE! OKAY (WHISTLE) SOUTH AMERICA!

B.A. ANNOUNCER:

You are back in Buenos Aires, Argentina. It is too bad you cannot see our beautiful city but so long as television is not here, Senor Carabelli and his orchestra will paint the picture with music. For all the Lucky Strike Dancers, he will play...

B.A. ANNOUNCER:

The Lucky Strike Magic Carpet, which makes mole-hills out of mountains, and puddles out of oceans, now flies back to Walter Winchell. Please come again to Buenos Aires everybody. Hasta luego! Buenos Noches!

OKAY NEW YORK!

WINCHELL:

Ahasta La Veestah, Bwaynees Ahreez! And love and kisses and all the other things that start arguments. Hear you again sometime, Saynor. Gra-thias and keep happy!

- - - -

I have received numerous letters asking about the Jack Regan -- Alice Joyce sitch-ee-sy-shun ... Well, Miss Joyce has been and still is in Hollywood attending to her numerous business enterprises and her husband, Jack Regan, is in New York attending to his ... The motto in their house apparently is "Let Joyce be unconfined".

- - - -

It takes all kinds of paragraphs to make a column like mine ... This one, for example, is my idea of a good filler ... It's a true story about a local yokel who decided to lay off the hooch ... It was making him a loafer -- he had lost his job because of it -- so he pulled himself together -- and used his will power -- For two months he was on the wagon.

(WINCHELL CONTINUING ON NEXT PAGE)

WALTER WINCHELL! continues

But he went a little goofy wondering what to do with his hands -- he got so nervous, you know ... So he thought up a stunt on how to keep his paws busy ... He started making tiny radio sets -- and they were corkers ... He gave them away to his pals -- and each of them worked like the best of them ... And then the sad ending came along ... One of his pals was so pleased with the gift -- that he sent the pledge-taker a return present.

It was a case of whiskey!

- - - -

And here are some more notes about the better knowns ... The Jules Brulatours (she is the pretty Hope Hampton) would appreciate it very much if I stifled the rumors that their wedding ring is looseBy the way, the Marquis who recently became the glorious Connie Bennett's groom, wears two platinum marriage rings ... Mawruss... Chev-alyay and Frederic March wear gold bands on their digits ...

Jackie Cooper, I hear, gets \$216 every day he works ... And to Mr. Gillingham of Washington I am indebted for this engaging face ... That Katherine Brush, the novelist, and her husband say that they've found lasting love by living in separate establishments... Hebbeso, mebbeso -- but Miss Brush in most of her delightful stories tells about young couples who do that in flats that cost \$25 a month! And I just got a flash from India ... Horrible news ... Gandhi is in a heck of a fix ... Before they put him in jail -- they searched him for concealed weapons -- and they took away HIS SAFETY PIN!

- - - -

If you've heard this one before please don't stop me ... I only heard it last night, when Tom Weatherly, the show producer gave me a stitch in the side with it ... It happened at the Music Box Theatre the other night, says Weatherly. (WALTER WINCHELL CONTINUES NEXT PAGE)

WALTER WINCHELL: continues

... A gentleman in the audience, who had lost his wallet containing some valuable things, rushed up to the manager and implored his aid in retrieving it.

Mr. Norton, the house manager, did all he could. He even interrupted the show -- by getting on the stage and he announced that a wallet had been lost. "It contains some valuable papers," bellowed the manager, "and \$1000 in cash. The owner will gladly pay \$250 for its return!"

Hardly had he uttered the words, when a little Jewish boy sitting in the last balcony row arose and shouted: "I'll geeve two hundred and feefty-FIVE!"

- - - -

Say, did you get an eyeful of Loretta Young in today's papers? Nifty picture, wasn't it? Well, here's a hot one -- that svelegant little lady takes the part of a chinky-chinky-Chinese girl in her new First National speakie -- "The Honorable Mr. Wong". Loretta spent weeks polishing up a Chinese accent. It took her three hours every day to climb into her make-up. Her eyes had to be lifted ... the shape of her face turned upside down ... and her wig plastered on piece by piece. But the previews of the picture shout out loud that all of Loretta's trouble was worth it.

(WALTER WINCHELL CONTINUES ON NEXT PAGE)

CLANEY:

Nothing truly great comes easy. For instance -- it's a tremendous job to make LUCKY STRIKE the finest cigarette you ever smoked. We go to the farthestmost corners of the earth to get the world's choicest tobaccos -- rich, mild, mellow tobaccos -- the Cream of many Crops. And then we go still further -- we give you the additional benefit of that famous and exclusive LUCKY STRIKE "TOASTING" Process. It is this extra, secret "TOASTING" Process which banishes - expels - drives out - certain harsh irritants naturally present in every tobacco leaf. It is this celebrated process which includes the use of modern Ultra Violet Rays. It is this mellowing, purifying process which makes LUCKY STRIKE the purest of cigarettes - the modern cigarette. Loretta Young writes: "I am certainly grateful for LUCKY STRIKE. It's a truly modern cigarette for it gives me modern throat protection -- and your improved cellophane wrapper is wonderfully modern, too." Then you consider that Loretta Young and scores of other screen stars and world-famous opera singers tell you...when you remember what 20,679 American physicians have stated, you can well realize why we urge - and keep on stressing - the wisdom of reaching for a LUCKY instead!

-- STATION BREAK --

WINCHELL:

All right, Joe Moss -- that's your cue. I wish you'd play the torch chune I like best lately...You know "Just Friends" -- it has a lot of heart to it, Joe. I'm sure our huge family all over the land will go for it in the huge manner, too.

Ladies and gentlemen -- Joe Moss and his contagious crew of capables.

MOSS:

And my capable crew, as Walter calls them, will play
(TITLES) (REQUEST "JUST FRIENDS")

MOSS:

Now Walter is waiting at his Lucky Strike microphone
for this cue.

OKAY WALTER WINCHELL!

WINCHELL:

Thanks, Joe Moss — see you on the late watch. Here's
where I return a salute or two or three or four.

Lieutenant De Weese of the U. S. S. Detroit at San
Diego, Cal., wants to know the derivation of O.K.

Well, Lieutenant — there are several of them. I
offered Gov. of Oklahoma Bill Murray's a few weeks ago...He said
it came from the Indian word Hoka, and that the two center letters
of Hoka started OK.....The expression is unquestionably a true
American term derived from the Injuns....Now they tell me it
originated with the Choctaws, a powerful tribe of Oklahoma....
They spelled it o-k-e-h, and they used it to indicate that they
were well satisfied with something...President Woodrow Wilson,
you know, spelled it that way, and when he did, it lifted many an
eyebrow and attracted wide editorial comment. You're welcome,
Lieut.:

WINCHELL:

This is for Lewis A. Smith of Haskell, Texas...No, Lewis, I do not sing the Lucky Strike theme song...It has been sung for several years now by Theo Albany -- a pleasant person, the only one in the room here who never makes a noise while buttoning his coat.

As I promised, ladies and gentlemen, to get the name of the lad who saved the night for Jack Denny on Tuesday last.... When Denny's soloist got very ill -- a sweet-voiced canary -- named Rany Weeks -- hopped into a plane at Boston and flew to Montreal -- so this salute is for Rany Weeks, and the radio editor who arranged it was Steve Fitzgibbon of the Boston Record.

Jimmy Durante all the way from California telegraphs that he saw a very hammy troupe of actors. It was so hammy, said Jimmy, that the leading man played the hero -- by throwing his chest out three inches -- and following it across the stage!"

And that -- you great big crowd of svelegant people brings down the asbestos on another of the Lucky Strike Dance Hours. That is until Saturday night.-- when we hop back to Jimmy Grier and his merry music-makers, playing from Los Angeles, California -- where I'm going some day soon, I hope.

WINCHELL

Don't forget to reach for a Lucky Strike Dance Hour next week, too -- when we swap cues with Wayne King in Chicago -- and Ozzie Nelson at Miami and with the Embassy Orchestra at Palm Beach.

Until Saturday night then, ladies and what they hoped would be better and not worse -- I remain, your New York correspondent, Walter Winchell -- who found out a long time ago -- that a daisy may tell her you love her -- but an orchid -- is more convincing.

CLANEY:

(CLOSING ANNOUNCEMENT)

This program has come to you from Buenos Aires and New York City, through the facilities of the National Broadcasting Company.

AGENCY: WINCHELL:
HM:GS:D-- 1/14/32

ATX01 0030977

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. January 16th, 1932 SATURDAY

(THEME SONG - ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL)
REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes, with the world's finest dance orchestras - tonight's orchestra comes to you from Los Angeles, California - and, from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! Mr. Walter Winchell!!

WALTER WINCHELL:

Good evening, Los Angeles, California, and, please forgive Mrs. Winchell's Walter if his pronunication of Los Angeles isn't exactly according to Hoyle ... For he's been having a most difficult time of it, ladies and gentlemen - trying to please the more finicky and fussy natives who have their own favorite style ... one calls it Loss-Ang-GLUSS - another prefers LOHCE -HONG - LACE, and there are countless other ways, it appears. If I took the New York 'Phone Company seriously - then I'd call it Loss-An-jell-eeze - for that's how the 'phone firm just instructed its operators to pronounce it.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0030978

MR. WINCHELL: (CONTINUING)

I just can't resist the chance of kidding all you sunshiners in California, but I DID notice that on Thursday, the temperature was 50 in Los Angeles, 44 in San Francisco, and 68 in New York. How've been?

At any rate, let's call it Los An-jell-ess and then tune in on Jimmy Grier's grand band out there, which certainly is adding glamour to your tremendously popular town.

Come on, Mr. and Mrs. U. S. A.! Watch our magic carpet do a handspring from New York to the Rockies - and then a cartwheel right over those hills into California's lap.

Here we go! Hello there, St. Louis Star! Kansas City Post! Omaha Bee! - and the Los Angeles Herald-Express!

ON WITH THE DANCE, JIMMY GRIER! (WHISTLE)

OKAY, CALIFORNIA!

JIMMY GRIER:

Good evening, everybody. This is Jimmy Grier in the famous Cocoanut Grove in Los Angeles. May I introduce ^{our announcer,} Mr. Don Wilson.

DON WILSON:

For our celebrities dancing here, and all you Lucky Strike Dancers on the other side of the microphone, Jimmy Grier and his orchestra will play "California, Here I Come", "Okay, California", and "Concentratin' on You".

(CALIFORNIA, HERE I COME)

(OKAY, CALIFORNIA)

(CONCENTRATIN' ON YOU)

DON WILSON:

The Lucky Strike roller-coast-to-coaster tops the first rise and shoots down the runway which takes us back to Walter and his Winchellingo. WE'RE OFF! (WHISTLE)

OKAY, NEW YORK!

WALTER WINCHELL:

That was plenty pretty Mrs. Grier's little boy, Jimmy ... Stand by, James - this is where I interrupt the proceedings with that gossip of mine ... The gossip Mr. Lucky Strike would have you all believe becomes the news of tomorrow ... Well, perhaps ... You know what gossip is, don't you, folks? Gossip is something that is always darn interesting when it's about somebody else - but when it's about you ... well, that's different!

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Among other things, I mustn't forget to remember tonight is this ... That the Lenita Lane about whom I jotted down an item recently - is not in any way related to Lola Lane of the Magic Lanterns ... Lola's sister is Leota ... and so I hope that Leota, Lenita and Lola Lane are tuner-inners tonight - because I want them all to know that I have punished myself by eating a hot dog without mustard for being such a dunce ... I had a chat with the lovely Billie Dove-ly the other midnight ... Of course, I asked Miss Dove if there was anything to the current legend - that she would soon have her name legally transferred to Mrs. Charles Loderer ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Billie Dove rolled those great big oh, dear-me eyes, and merely replies: "I don't know, I don't know" ... Which in any feminine language, ladies and gentlemen, means, p'haps ... But what I started out to say is that Charles Lederer may be Billie Dove's Favorite Person - but her arm decoration the other three o'clock in the yawning, was none other than Buddy Rogers - so - there - as we always say in the old country - you are!

- - - - -

And here's a bit of news that will break in the movie sections of your favorite newspaper soon ... The poll taken by a theatrical weekly devoted to the magic lantern business - is ready for release - Movie oracles all over the land voted on the year's Ten Best Pictures - and the winnah - ladies and gentlemen - will be "CIMMARRON" ... it copped the blue ribbon with 273 votes - and shoved a movie made from a Pulitzer Prize play champion into second place ... In the deuce-spot will be "Street Scene" with 200 ballots - and in third place (or the money, as it is called) you will find "Skippy" with 178.

The others - in the list of the year's ten best flickers will be in the order named - "Bad Girl" - "Min and Bill" - "Front Page" - "Five Star Final" - "City Lights" (which, by the way, was my favorite entertainment) - "A Free Soul" and "Sin of Madelon Claudet".

You see - there's SIN winding up in last place, again!

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And here's a report that startled me after I checked it and found it to be on the up-and-up ... Marlene-a-h Deitrich - whose Exclamation Points are as easy to look at - as her acting - is a film favorite all over the world - except in her native land - Germany! ... And here's another for Mr. Ripley ... Sweden's movie fans prefer Greta Garbo - providing Greta doesn't appear in a Gable - speaking Swedish! The ladies might appreciate this tip - most of the gals of the so-called smart set are wearing bangs again - And this is something - Lovers of sport will be interested to know that the world's largest arena will be constructed in Jersey City. The project has been entirely financed and will be announced in a few weeks. And Madison Square Garden now will have 40,000 spasms! If you don't think prosperity is back - for some people - hear this one ... Alfred Lunt and Lynn Fontaine have just received an offer to make four flickers for a mere 480,000 smackers! ... All of which reminds me of the newest electric sign on Broadway - I saw it last night ... This sign is framed right over Longacre Square, in the raw-deal. 40's ... It reveals a picture of a servant serving hot coffee to his master - and right under the sign - lined up four abreast - was a long breadline, receiving Java from a newspaper truck. Please for Walter, pin a posie on my profession, the newspaper business.

Have you had an eyeful of these whale exhibits that tour the country on railroad cars? They're real whales, all right, but they're embalmed!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Well, this is rich: the fellow who supplies whales for these side-shows isn't a gruff old sea dog, but a Hollywood film-flammer. It's Charles Bickford, who owns two honest-to-goodness whaling ships. The flickers have paid Charles Bickford a mess of What It Takes, but instead of salting away his kale in securities, he puts it into businesses like whaling ships, gasoline stations and restaurants. You've got to hand it to Bickford - he does as he pleases, and gets what he wants!

HOWARD CLANEY:

Charles Bickford has stuck by LUCKY STRIKE for ten whole years. "I depend on my voice for so much," he writes. And you, my friends, consider how much you depend on your voices. Charles Bickford continues: "Of course I can't risk any throat irritation. And so, of course, that's exactly why I have chosen LUCKIES as my cigarettes for the past ten years. I like, and have always liked, the assurance of throat protection they give me, as well as a cool smoke." Thank you, Charles Bickford. If your statement persuades even a single smoker to reach for a LUCKY instead, you have performed a friendly, helpful service. And if you, Mr. and Mrs. Listener, are that ONE person, we welcome you to that great fraternity of screen stars, opera singers, business executives, athletes, statesmen, scientists, physicians and millions of others who demand LUCKY STRIKE'S throat protection and superior tobacco quality. We welcome you into that celebrated realm of smoking enjoyment - for LUCKY STRIKE is made from the mildest, mellowest tobaccos you ever smoked - the Cream of many Crops.

(MR. CLANEY CONTINUES NEXT PAGE)

HOWARD CLANEY: (CONTINUING)

We welcome you to that famous haven of throat protection afforded by the exclusive LUCKY STRIKE "TOASTING" Process - the purifying - mellowing process which removes ... expels ... eliminates certain harsh irritants naturally present in every tobacco leaf - the modern scientific process that makes LUCKIES always kind to your throat. In short, Mr. or Mrs. Listener, we welcome you to the finest cigarette you ever smoked!!!

WALTER WINCHELL:

And now - by this time - I'm sure every tuner-inner knows what happens ... The Paderewski of the chimes must have his moment ... He's the guy, you know, who doesn't believe that it's impossible to kiss your own elbow. I can just see you all trying it yourselves, right now.

- STATION BREAK -

WINCHELL:

Alright, Mr. Williams -- keep your hand on that button...
Hurry up, Ula K. Teasley of Grand Island, Nebraska -- take that
cushion in the corner...and Mrs. Virginia Perkins of Forked River,
New Jersey, you sit next to Ula...Sol Dreyfus of Dallas, Texas,
keep away from those girls and stop rocking our magic carpet....
Everybody ready?....Here we go!....Back to Los Angeles and Jimmy
Grier's blazing bandmen! ON WITH THE DANCE, LOS ANGELES,
(WHISTLE) OKAY! CALIFORNIA!

WILSON:

Like Aladdin and his wonderful Lamp -- here you are in
Los Angeles again where Jimmy Grier and his Cocoanut Grove
Orchestra will play "Ooh That Kiss" from "The Laugh Parade",
"Your Ship of Dreams", "Was That The Human Thing To Do", and
"This Is The Missus" from "Scandals 1931".

(OOH THAT KISS)

(YOUR SHIP OF DREAMS)

(WAS THAT THE HUMAN THING TO DO)

(THIS IS THE MISSUS)

WILSON:

Up and at'em -- Lucky Strike Magic Carpet! Take us
back east! Hurry up now! We command you: "Go!" (WHISTLE) OKAY!
NEW YORK!

WINCHELL:

And now ladies and gentlemen Howard Glaney -- take it
away Howie!

CLANEY:

Here's an interesting fact: Hold a LUCKY STRIKE Cigarette in your hand -- examine it - you will see that some of the shredded tobacco is lighter - some is darker. There are many choice varieties of tobacco in that cigarette of yours - tobaccos assembled from all over the world - from Turkey - from Virginia - the Carolinas - from Kentucky -- and always - always - always - the choicest leaves. The American Tobacco Company has up to \$100,000,000 worth of such tobaccos - the Cream of many Crops - constantly stored to guarantee the uniform quality of your LUCKY STRIKE. But I don't want you to overlook the fact that these fine tobaccos are only the beginning! That famous blend of LUCKY STRIKE is not finished until these celebrated tobaccos have been given the extra benefit of the exclusive "Toasting" Process, which includes the use of modern Ultra Violet Rays. It is this extra secret process that mellows - that purifies - that expels certain harsh irritants. This famous and exclusive process is your throat protection against irritation - against cough -- this modern secret process that makes Luckies the purest of cigarettes!!!

WINCHELL:

And now, once again -- Mickey Mouse....When you hear the third gong, ladies and gentlemen -- that means you will have heard -- the third gong.

- STATION BREAK-

WINCHELL:

Keep that bat-on lifted high, Jimmy Grier -- we're going to shoot this magic carpet of ours back at you faster than a one-week vacation!

Let 'er fly -- Mr. Lucky Strike! Look! There's Fort Wayne! And that was Wichita!....Gee, doesn't Provo, Utah, look pretty from away up here -- remember when I flopped on the stage in your town one night Provo? The good old days my eye!....

ON WITH THE DANCE LOS ANGELES! (WHISTLE) OKAY!
CALIFORNIA!!

WILSON:

Over the hills and far away from Winchell's Broadway, we welcome you back to Los Angeles, with Jimmy Grier and the boys playing "Sefue Rumba", "Just Friends", "Save The Last Dance For Me", "We Met Love", "I May Be Dreaming", and "Let Me Call You Darling".

(SEFUE RUMBA)

(JUST FRIENDS)

(SAVE THE LAST DANCE FOR ME)

(WE MET LOVE)

(I MAY BE DREAMING)

(LET ME CALL YOU DARLING)

WILSON:

And now, Lucky Strike Dancers, we have a secret for you (Confidentially) Of course, I wouldn't say anything but, shh! I've heard that ---- that ---- oh, What's the use! We'll leave that to Walter Winchell! (WHISTLE) OKAY NEW YORK!

WINCHELL:

Fine, Jimmy -- hear you in a few moments or so....I get another chance here to redeem myself with the crowd...Here's something I'd like to recommend to diversion seekers...Especially for those men and women who prefer playing parlor games...one of the more fascinating pastimes is betting anybody anything from a nickel up that they can't name the 48 states in 15 minutes...After you've tried -- perhaps you can understand why a certain Yale professor puts the proposition up to his class when he finds his students with too many chips on their shoulders....And being a cynic of Broadway -- the best known of the Cynic Railways in the World -- I'd like to ask a question of the producers of the "Dr. Jekyll and Mr. Hyde" movie. How come, gentlemen, that in that thrilling and chilling show -- this happens?... I mean Dr. Jekyll transforms himself into a no-good -- and his proportions grow decidedly larger?...This is all very well -- but how come when he grows and grows and grows that his clothes grow with him? Everytime my children grow -- it means another bill for new clothing...Some people call it stage and screen license -- but I call it a boner....Oh, I could go on finding boners, such as the one in "Hell Divers" when Clark Gable is rescued by Wallace Beery... Remember when Clark comes ashore?...Well, his leg is broken -- so Beery flies the plane to the Saratoga....He crashes and is killed! The next scene shows Beery's burial and lo and behold -- there is our hero Gable as a mourner -- with his bum leg all healed and his arm in a sling? How've y'been or am I getting too fresh?

- - -

WINCHELL:

And far be it from Mrs. Winchell's Walter to butt in to the doings of other towns -- but I'd like to know this, too -- Considering that the police all over the land are doing all they can to stop crime -- how come -- then -- that right now the Hartford, Connecticut police department is holding a raffle and raffling off --of all things -- a gun?....I'm not afraid of the Hartford chief of Police -- he probably was talking about himself, again -- and didn't hear me.....And here's something that amused me when I heard it the other night....Besides glorifying American girls -- a famous producer of girl-operas is now glorifying street cars.....That's on the level! The trolleys in Scranton, Penn. now wear new paint coats of blue and cream colors -- whoops, my dear!....And the inscription on each street car says: "Designed by Florenz Ziegfeld!"....Pardon me while I choke laughing.

On Thursday night I remarked that Alice Joyce was doing her chores in Hollywood -- when I meant to tell you that she was in D'TROIT, Michigan. Those towns sound so much alike, you know, I always get them confused...at any rate, Alice Joyce, who still is the bride of Jack Regan, is making public appearances there with Tom Moore, who was her former husband.

MR. WINCHELL: (CONTINUING)

Now, that sort of item probably will startle a lot of people, but it's hardly anything to be startled about - particularly the show-folks ... One of the better known circus stars of her time, married the husband of another woman appearing in the same troupe a few years ago ... And the new wife and the ex are the best of pals to this day ... John P. Medbury, the newspaper comedian, is a chap who married three different women ... And once he took his whole crowd of wives on a trip throughout the country ... There wasn't one quarrel or misunderstanding, either ... Such fun! ... But what expense! Marriage, as a clown once observed, is a great thing - but it's carrying love a little too far.

And here's one for Ripley ... It happened a few years ago ... His name is Harold Righter of the United Press ... Her name is Adelaide Chase, and she appeared in the touring company of "Elmer Gantry".

When Miss Chase played in Huntington, Indiana, Mr. Righter was the dramatic critic of a paper there ... In his criticism, of her show, he lambasted the dickens out of Adelaide's play-acting ... As ^a matter of reportorial accuracy, Mr. Righter wrote in part: "Miss Chase, the leading lady is terrible, and ought to go home!" - so Miss Chase got even with him ... A month later - she married him!

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Say, can you imagine the thrill an opera singer gets when she finds a note on her dressing table from a king - commanding a performance? That's what happened to Madame Julia Claussen, famous star of the Metropolitan Opera Company. The note bore the crest of King Gustav of Sweden ... Madame Claussen put everything she had into that performance and as a result - King Gustav made her official court singer, awarded her a hatful of medals, and requested another performance at once - what a thrill that must have been! And now, folks, listen closely - I'm going to forward pass this microphone to Nana Bryant. Catch, Nana!

NANA BRYANT:

Look at that little red circle on the back of your package of LUCKIES - it contains a few words, but they tell the story of LUCKY STRIKE'S superiority. Let me read them: "A blend of Burley, Virginia and Turkish tobacco (based on the original LUCKY STRIKE tobacco formula)" ... those are the first words - and they tell the story of the largest investment in leaf tobacco in the world - over 100 million dollars worth of mild, mellow tobaccos - are stored to protect the uniform fine quality of that famous LUCKY STRIKE blend. But that is only half the story of LUCKY STRIKE'S greater goodness! Let me read the other words: "An entirely new principle in cigarette manufacture - IT'S TOASTED." That is the other half of the story - and this new principle in cigarette manufacture is the famous and exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays!

(MISS BRYANT CONTINUES NEXT PAGE)

MISS BRYANT: (CONTINUING)

A minute ago, Walter Winchell told you about Madame Julia Claussen, famous Swedish singer and opera star, of the Metropolitan in New York. Madame Claussen writes: "I adore LUCKIES, and their delicious 'toasted' flavor. But as you say in America, 'That is only half the story!' I value highly LUCKY STRIKE'S throat protection - your 'toasting' process protects me from harsh irritants. So I reach for a LUCKY ... in that new package with the Lucky tab - so easy to open." (PAUSE) I want to drive home this important fact! It is the famous and exclusive "TOASTING" Process, that expels certain harsh irritants naturally present in every tobacco leaf. It is this mellowing - purifying - process that makes LUCKIES always kind to your throat! That is why millions prefer LUCKIES. That is why scores of famous singers who must protect their precious voices - always insist on LUCKIES. And that is why we know it will be better for you to reach for a LUCKY instead.

- STATION BREAK -

WALTER WINCHELL:

That's your cue again, Jimmy Grier! Get your boys ready, Jimmy! For that great big audience of Lucky Strike tuner-inners from Panama to Yes'm - I mean Nome, and from Tia Juana to Nova Scotia are rarin' to go to Town! - Your town, Jimmy Grier - Los Angeles!

ON WITH THE DANCE, L. A.! (WHISTLE)

OKAY, CALIFORNIA!!

DON WILSON:

Even the drummer of Jimmy Grier's Orchestra is ready, so we'll go right into "Ohhh Ahhh" from "Here Goes the Bride", "Diane", "Some", "One of Us was Wrong", and "Love Me".

(OHhh AHhh from HERE GOES THE BRIDE)

(DIANE)

(SOME)

(ONE OF US WAS WRONG)

(LOVE ME)

DON WILSON:

And now, Jimmy Grier says ...

JIMMY GRIER:

Come to Los Angeles, again, Lucky Strike Dancers - and Don Wilson says ...

DON WILSON:

The Lucky Strike Express is East-bound again. (WHISTLE)
OKAY, NEW YORK!!

WALTER WINCHELL:

Thank you, Jimmy Grier... it was nice to hear you and your delightful crew all these weeks ... I hope it won't be a case of long time no see or hear ...even though Mr. Lucky Strike is booking new bands and new towns. In other words, Jimmy ... Join the Lucky Strike audience and hear the world!!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Happy days, Jim - you and your orchestra sure made lots of new friends for our show. Thanks for giving us all your best.

- - - - -

This is where I read some of our mail.

Clifford McBride of Altadena, California, wants to know why dramatic critics are permitted to be so wisecracky in their tone ... Why hurt the actor's feelings?" asks Mr. McBride.

Well, I don't know, really ... But I do know, sir, that Eugene Field, the kindest of the prose and versifiers, whose "Little Boy Blue" won world-renown used to be a Critic in Denver. And if he didn't like the acting he yelled his opinions at them right from his fourth row on the aisle pew.

T. B. Koehler of Cumberland, Maryland, urges me to answer him tonight. He asks me if Mrs. Winchell was ever an actress. Well, if she was, Mr. Koehler, she gave no indication of it when I saw her perform. Mrs. W. was a dancer, and like Clark of Clark and McCullough, she didn't sing so good, but she sang loud. Didn't you, honey?

Here's the sort of letter that makes me feel better. It's from America's greatest country editor - I told you about him the other night. I refer to William Allen White of the Emporia Kansas Gazette ... "Dear Walter Winchell," writes Mr. White, "I am getting more letters than a crooner since you said those kind things about me. Thank you. You may think you are writing for the New York sophisticates, but your real audience, Walter, is out here in the middle west". Thank you, sir. (NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Mrs. Rachel Young of Stockton, California wants to know the funniest joke I ever heard on a movie actor. Well, Mrs. Young - My favorite is the one about the double who was told to jump off a 45 foot cliff into a pond below ... "See here, now!" he shrieked to the director, who was Cecil B. DeMille, "there can't be over 3 or 4 feet of water down there!" "Oh", cried the impatient DeMille, "go on and jump - you won't drown!"

- - - - -

And that, ladies and gentlemen, winds up another of our Lucky Strike Dance Hours until next week ... On Tuesday night one of your favorite orchestras will again star in the Barrymore manner for us - need I mention his name? Well, it's WAYNE KING - Chicago's pride and joy ... I knew that would please you ... Then on Thursday night, we hop, skip and jump down to the Southlands to hear Ozzie Nelson's crew of the Indian Creek Club in Mianah and on the same night, Ernie Holst and his orchestra playing from the Colony Club at Palm Beach, Florida ... Then on Saturday night, back to California ... to hear two different bands ... The Anson Weeks boys ... And Tom Gerun's sax-appealers playing from San Francisco!

Until Tuesday night at the same time, then, I am your New York correspondent - Walter Winchell, who thinks Ben Bernie is a fine fellow and all that sort of thing, but he's a kibitzer and a kibitzer, ladies and gentlemen, is a guy who sets the clock so his father won't be late for work.

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

Please remember - LUCKY STRIKE gives you the Cream of many Crops plus the throat protection of the exclusive TOASTING Process. LUCKIES are the purest of cigarettes - and LUCKIES are always kind to your throat.

Thank you!

This program has come to you from Los Angeles, and New York City, through the facilities of the National Broadcasting Company.

"This Is the Missus" from the "Scandals of 1931" has been played by special permission of the copyright owners.

WINCHELL: AGENCY: CC: EJ

1/16/32

ATX01 0030996

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR.

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

January 19th, 1932

TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER)

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes, with the world's finest dance orchestras - (tonight's orchestra comes to you from Chicago, Illinois) - and, from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! Mr. Walter Winchell!!!

WALTER WINCHELL:

Good evening, Mr. and Mrs. North American Continent, and welcome back to the Lucky Strike Dance Hour, Wayne King!

They've missed you a lot, Wayne, old boy - so let's not prolong your music cue, what do you say?

Get ready, Mary Lou Souther of San Antonio, Texas - our magic carpet is panting, and wants to go gay, again! Take that cushion alongside, Kay Thomas of Seattle, Washington, and shake hands with Margaret Brittain of Asheville, North Carolina, they're lovely girls.

There now, that's fine, and ask Mr. Joseph Flynn of Youngstown, Ohio - to move over a little for Pilot Winchell.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0030997

MR. WINCHELL: (CONTINUING)

Here we go - from New York and all points - no matter where it is - in this America of ours - to hear Wayne King and his grand band glorify melody! Why, I can hear you playing your signature already!

ON WITH THE DANCE, WAYNE KING! (WHISTLE)

OKAY, CHICAGO!!!

(King is to begin theme song immediately after cue is given, so that he is playing when he receives the program.)

WAYNE KING:

Yes, we are playing our signature which is "The Waltz You Saved For Me", but that's just to tell you that you're in Chicago, where our first dance includes ... (TITLES)

WAYNE KING:

The Lucky Strike Express dashes out of Chicago back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!!!

WALTER WINCHELL:

Excellent, Wayne King - first rate - and you know we all mean it, too. Stand by, Wayne - just for a few moments, until I put the first edition to press.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Constance MacKenzie, now rehearsing with the new Ziegfeld show and John Galloudeff, who for years was engaged to Helen Menken, the star - were married secretly last night at White Plains, New York ... I wonder if a famous artist now in Florida, whose former wife is a famous movie star in Hollywood know or care that their two sons, who are in their 'teens, are without funds, and are eating when they can in New York? ...

I told you not many air-a-graphs ago, that Mary Duncan and James Cromwell of the social set, were holding hands right out loud ... Now, I learn that Mr. Cromwell of the Statesbury tribe is having a little opposition - whose name is George Marshall, a well-to-do Washington, D. C., laundryman. Oh yes - it's a girl over at the Ken Klings - He's the well-known cartoonist ... Congrats.

One of the country's leading photoplay magazines offers on page 100, a most interesting picture ... It reveals a likeness of John Barrymore, and one of Mayor Walker... And the magazine points out that Jimmy's profile is handsomer than John's, whose profile is said to be the most perfect on the screen ... that ought to start quite an argument ... Here's a tip for the society page editors ... Miss "Teddy" de Bernard, the fencing champion of the social register (as it is laughingly called) was Miss Garbo's girl pal while Greta was here ... Well, Miss de Bernard is now on a speeding choo-choo to join Garbo out there where the stars also shine in the day-time ... I wish the reporters in the town where the Al Jolson show is playing, would help me out.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Lissen, boys ... go up and interview the gorgeous Claire Windsor, and tell her I sent you - and take a chance on being called down by one of the nicest girls in the land ... There may be a scoopee in it, at that ... because last July, Claire Windsor told me, that in December of 1931, she would become the bride of a chap named Reid from San Francisco ... ask her if she married him. And if she tells you it is absurd (which is what they always say) then tell Claire that her best friends who promised to keep it a secret - aren't!!!

At a party the other midnight, I heard Lilyan Tashman tell Billie Dove that there ought to be a law against being as pretty as Billie happens to be ... that gives you an idea of the sort of person Miss Tashman actually is - and now I believe more than ever, what they say of Lilyan Tashman ... That she is the only star in Hollywood who isn't a bit/^{jealous}of anybody ... Did you know, by the way, that Miss Dove's hair has been gray since she was thirteen? Well, it has been, - and Billie won't dye it, either. Not because she thinks it makes her look so distinguished, but because she read somewhere once - that no woman can make herself more attractive than the Creator intended she should be ... and Harry Acton, New York's best ship news reporter relays this incident ... It happened the other night when Ina Claire sailed for the old country ... also on board the liner, there happened to be a chap whose real name is John Gilbert ... the reporters nailed him, thinking that they had nearly overlooked a big story ... the startled John Gilbert, who never even got screen-struck in his life, caught his breath, and said: "No, I do not know Ina Clair, but if you fellows will introduce me to her - I'd be ever so much obliged!"

(NEXT PAGE)

ATK01 0031000

MR. WINCHELL: (CONTINUING)

So they were introduced, and now Ina Claire, you might say, is seeing a lot of a fellow named John Gilbert, and Lupe Velliss couldn't make you stop, either.

- - - - -

This probably will amuse the Washington scribes as well as the local yokels who juggle typewriters ... For a long spell, there has been a great to-do about the "Washington Merry Go-Round" book, which annoyed this and that Statesman ... Several newspaper reporters were accused indirectly for it - but never could the Department of Justice and Secret Service blow the whistle about any one man ... Three reporters, however, lost their jobs at the Capitol over it ... Now, I learn, that one lad, formerly an agency correspondent at Washington, who also represented a famous Boston rag which is nationally circulated - is plotting a noble deed ... He is considering coming out in a magazine article with his confession - with the hope that by confessing his sin - that those three reporters will be reinstated ... That's very nice, R. F. A., which are his initials - but I wish he wouldn't do anything of the kind ... For there is nothing like keeping your enemies worried - and besides those three poor newspapermen have found better jobs, at higher wages! ... Oh yes, R. F. A. will write his inside stuff on Washington for a new mag called Inside Stuff, but here's some real inside stuff on R. F. A. ... He will initial his articles, F. R. S.!!!

FIRST COMMERCIAL:

WALTER WINCHELL:

And now, Mr. and Mrs. Tuner-in, the man who lets me talk to you, wants to get a word in edgewise himself - MR. LUCKY STRIKE. Howard Claney, you tell 'em!!

HOWARD CLANEY:

On page 512 - Webster's New International Dictionary - you'll find these words: "Cough - a sudden, noisy, and violent expulsion of air from the chest, caused by irritation." Ladies and gentlemen, we don't need to tell you of the dangers of coughs and colds ... we don't need to tell you to beware of harsh irritants .. but we do tell you - for it has a direct bearing on the subject - that every tobacco leaf, regardless of price or kind, naturally contains harsh, biting irritants. And it is LUCKY STRIKE'S exclusive "TOASTING" Process, that is your throat protection against irritation - against cough, for it is this mellowing - purifying "TOASTING" Process, that includes the use of modern Ultra Violet Rays. It is this modern, scientific process that expels certain harsh irritants and makes LUCKY STRIKE the purest of cigarettes - the cigarette that is always kind to your throat. It is wise - so wise - always to reach for a LUCKY instead. Consider the statement of that lovely screen star, Mary Astor. She writes: "I can't afford to take chances with my voice. So I play safe by sticking to LUCKIES - they're always kind to my throat. And I'm doubly grateful for your improved cellophane wrapper which opens so easily, with that clever little tab". Because millions feel as Mary Astor does, we caution you, over and over again - don't rasp your throat with harsh irritants - reach for a LUCKY instead!

WALTER WINCHELL:

When you mentioned Mary Astor, Howard, you reminded me that she gives the Hollywood version of an old backstage tradition: Mary Astor says that it's back luck if the very first scene shot on a new film turns out to be a knock-out. But Mary says it's good luck for her to work in a scene with someone she's never been introduced to. Imagine that! Say, I'll bet there were a couple of guys Mary Astor had never met in that new Radio Picture of hers, "Man of Chance" - because it's a wow of a flicker - no foolin'! And by the way, did you see that corking picture of Mary Astor in today's paper?

- - - - -

And here's Dr. Jekyll without Mr. Hyde, who pouts and stamps each tootsie in the tee-hee-man manner, if we don't let him have his way ... His first selection on the chimes, ladies and gentlemen, will be that old, but touching ditty, entittle-titled: "Of All My Wife's Relations, I Like Myself the Best!"

- STATION BREAK -

WALTER WINCHELL:

Now for another furious flight in the skies - back to Illinoy and Wayne King's buglers - Hold it a moment, Frank! ... Mrs. Edward Watts of El Paso just dropped her glove, now, isn't that just like a woman? ... And Esther Barbour of Hollywood wants to powder her nose, again ... Oh, ladies, please hurry - cum-cum-cum-cumcum!!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Okay, Frank, throw it in high!! So long, Broadway!
Howdy, Buffalo News! Hello there, South Bend Tribune! ... and put
it there, Chicago Evening American!!

ON WITH THE DANCE, WAYNE KING! (WHISTLE)

OKAY, CHICAGO!!

WAYNE KING:

The dance goes on in Chicago, with ... (TITLES)

WAYNE KING:

The Lucky Strike Dance Hour in one fast hop leaps
from Chicago and lands right in Walter Winchell's lap.

(WHISTLE). OKAY, NEW YORK!!

WALTER WINCHELL:

Stand by, Wayne, old boy. This is where Conductor
Howard Clansy, another Lucky Strike Salesman, picks up everybody's
ticket, and looks for stowaways like that certain orchestra leader
whose initials are B. B., you know, Ben Bernie - the fiddler, who
never took a lesson in his life - and you'd never suspect it -
unless you heard him play!

HOWARD CLANEY:

Did you ever see a nugget of gold? Actually, it looks like crumbling yellow rock, full of impurities - impurities that have to be taken out before the gold can be used. It is just the same with fine tobaccos - even the choicest golden leaves of sun-ripened tobacco. For every tobacco leaf, no matter what kind it is - no matter how much you pay ... every tobacco leaf contains harsh, biting, throat-rasping irritants. Certainly, you don't want to rasp your throat with such irritants - and so for your throat protection, we give to the finest tobaccos - the Cream of many Crops - the extra benefit of LUCKY STRIKE'S exclusive "TOASTING" Process. This is the process that mellows - that purifies - that includes the use of modern Ultra Violet Rays. This is the process that expels certain harsh irritants naturally present in every tobacco leaf ... and because these expelled irritants are not present in your LUCKY STRIKE - LUCKIES are always kind to your throat - the purest cigarette - the finest cigarette you ever smoked!

WALTER WINCHELL:

And here's another of my favorites - Old China Face.- popular with many - but unpopular with more!!

** STATION BREAK **

WALTER WINCHELL:

That means you, Wayne King! Let's go to town, Wayne! Everybody's town - between Point Barrow in Alaska and Magdalena Bay, Lower California, and between the West Indies and the tiny town of Cartwright on the Labrador Coast!!

(NEXT PAGE)

WINCHELL:

ON WITH THE DANCE, WAYNE KING! (WHISTLE) OKAY! CHICAGO!!

KING:

The Lucky Strike Magic Carpet has landed right in the middle of our large dance floor here in Chicago, where we'll play (Titles.....)

KING:

With the speed of lightning we fly from Lake Michigan to the Atlantic Ocean, (WHISTLE) OKAY! NEW YORK!!!

WINCHELL:

Okay, King Wayne. Go catch your breath for a little while. This is where I put the next edition to bed and we'll come back for you in time for the final extra.

Well, ladies and gentlemen, it looks very much like Walter of that Terrible Winchell Family has started some real trouble, at last.....a few people have actually worked themselves up into a lather over the signal of our show -- the O-kay -- I mean -- An editorial writer in Wyoming the other week-end, frinstance, wasted two full columns groaning, growling and grumbling about guess-what radio reporter -- charging that radio reporter with desecrating the beautiful word O-kay!

Now, folks, I'm serious, and not trying to be comical, honest...But that was something I never knew until then -- that o-kay was ever a beautiful word. I do hope, however, that my Boss, Mr. Lucky Strike doesn't ever again expect me to try and get a laugh with such hysterically funny editorial opposition.

WINCHELL: (CONTINUING)

Then to make matters more puzzling, along came Professor Allen Sinclair Will of the Journalism Class at Columbia University, who bowled me over by complaining to the New York Post that the word o-kay isn't a nice word -- and that the radio was being used to make that word better known throughout the country...and that such phrases as "Oh, yeah?" and "okay" belonged to the jargon of the jungle...Gosh -- as if there weren't so many other things in this world to really worry about!

However, the one man I respect and admire, so far as the language is concerned, is Dr. Vizetelly, editor of Funk & Wagnalls Standard dictionary.... Dr. Vizetelly snapped back at the collitch prof by telling him to put on his long trousers, and reminded him that Okeh is defined three times in the dicksh -- twice by initials O and K, and once as O-K-E-H....Gee, if the word was good enough for President Wilson, it certainly will be more than good enough for Private Winchell!

If Irving Berlin, who will be a papa again any week now, is tuning in -- I have some bad news for him -- One of Springfield, Missouri's prettiest belles -- Miss Opal Lee Kay, who came to New York to join his new show, and who went back home for the holidays -- isn't returning to his troupe...For while she was home in Springfield, Mo., Dr. K. Fitch of that city gave her a life-time contract...Ann Pennington, whose knees are almost as famous as Lucky Strikes, and who has run away from love for a long, long time -- just received a string of real pearls from Cupid...I emphasize the fact that they are real pearls -- because there aren't ten women in New York City who have genuine pearls.

WINCHELL:

You probably read the accounts in the papers about the passing of Frank L. Stanton, Junior, who was killed the other day in a motor accident...but only one of the local papers which buried the story, remembered this touching fact about Stanton, Junior, whose father wrote the beautiful lyrics to that classic song: "Mighty Lak A Rose".... The day Stanton, Junior, came into this world -- his father went into the nursery to look at his baby for the first time -- and was so inspired that he sat down next to the crib and in hardly any time at all, penned the words to the lovely song that is included among American folk lore.

Bruce Reynolds, the actor, who wrote several co-la-la books about Paree, and who recently brought an action against two famous producers (because they used his name for the character of a villain ---) has just been made Aide de Camp on the staff of the Governor of Kentucky with the rank of Cunnel, if you please.... In fewer words, Actor Reynolds still^{is} in costume...It probably will make President Hoover chuckle loud to learn that a newspaper in Germany is accepting an advertisement in which Mr. Hoover's likeness has obviously been blended onto the form of another person...The advertiser doesn't use our President's name but the face of the photo certainly is Mr. Hoover's...I'm dropping it in the mails to him as soon as I get back to my desk, with the hope that it brings him some amusement during the long day's grind...and Here's an incident in the career of Douglas Fairbanks that he tells on himself.. Not long ago Mr. Fairbanks and other celebrities were discussing the great army of movie fans and others who like to get the autographs of the better knowns.

One of the group told Fairbanks that strangers annoyed him who slapped him on the back when he was in public, so Doug told this story. It happened in Rome when he was touring the world with Mary....A great crowd surrounded Mary and Doug -- and someone grabbed the Fairbanks hand and shook it in the enthusiastic manner.. "Hello there Doug Fairbanks!" shouted the hand-shaker, "I haven't seen you for years, how are you?" Doug was weary and in no mood to reminisce. "I'm very sorry," he said icily, "But I do not recall ever meeting you before. Just what is your name, please?" "I am very, very sorry," said the man meekly, "I didn't mean to be rude. I thought you remembered me. My name is Marconi." Since that most embarrassing incident, Doug has never been surly with anyone.

It's a plenty tough fight to break into grand opera -- but here's a story that makes some of the rest of 'em sound like going down hill on a roller coaster! Madame Rosa Raisa, that famous star who's thrill 'em out in Chicago' Civic Opera, started her fight to the top when she was 14. She was singing at her work in a little Italian village when a great singing teacher heard her and gave her a start. She struggled for years -- taking singing lessons when she could get the money - fighting her way up - and today she's won the fight...she's one of America's greatest opera stars! And now, Mr. and Mrs. Everyone at the other end of this microphone -- NANA BRYANT:

BRYANT:

Don't rasp your throat with harsh irritants -- reach for a LUCKY instead. To protect those delicate membranes of your throat, LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants naturally present in every tobacco leaf. That's why LUCKIES are always kind to your throat - that's why LUCKIES are the purest of cigarettes -- the finest cigarette you ever smoked. And it is because of this famous, purifying - mellowing "TOASTING" Process that so many renowned opera singers, who must guard their precious voices, insist on LUCKIES - and none but LUCKIES. For example, Madame Rosa Raisa, the famous star of ^{the} Chicago Civic Opera about whom Walter Winchell just told you writes: "Certainly I smoke - but only LUCKIES! And I find I can smoke them before and after the opera - yet never risk irritation. 'Toasting' has done a world of good for those of us who live by our voices, in providing throat protection." (PAUSE) My friends, when we tell you that it is good to smoke LUCKIES perhaps you put it down as a manufacturer's statement - but when a celebrated opera star like Madame Rosa Raisa tells you -- when scores of famous stars of stage and screen tell you -- you may be sure that it is good to smoke LUCKIES! That Luckies are always kind to your throat.

-- STATION BREAK --

ATX01 0031010

WINCHELL:

Here we are again, Wayne King -- you're our feature headline, you know -- and this is where you get the whole front page!

Excite 'em, thrill 'em delight 'em, and fill 'em with joy, Big News!!

ON WITH THE DANCE, WAYNE KING!! (WHISTLE) OKAY!

CHICAGO!!!

KING:

And the head-lines on this Lucky Strike make-believe newspaper of Winchell's are.....(TITLES)

KING:

Again the Lucky Strike magic carpet with the speed of lightning sails out of Chicago back to Walter Winchell (WHISTLE) OKAY! NEW YORK!!

WINCHELL:

That's the stuff, Wayne. Hear you again real soon, I've only a few moments in which to acknowledge some of the mail.

Nancy Perkins of St. Louis want to know if I think Ben Bernie is clever...Well, Nancy, if you don't think so - ask him!

Melville/Erskine of San Francisco would have me believe that he was watching two little girls about 5 years old making mud pie pictures in the street there the other day.

WINCHELL: (CONTINUING)

Erskine says he stopped to listen to their chatter and one said:

"What picture are you making with your mud?" The other replied:

"I'm making a picture of Eddie Cantor". "Well," said the first little girl, "why don't you make one of Walter Winchell?" and the other chirped: "Ain't got enough dirt!"

The Melville Erskine I'd love to touch.

Mrs. Philip Stevens all the way from Kealia in the Territory of Hawaii sends this note: "Dear Mr. Winchell -- please tell me why they call it a shipment when it goes in a car and a cargo when it goes in a ship." Well, Mrs. Stevens, I'll tell you this: That no matter how much you stir alphabet soup, you can't spell idiosyncracies."

And that Mrs. Stevens of Hawaii, and ladies and gentlemen, winds up tonight's column...Don't forget and reach for a Lucky Strike Dance Hour on Thursday night when we'll tune in on Ozzie Nelson's orchestra of the Indian Creek Club playing from Miamiah Beach, Florida, and Ernie Holst and his orchestra, playing from the Colony Club at Palm Beach...

Until Thursday night at the same time then, Mr. and Mrs. Tuner-Inner...I remain your New York correspondent -- Walter Winchell --

(SIGNATURE)

(CLOSING ANNOUNCEMENT -- OPTIONAL)

CLANEY:

Please remember, in LUCKY STRIKE you get the finest tobacco quality -- the Cream of many Crops...plus the throat protection of the exclusive LUCKY STRIKE 'TOASTING' PROCESS, which includes the use of Modern Ultra Violet Rays. LUCKIES are always kind to your throat.

Thank you!

This program has come to you from Chicago , and New York City, through the facilities of the National Broadcasting Company.

WINCHELL:AGENCY:cc:ews

1/19/32

ATX01 0031013

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: ()

LUCKY STRIKE DANCE HOUR

WEAF

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

JANUARY 21, 1932

THURSDAY

(Theme tune - One Chorus of "Happy Days Are Here Again" with vocal refrain - Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes -- sixty modern minutes with the world's finest dance orchestras. Tonight we bring you two great orchestras -- one from Miami, and one from Palm Beach -- and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!!

WINCHELL:

Good evening, Mr. and Mrs. U.S.A., and all your little U.S.A's! And greetings Miamiah Beach and Palm Beach, Florida!!

It feels good to be in your midst, again Southland -- down there where the sun is baking the tiny bodies of my babies -- be sweet to them Florida -- they are your best boosters.

I wish I could make it again this season, Palm Trees, but there is work to do and a living to make -- and you know how that is.

Tell that Ozzie Nelson fella that we've heard fine things about his Indian Creek Club Orchestra in Miamiah Beach, and that goes for Ernie Holst and his Colony Club crew over at Palm Beach where the millionaires would be just as happy if they had half a million this year.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031014

WINCHELL: (CONTINUES)

Mark time, Ozzie Nelson!....Lift your bat-tahn high, Ozzie -- and when our magic carpet arrives there in a few moments, you're gonna meet the grandest audience between the coasts and the borders. Here we go! All the way from your Broadway and Mine, Ozzie -- right over (Josephus Daniels and his Raleigh, North Carolina News and Observer) The Charlotte Observer, The Daytona News-Journal and the good old West Palm Beach and Tampa Times temples.

ON WITH THE DANCE, OZZIE NELSON!! (WHISTLE) OKAY!

MIAMIAH BEACH!!

NELSON:

Welcome to Florida! This is Ozzie Nelson at Miami, where it's always June, and where my Indian Creek Club Orchestra will play

- (_____)
- (_____)
- (_____)
- (_____)

NELSON:

Now back to the North goes the Lucky Strike express right over the heads of Fort Lauderdale, Palm Beach and all the cities Walter Winchell mentioned.

(WHISTLE) OKAY!! NEW YORK!!

WINCHELL:

Very good, Ozzie Nelson...I take it that you've been a tuner-inner right along, and that you're acquainted with the way we run our Lucky Strike Dance Hours...Right here is where you get a chance to smoka a Youknowhat cigarette -- for I juggle a microphone here, and then we go over to Palm Beach for Ernie Holst's Orchestra before signalling you again. Hear you later, Ozzie--go bounce a meatball!! (MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I don't know whether or not the D'TROIT reporters took me seriously when I tipped them about a big D'TROIT money-honey's romance with one of Mr. Ziegfeld's better-looking sirens...but I've learned since then -- that now -- there are two D'TROITers, with plenty of sugar, who are begging two of the Follies dollies to become their brides...The girls are Elsie Rossi and Hope Dare, and their pursuing wooers just arrived in Chicago, where the show is playing. And they are plotting a double elopement. It's on the up-and-up, Mr. Managing Editor of the Chicago American -- don't let them kid you out of it!!!

Tamara, the little Russian canary, whose guitar playing and cooing in the New York whoopee asylums won for her a great following has a new "heart." He's a Cuban, an Olympic marksmanship champ, and a flier of distinction -- he leaves for his homeland Saturday -- and Tamara will follow on Monday, when her contract permits...I wonder if they know the words to the Mendelssohn March? ...Libby Holman is writing her Dearest friends that she expects to become a bride as soon as her intended returns from the African jungles, within a month, she hopes.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

I asked Mr. Leeds, who is better described as the tin-plate king's heir, if there was any chance of a wedding with Olive Hamilton -- for they've been romancing now for almost five years ... "Well, Walter," young Leeds replied, "I don't think so -- because the girls I know are so smart -- that even if I proposed marriage, I'm afraid they all have too much sense to marry me"...Well, that's a modest way of putting it -- but I'm wondering if Leeds and Olive are keeping something secret from me....Speaking of fighters, as I was a paragraph ago, Gene Tunny recently stated that the fighter who hit him hardest was the late Harry Greb....That statement by Tunney is refuted by the fact that Harry Greb never knocked Tunney down -- but Dempsey did and for that well know Chicago count, too, if you recall the controversy it caused on all the sports pages...And here's a lesson in something or other...Particularly is it for Emily Post, the brilliant authority on etiquette -- which is a \$2.50 word for good manners....I learned yesterday that nee-ther and either are not properly sounded as eye-ther and nye-ther without totally disregarding their spelling and tru pronunciation...therefore, millions of us in these United States and in England must be wrong...whenever I run into such technicalities about the proper use of wordage, I am always reminded of Will Rogers and his retort swelegant...you may have heard it before, but don't stop me, please ...When Will Rogers first got a break in New York, the so-called literati, (I call them the liquorati) made fun of Will and the way he kept saying "ain't."

A reporter interviewed Rogers about the criticism. "What have you got to say, Mr. Rogers -- about people poking fun at you for saying 'ain't'?" "Wal," drawled Will in his contagious manner, "All I kin say is that a lotta people who ain't sayin' ain't -- ain't eatin'!!" (MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The Hartford Chief of Police, it appears, heard our broadcast in which I remarked that it certainly was a fine thing for the Hartford Police Dept. to raffle off a gun what with the crime problems confronting the entire country...So the Hartford papers interviewed Mr. Police Cheese (or chief) about the Lucky Strike Dance Hour reporter's flip crack...He alibied that tickets were sold to the cops and to their friends, but if the pistol is won by a civilian -- the civilian wouldn't get it, and that they'd give him cash instead...so that nobody could hurt anybody, not even Winchell!! Now, that was an amusing answer, and I salute Hartford's Police Chief for having a sense of humor...And, anyhow, I have a spot in my Hartford, Connecticut, for when I was wearing my dancing shoes, I played there once, yes -- just once, and I found out that like Broadway -- Hartford is a place -- where when you're not good -- they get wise to you too soon!!

Ann Pennington, the lil' girl who glorified the American knee, is stepping out again -- and how! She's in the musical "Everybody's Welcome," and did she fool us Broadwaywards -- instead of dancing, she plays a mighty good dramatic part. It's her very first speaking role, and Ann is all of a thrill over it -- and does she get a hand from the audience!! And now, Mr. and Mrs. Hither to Yon, I'd like you to give Howard Clancy a great big hand. Go ahead, Howie -- reach for a microphone instead of a seat!!

CLANEY:

Here's an interesting fact: Six cigarettes are smoked today where one was smoked seventeen years ago, according to figures from the United States Government. Much of this increase is due to the fact that modern smokers have discovered the wisdom of smoking a cigarette from which certain harsh, biting irritants have been expelled. LUCKY STRIKE is preferred by millions because it gives the finest tobacco quality, plus throat protection. Ann Pennington, about whom Walter Winchell just told you, is one of those famous stars of stage and screen who have discovered LUCKY STRIKE'S superiority. After six years of smoking LUCKY STRIKE she writes: "Cigarettes were all alike to me until I tried LUCKY STRIKE - but then - oh boy, I found out why millions reach for a LUCKY! My taste told me about that delicious 'Toasted' flavor -- my throat told me about LUCKY STRIKE'S protection against irritation and cough - it was LUCKIES for me from then on! And it's lucky for us smokers that your humidor package is so easy to open." Ladies and Gentlemen: It's wise -- so wise -- to reach for a LUCKY instead!! For LUCKY STRIKE alone affords the throat protection of the exclusive "TOASTING" Process. LUCKIES are always kind to your throat.

WINCHELL:

And here's that old chime-panzee, again, with his bells... On Tuesday Night he made a mistake and bonged the last two notes at the same chime, so forgive him, he gets so flustered, you know.... Never mind, Chime Silverman -- we all make mistakes -- that's why Sing Sing is always so crowded.

--STATION BREAK--

WINCHELL:

This time, tuner-inners, The Lucky Strike Winchellingo sky-high-flier is Palm Beach, Florida-bound!....To tune in on Ernie Holst's Orchestra playing direct from the Colony Club, another of the Southland's smarter salons. That's your first flash, Ernie -- watch our magic carpet get there quicker than a yes-man's answer!!

ON WITH THE DANCE, ERNIE HOLST!! (WHISTLE) OKAY!

PALM BEACH!!

HOLST:

This is Ernie Holst greeting you from the Colony Club in Palm Beach, Florida. For the distinguished guests here, and all the other Lucky Strike Dancers throughout the country, we're going to play.....

(_____)

(_____)

(_____)

(_____)

HOLST:

Up the Atlantic Coast from Palm Beach of the sunny south goes that Lucky Strike magic carpet to Walter and his Winchellingo.

(WHISTLE) OKAY NEW YORK!

WINCHELL:

Fine and dandy, Ernie Holst--you and Ozzie Nelson at Miamah are certainly providing some corking arrangements. We return to Ozzie, Ernie, and then after that, you'll get to toot your trumpets, again.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Claney! Oh, Howie Claney! Will you please make the rounds now and gather up all the tickets? And if you come across any Mammy Singers, Howie, chuck 'em overboard -- because I've always argued that the world would be a much better place to live in -- if only half the Mammy singers would send home a five-spot now and then.

CLANEY:

Nothing mellows like Mother Nature and Father Time. The choice tobaccos in the LUCKY STRIKE you smoke today were grown and harvested. One...two...three....three long years ago...from 1929 to 1932...these fine tobaccos have been aging and mellowing-- for it takes three years for a LUCKY TO BE BORN!! Right now, over 100 million dollars is invested in the world's choicest tobaccos -- the Cream of Many Crops. But it takes Time - TIME - as well as money to produce a cigarette as fine as LUCKY STRIKE. And so we tie up that enormous investment for three whole years, while those mild, delicious leaves absorb all the natural benefits of nature's own process of mellowing - of aging - of adding to the rich goodness of those fine LUCKY STRIKE tobaccos. Then - and only then - do we add the extra benefit of modern science - the throat protection of that exclusive - "TOASTING" Process. It is this process that includes the use of modern Ultra Violet Rays. It is this process that expels certain harsh irritants naturally present in every tobacco leaf. When your LUCKY STRIKE comes to you, it is the purest of cigarettes - the finest cigarette you ever smoked. Yes, my friends, it takes TIME as well as money to make a cigarette as fine as LUCKY STRIKE. One...Two....Three...It takes three years for a LUCKY to be born!

WINCHELL:

Once again -- my old pal Chimes....And by the way Mr. and Mrs. Border to Border -- Chimes is the only Scotsman in the whole world who sleeps standing up -- so that his pajamas won't get baggy at the knees.

--STATION BREAK--

WINCHELL:

That last anaemic fire-alarm for you to get your boys ready, Ozzie Nelson -- down there in Miamah!

Step on it, Ozzie..so far Miamah Beach and Palm Beach are neck'n' neck for the honors...Get outta the way Mayor Cleary, that furiously flying flame--known as the Lucky Strike Dance Hour magic carpet is already on the other side of the Mason-Dixon Line,

Hy there! Washington Herald! Baltimore News, and Richmond Times-Dispatch! We're Miamah Beach, Florida-bound again!!

ON WITH THE DANCE, OZZIE NELSON!! (WHISTLE) OKAY! MIAMAH BEACH!!

NELSON:

The Lucky Strike magic carpet has sailed through the Florida Palm Trees and moonbeams to unload the Lucky Strike Dancers here in Miami, where we'll play next

(_____)

(_____)

(_____)

(_____)

NELSON:

The Lucky Strike Magic Carpet dashes northward from Miami again. Up over the Everglades of Florida, over the Carolina's. Why, there's Reedsville, North Carolina, with its row-upon-row of long white storage sheds where the Lucky Strike tobaccos are being aged and mellowed. On up the coast to Walter Winchell....

(WHISTLE) OKAY!! NEW YORK!

WINCHELL:

Very good, Ozzie Nelson -- the score now is 2 to 1 -- but Palm Beach has another inning, yet, you know...I'm pitching now, Ozzie -- and I hope I put over three Lucky Strikes!! Stand by, Ozzie, and see how a column is written.

There was some talk, again the other day, about gossip... Burton Rascoe once the editor of The Bookman, and before that, one of Chicago's leading literary lights, said that the sort of gossip I offer is after all -- a brand of the gossip that one reads in the tiniest country papers. And that I merely wrote the same stuff about the bigger towns....That's true -- but Mr. Rascoe did you ever hear of a man called Samuel Pepys -- He lived in England and he wrote a column that was gossip then but it has been literature ever since -- And he was made Admiral of the King's Navee. However, when any one tells you that no decent person writes or listens to gossip remind them that so distinguished a man, and so grand a character as was the late Thomas A. Edison, once ran a weekly gossip paper... which he called "Paul Pry"...Edison collected the items and arranged the publication when he was but 13...One of his victims, by the way, was so Ben Bernie'd up over a sly did -- that he pitched Editor Edison into the St. Clair River.... (MR. WINCHELL CONTINUES)

WINCHELL: (CONTINUES)

My authority for that fact is the book called "Edison, the Man"...By the way, Edison took out 1180 patents and never made a penny out of them...He made his fortune from the manufacture of his inventions...What a remarkable man he was -- I wonder if there'll ever be any one anywhere like him again?

What in your opinion, ladies and gentlemen, is the ideal, complete, perfectly-rounded and self-sustaining sentence?...It makes for an engaging parlor pastime, try it and dust off your think-tanks.. and get acquainted with the classics, again....Some of us were playing it last night, and one chap chirped that his ideal, complete, and perfectly rounded-self-sustaining sentence was "Let There Be Light!" Another fella said his ideal sentence was: "Pardon is the word to all"...I won the game with what I considered the ideal, perfectly-rounded and self-sustaining sentence...it was: "Your services are no longer required!"

I overheard a devastating form of criticism last night at a movie opening on Broadway...Let's not mention names and not make anybody's face red...A well known star, appearing in the flicker, stepped out of a rented limousine (you can always tell a rented car in New York because the license tag begins with 10) and as she ankled in her ermines into the lobby -- one of her ardent fans in the crowd, sighed and said: "Gee, she's lucky, "she musta been born with a silver spoon in her mouth." "You said it," mumbled a bit of a critic..."her last two talkies sounded like it's still in there!?!"

(MR. WINCHELL CONTINUES)

WINCHELL: (CONTINUES)

One of the movie magazines, which describes Doug Fairbanks, Jr. and Joan Crawford as "the happiest couple in Hollywood," tells about Joan and Junior's recent trip to New York, and the interviewer writes in the childish manner that they saw Fannie Ward, Texas Guinan, Peggy Joyce and other landmarks of the town. The writer added: Doug even saw Walter Winchell!!!"...Well, why not?... Every Doug has his day!...One of the papers devoted to the magic lantern trade, tells about the movie patron who refused to buy a ticket until the manager told her the sort of a program he had... The manager affably told her that he had two features, a comedy, two newsreels, a scenic and quite a presentation which included 200 actors in person on the stage..."What! yelled the woman, "No Mickey Mouse?"....And here's something that I'm sure will make you chuckle---I weighed myself last night on one of those nickel weighing machines which drops a card at you containing your weight and it tells your fortune and things about yourself. My weight revealed that I lost 14 pounds in four weeks, but what made up for it was the laugh I got out of the fortune when I read this: "You are the type of person who can keep a secret"....Well, maybe so... but only until I can get to a typewriter!!

I saw that picture of Bill Boyd in the paper today -- the one where he's got a LUCKY between his trigger fingers...and it reminded me of the hair-raising thrill he had making his new picture. It's a story of a lumberjack, and Bill has to ride the "high line," a cable way, way, way up in the air that carries logs from one mountain top to another at a speed of 35 miles an hour...plenty exciting, and Bill had to do it TWICE for the camera.

(WINCHELL CONTINUES OVER)

ATX01 0031025

WINCHELL: (CONTINUES)

He had to keep his yapper closed so his heart wouldn't jump out!
Lumber camps are old stuff to Bill Boyd..he worked in one for eight
months...the only American among 200 Swedes!...And now, Howard
Claney, it's your turn!

CLANEY:

Bill Boyd is a charter member of the LUCKY Club. He was
initiated 14 years ago. Let me read you what he writes about LUCKY
STRIKE: "Certainly I smoke LUCKIES. I've been smoking them since
1917. In those 14 years I've tried other brands, but LUCKIES are
the only cigarettes I like. Furthermore, in my profession I must
consider my throat, and LUCKIES do not cause throat irritation.".....
It is just 14 years ago that LUCKY STRIKE gave to the world that
revolutionary new principle in cigarette manufacture...that famous
and exclusive "TOASTING" Process, which includes the use of modern
Ultra Violet Rays. And in those 14 years, millions upon millions
have discovered that a cigarette need not rasp your throat. And
LUCKY STRIKE does not rasp your throat. For LUCKY STRIKE'S
exclusive "TOASTING" Process expels -- removes -- banishes -- certain
harsh irritants naturally present in every tobacco leaf. Today more
people smoke LUCKIES than any other cigarette in the world. And Mr.
Lucky Strike is proud of this fact, in these times of depression --
proud that he gives employment at full wages to more people than ever
before. And you may be sure that in so important a matter as the
choice of a cigarette it's wise to follow the crowd...it's wise to
reach for a LUCKY instead, for LUCKIES are always kind to your throat.

----STATION BREAK----

ATX01 0031026

WINCHELL:

And now back to the internationally renowned Palm Beach, where Men have money and women like to spend it.

Here we come, once again, Ernie Holst! From the Borough of Manhattan in the City of New York, right over the good old sea-board States, into the Colony Club at Palm Beach to hear your tunes.

ON WITH THE DANCE, FLORIDA!!(WHISTLE) OKAY! PALM BEACH!!

HOLST:

This is Ernie Holst at Palm Beach again. It's just too bad we can't take you out on the beach so you can see the moonlight on the surf, but we can let you dance here at the Colony Club. The numbers are....

(_____)

(_____)

(_____)

(_____)

HOLST:

Faster than a sail-fish trying to get off your line in Florida waters, the Lucky Strike magic carpet sails back to Walter Winchell....

(WHISTLE) OKAY!! NEW YORK!!!

WINCHELL:

Well, Ernie Holst, I guess the score is tied, again--so here, Ernie, share these posies with your clever boys and with Ozzie Nelson's crew...and Oh, yes, Ernie, please tell my bride who is at the Indian Creek Club in Miamah Beach listening to our show, that a certain Lucky Strike Dance Hour reporter misses her terribly and to get on the next choo-choo and help make the long days in New York seem shorter over the week end. (WINCHELL CONTINES OVER)

WINCHELL: (CONTINUES)

Ta-ta until we hear each other again, Ernie and Ozzie -- which I trust will be very soon.

And now to return a salute or two -- or four or five. Mrs. and Mr. Samuelson of Red Oak, Iowa, are worried. They want to know about the Battle of the Air -- meaning the gag war between a person named Bernie in Chicago and Mrs. W's. little boy, W. in this corner...The Samuelson's of Red Oak, Iowa, are terribly fond of Ben and Walter and dread seeing their favorites fight, they write me.. Well, Mr. and Mrs. Samuelson--Ben and Walter have been pals since they were kids--but all's fair in love and wisecracking, you know... and we're both having a lot of fun trying to out smart-aleck the other...Of course, we're not enemies -- but just the same -- he's a big stiff!!

And I finally found out why a chicken crosses the street, too...Because she wants to get on the other side when she sees Bernie coming!!!

Red Burkins of Pittsburgh writes as follows: "I saw Texas Guinan when I was in New York with an armload of bracelets -- where she gets so many diamonds----goodness only knows!" My dear Mr. Burkins -- goodness had nothing to do with them!

And that, Red Burkins of Pittsburgh, and ladies and gentlemen, concludes another of the Lucky Strike Magic Carpet tours...

(WINCHELL CONTINUES OVER)

WINCHELL: (CONTINUES)

On Saturday night reach for another Lucky Strike Dance Hour and have yourselves a happy time of it tuning in on Anson Weeks and his Orchestra -- and Tom Gerun's bandsmen, both crews playing from the fascinating city of San Francisco, California -- and here's the sort of news that excites me -- one day next week, my boss, Mr. Lucky Strike, is going to let me take you all for another lengthy leap over the Atlantic -- to Berlin, Germany! The nearest we'll get to good beer for years and years and years, I'm afraid... At any rate, until Saturday night with San Francisco on the other end of the microphone, I remain as ever your New York correspondent, Walter Winchell, who wonders if you know that the show business on Broadway, for the first time in ten years is on the level...it's flat on its back!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

CLANEY:

Please remember, there's none so good as LUCKIES...for there's no other cigarette that combines the finest tobacco quality and the throat protection of the exclusive LUCKY STRIKE Toasting Process.

The Lucky Strike Dance Hour has come to you from Miami Beach and Palm Beach, Florida, and New York City through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
1/21/32

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. January 23rd, 1932

SATURDAY

(THEME TUNE ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH)
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes, with the world's finest dance orchestras - tonight we bring you two great orchestras, both playing from the same city - San Francisco, California, and the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Tuner-Inner, Chairman Governor Rolfe, and guest of honor - San Francisco, California!

This is Pilot Winchell, of the Lucky Strike Magic Carpet, ladies and gentlemen - who has decided to take you from wherever you are - to the golden gaste of the Sunkist State, via the northern air route.

Watch for us, Cheyenne, Ogden and Reno - and see if you can spot us as we try to keep up with the boys flying the U. S. Mail!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031030

MR. WINCHELL: (CONTINUING)

Tonight, San Francisco proudly offers two of its noblemen - Mr. Anson Weeks, and Mr. Tom Gerun, and their respective rootin'-tootin'ers ... Let's start the show with Anson, for he was on our show the last time we hooked-up with San Francisco, and in the big-time manner, too.

So let's go, Anson - they're in the mood for dancin'!

ON WITH THE DANCIN', ANSON!! (WHISTLE)

OKAY, SAN FRANCISCO!!

ANSON WEEKS:

Good evening, Lucky Strike Dancers!! This is Anson Weeks, in the Mark Hopkins Hotel, in San Francisco, where we're going to play ... (TITLES)

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(

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(

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(

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ANSON WEEKS:

The Lucky Strike Roller-coast-to-coaster flashes from San Francisco back to Walter Winchell, on the other side of these United States. (WHISTLE)

OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Anson Weeks, give yourself a pat on the cheeks, and tell Tom Gerun and his boys that they start buglin' just as soon as Mrs. Winchell's Walter weakens.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

I think, too, it's about time that someone reminded those who enjoy jazz music - that San Francisco cradled it ... I mean that Art Hickman was at the rocker, and San Francisco first encouraged Paul Whiteman. Paul Ash, Horace Heidt, and other stars were cradled there, too, as was my sparring partner, Mr. Benjamin Bernie.

You know Ben Bernie, don't you? He's the feller who used to do an act with Phil Baker and after he quit Baker - Baker started to earn \$4,000. every week, and still does.

Oh, Ben! (I hope you like it!)

- - - - -

Here's the best story I've heard on Mr. Coolidge in a long spell ... Right now, Mr. Coolidge has a contract on his desk for him to resume his syndicated writings - in return for which they guarantee him \$150,000. in a year ... But he won't jot his tag down on the well-known dotted line - and for a sensible reason, too.

When the syndicate lost its patience waiting for his decision, one of the officials telephoned Mr. Coolidge ... "How about that offer?" he asked our former chief, and Coolidge snapped back with his famous brevity: "This is no time for giving the people talk!" and then he hung up.

His fans who have been shedding real tears over "Poor John", as they've been calling John Gilbert, will be thrilled to learn that John Gilbert isn't poor at all ... John Gilbert has two more flickers to make within the year at \$250,000. per picture.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The tales about town tell, too, about the Don Alvarados, who are supposed to have kissed and reconciled ... There is no truth to the legends in the papers that Gary Cooper and Katherine Wilson are That Way, and that they will marry when he returns ... Nance O'Neil, the well known leading lady, has a novel manner of attracting attention in Hollywood ... Miss O'Neil motors about town in a high-priced machine which is driven by her colored maid!

- - - - -

Here's a last-minute flash from one of my staff, Hugh Wedlock, Jr. ... He reports that Jimmy Durante, who has the largest nose in the world - just sent Gandhi a birthday present ... The gift was a bundle of Durante's own handkerchiefs - so that means Gandhi now has enough clothes to last him a lifetime ... The Lois Moran-Douglass Montgomery combination in the New York places makes one of the prettier pictures ... Lilyan Tashman tells me that the reason she spends all her money on clothes, is that after struggling and stinting herself for many years - she lost her savings, and then her desire to prepare for a rainy day ... "My husband adores me," Lilyan said, "and I adore him, and he won't let me go hungry" ... I told Miss Tashman that Broadway now was cluttered up with actors and actresses who wish that they had put away at least a dollar week ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

When Jack Oakie got on the air recently, Jack jokingly said that little Jackie Cooper was really a midget ... of course too many listeners do not know when some of us are kidding .. so this is to tell you all again, that Jackie Cooper isn't a midget - but a grand little boy, whose acting has made many a heart cry, and I wish Jack Oakie would quit trying to out-gossip me ... By the way, Jackie Cooper's salary, which is \$1,300. a week now, will be boosted to \$4,000. per, in the third year ... The chief reason why you do not see Mary Pickford, Norma Talmadge, and Eddie Cantor in more movies than you do these days - is that the three of them refuse to work, unless the scenario is first submitted for their personal okays ... In other words, if those three stars appear in flickers you do not enjoy - then you may direct your complaints right to them ... Billie Dove's employers have warned the beautiful Billie, that she must not do any more flying in planes ... Billie, however, is air-mad, and can handle a plane - and will shatly try for her pilot's license ... The movie executives, it seems, have no objection to her flying so much as they have to the fact that Billie Dove can't be bothered putting on a parachute. I reminded her that Lindy never flies without wearing one, and not to be so darned smart ... and that planes may be safe, and all that sorta thing ... for eagle, perhaps ... There was quite a scene in one of the stay-up-late places the other yawning ... A prize fighter, well known in Europe and here ... lost his temper, and good manners, and threatened to punch Peggy Joyce on her pretty beezer ... Of course, he didn't do anything of the sort, but none of us were worried for we all knew that Peggy, if given time, could trim him.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031034

MR. WINCHELL: (CONTINUING)

Many a boy has run away from home, to join the circus, but here is one who ran AWAY from a circus, to do something else. Robert Ringling didn't want to follow the footsteps of his family, who had played under the big top. Young Ringling wanted to be an opera singer, so he pulled up stakes and went to Germany where he was a big attraction at the Darmstadt Opera. Although he wanted to keep away from the circus, the first American role they gave him was the CLOWN in "Pagliuzzi". Today, Robert Ringling is playing in the big league of basses, baritones and tenors with the Chicago Civic Opera. And outside the opera, Robert Ringling is President of a Bank ... And now, we'll hear from the business end of this program - Mr. Howard Clanev.

HOWARD CLANEV:

Here's what Robert Ringling writes about LUCKY STRIKES: "My cigarette is a LUCKY - for in my work in grand opera, I have to guard against throat irritation. I have found that LUCKIES will always be kind to my throat". When the product has merit, facts alone will put it across. And here are the facts about LUCKIES: Fact Number 1: Up to one hundred million dollars worth of the mildest, mellowest tobaccos - the Cream of many crops - are constantly being stored and aged, to insure the uniform fine quality of every LUCKY STRIKE. Fact Number 2: LUCKY STRIKE is the only cigarette in the world, that affords the throat protection of that exclusive "TOASTING" Process.

(MR. CLANEV CONTINUES NEXT PAGE)

ATX01 0031035

MR. CLANEY: (CONTINUING)

Fact Number 3: It is the "TOASTING" Process that expels certain harsh irritants naturally present in every tobacco leaf. And it is another fact, that more people reach for a LUCKY than any other cigarette. We are indeed proud of these facts, because they enable us, in times likes these, to give full time employment to more people than ever before - at full wages!!

WALTER WINCHELL:

And now here's that old chimer-inner, again ...
Don't get peeved, Chimes. There is no surer mark of regard than to have people write nonsense to you or about you ... Take it from one who feels that way about it, the very fact that they do write or talk about you, chimes, is compliment enough!

- STATION BREAK -

MR. WINCHELL:

That's your cue, Tom Gerun out there in San Francisco! Where David Belasco went to school with David Warfield, where Sophie Tucker learned to sing the blues, and Trixie Friganza used to knock the crowds out of their seats long before she was Trixie or Friganza!! And where the sun is ever shining and the climate always spring.

We're all for you, Tom Gerun -- welcome to our Lucky Strike Dance Hour!! You never met a grander audience in your life, Tommy -- throw it in high!

ON WITH THE DANCE TOM GERUN: (WHISTLE) OKAY! SAN FRANCISCO!

GERUN:

Thank you Walter. This is Tom Gerun, welcoming everybody to the Bal Taberin here in San Francisco, where we'll play, for our first group.....

(_____)

(_____)

(_____)

(_____)

GERUN:

The Lucky Strike non-stop-hopper is eastward bound, back to Walter Winchell.

(WHISTLE) OKAY! NEW YORK!!

MR. WINCHELL:

That was swelegant, Tom Gerun, consider yourself and your boys saluted...This is where Howie Claney of our staff does his elocuting...Then, we signal Anson Weeks and his orchestra, and after I put the second edition to press we return for you Tommy.

And so--Mr. Howard Claney, Mr. Lucky Strike's handsomest word-juggler.

HOWARD CLANEY:

Haste makes waste! How especially true that is in making a fine cigarette! That is why we never hurry those choice LUCKY STRIKE tobaccos to you. They are first left to age and mellow... three whole years...for Mother Nature works slowly - very slowly. LUCKY STRIKE tobaccos are fully matured, mellowed, ripened by Mother Nature, Father Time and modern Science. It takes three years for a LUCKY to be born! Three long years, until Mother Nature has given of her best to develop these tobaccos -- matured, delicious, mild and mellow. Then - and only then - do we add the benefits of that exclusive, scientific "TOASTING" Process -- the mellowing, purifying process that includes the use of modern Ultra Violet Rays. The "TOASTING" Process does what nature cannot do!....It expels certain harsh irritants naturally present in every tobacco leaf. Thus science joins hands with Mother Nature and Father Time to make LUCKY STRIKE the purest of cigarettes! It takes three years for a LUCKY to be born!...but it takes you only three minutes to discover that it is the finest cigarette you ever smoked!

MR. WINCHELL:

And here's Chimes, again -- who never wastes a moment between his cues...figuring out the most important things... For instance, he just figured out since you heard his last selection that he couldn't tell exactly how many electric lights there are on Broadway -- but he presumed that if you were to place one on top of the other -- they'd very likely topple over!!

--STATION BREAK--

MR. WINCHELL:

Once again our magic carpet shoots you back to the Golden Gate and the Golden State and San Francisco, the city that gave the newspaper game most of its newspaper stars....I refer to Rube Goldberg, Russ Westover, Hype Igoe, John P. Medbury, Robert Ripley, Bob Edgren, Homer Davenport, Harrison Fisher and Tad, who was my favorite genius!

ON WITH THE DANCIN', ANSON! (WHISTLE) OKAY! SAN FRANCISCO!

WEEKS:

That magic carpet just flashed into San Francisco, and it's right here as we play.....

- (_____)
- (_____)
- (_____)
- (_____)

WEEKS:

Hold on, all you Lucky Strike Dancers...we're leaving San Francisco to land right beside Walter Winchell. (WHISTLE) OKAY! NEW YORK!!

WINCHELL:

Very good Anson Weeks...Yours and Tommy Gerun's hands are plenty patootie...you know what I mean, Anson -- A-plus. Sorry to leave you, Weeks, but the presses, which are incessantly hungry, are panting again.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Here's something that ought to be titled: "Why I'd Rather Be A Radio Columnist Than A Genius" -- you would too, after you hear itListen: Shakespeare never drew a nickel from copyright... Two grand-daughters of Dickens received \$25 a year from the Royal Bounty Fund and when Dickens went lecturing he received hardly anything for wages...And a grand-daughter of Milton would have starved to death if Dr. Johnson hadn't run a benefit for her!...No, ladies and gentlemen.--these are -- in a way -- The Good Old Days -- and I'm not trying to be comical, either...And speaking of literature -- here's something to groan about...The only book shop that Broadway ever had, went out of business the other day...You know the answer to that one...it seems that everybody HAD a book!

And I've seen many a sight in New York -- but I didn't enjoy seeing Madison Square's only woman Sandwich-man...the other day...She is a good-looking woman, who pounds the pavements wearing a sandwich sign that advertises a movie theatre in that sector...and hers are the saddest eyes I've ever had a lump in the throat about... and here's an item that I want to spread all over the nation.... Syracuse, New York, has followed a fine plan to give work to the unemployed...It has what it calls a Man-a-block-system...Meaning-- that all residents of each square block contribute 50 cents weekly to some unemployed fellow-- and he sweeps the dust or shovels the snow from the sidewalks in front of their dwellings...Over 500 men are now so employed and they each make about \$15 every week...

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

The idea, I am told, originated in Buffalo--but no matter where it originated -- let's all borrow the idea and give some guy a break, instead of forcing him to panhandle nickels on the streets!.. Now you cities, towns and burgs from here to there, please put this plan into effect at once and let Winchell know that you have done so--so that he may broadcast it far and wide!!!

Among other fascinating paragraphs that come in the mail was one I put in my column not long ago....Some one told me that in England a few years ago they held a vote on the twenty most beautiful words in the language -- Twenty words, no more, no less -- and that the twenty words that were so voted included Melody -- Splendor -- Adoration -- Eloquence -- Virtue -- Innocence -- Modesty -- Faith -- Joy -- Honor -- Nobility -- Sympathy -- Heaven -- Love -- Divine -- Hope -- Harmony -- Happiness -- Purity and Liberty.

So I put it in the column, and just as I suspected -- hundreds of readers complained that the list was not complete without this word or that one. One lady wrote me as follows: "Oh, Mr. Winchell -- how in the world did they ever leave out the word Loyalty?" -- "Loyalty is the most beautiful word of them all!!!"

I told her that she was wrong, for the most beautiful words of them all were: "Enclosed Find Check."

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

I received a most comforting note yesterday from Mr. D. Alber of the New York Evening Sun's radio pages....Mr. Alber heard me when I said on Tuesday night that a Wyoming paper objected vigorously, in an editorial, to the way I was desecrating the beautiful word "O-Kay," and how a New York Columbia University professor complained that "o-kay" wasn't a nice word, and it shouldn't be mentioned when microphones were near A Wyoming man calls it a beautiful word and a New York college professor says just the opposite...Now, do you know why I am gray so young?...All of which reminds me of my boss, Mr. Lucky Strike's great saying, that, after all its the difference of opinion that makes a horse race....At any rate, the N.Y. Sun's Mr. Alber points out that such expressions as "salt of the earth" "eat, drink and be merry" -- "I escaped by the skin of my teeth" -- "apple of my eye" -- "Lian after my own heart" and "Can a leopard change his spots" are all to be found in the most popular, most respected book in the world -- the Bible!

And that reminds me that an Elmira, N.Y. college paper took up the Walter Winchell sitch-ee-ay-shun the other day...And the editor, a lady remarked that slang phrases have short lives and that the word "whoopie" would never be included in the dictionary... Well, I hate very much to differ with the lady from Elmira, and I wouldn't want to make her blush -- but the word whoopie, for the first time, now is included in the Standard Dictionary on page 2710, second column about half way down the page... OKAY ELMIRA!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031042

MR. WINCHELL: (CONTINUES)

And when there was a great to-do a year or so ago about the word "whoopee" Dr. Vizetelly, the editor of that dicksh -- told the Associated Press that the word was 300 years old...So I asked the good Doctor -- if the word "whoopee" was 300 years old -- how come then that they waited so long to finally put it in the Funk & Wagnalls Dictionary?...I am still pausing...as the saying goes... for a reply. (OKAY! Dr. Vizetelly!)

Helen Twelvetrees' favorite vacation spot gives me a big chuckle...It's Reno...Imagine that! And now that Helen's new flicker is all on the celluloid, she and her husband will probably be hopping a plane for a few weeks' vacation. But don't get me wrong - Helen and her husband are one of Hollywood's happiest married couples. Helen will probably be the only girl in Reno who's there with her own husband. They tell me Helen Twelvetrees is one of the few movie stars in captivity who doesn't like to pick her own parts in flickers. It was Mr. RKO-PATHE himself who chose that part for her in "Panama Flo" her latest talkie.

HOWARD CLANEY:

And Walter, when we asked famous people about their choice in cigarettes, Helen Twelvetrees told us: "Last summer, while camping in the high Sierras, I hiked six miles to get my supply of LUCKY STRIKES. I swore off harsh irritants when the talkies first started - and I've smoked LUCKY STRIKE ever since." Now, ladies and gentlemen: It was the talkies that made Helen Twelvetrees realize the importance of the famous LUCKY STRIKE "TOASTING" Process.

(MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

And when she says "I swore off harsh irritants," she voices the opinion of countless numbers of famous stars of the stage and screen -- of the opera -- of people in all walks of life who reach for a LUCKY instead -- because LUCKY STRIKE is the one and only cigarette that affords the throat protection of that famous and exclusive "TOASTING" Process -- the mellowing, purifying process that includes the use of modern Ultra Violet Rays. Certainly, the cigarette that is kind to precious voices is the cigarette for you. Certainly, it's wise to reach for a LUCKY instead.

--STATION BREAK--

MR. WINCHELL:

Once again for the short leap from New York City to Tom Gerun's orchestratin' syncopatin' crew in San Francisco!

Come on you tuner-inners between Nome in Alaska and the Keys in Florida Bay -- Mrs Winchell's Walter is rarin' to go gay again...Go to Town, Gerun!

ON WITH THE DANCE! CALIFORNIA! (WHISTLE) OKAY SAN FRANCISCO

GERUN:

This is Tom Gerun again, speaking only long enough to tell you that we'll do our best to "go gay" with.....

(_____)

(_____)

(_____)

(_____)

GERUN:

And now, the Lucky Strike Dance Hour, lightning express, leaves the Bal Tabarin here in San Francisco and dashes back to its first stop.

(WHISTLE) OKAY NEW YORK!

WINCHELL:

Mighty fine, mighty fine, Tom Gerun -- I think I'll turn critic tonight and report that Mr. Lucky Strike's show certainly was blessed with some grand dance tunes, and please show this writeup to Anson Weeks, Tommy...Be sure and thank the readers and listeners in San Francisco for their sweet-smelling poseys to me, Tommy, and tell 'em all that it is their letters that off-set the other kind a fella gets in a day...Hear you and Weeks soon again.

And now for the final stanza, ladies and gentlemen, where I let you all read some of my mail....Here's one from Clinton Root of Helena, Montana: Mr. Root says that he has an idea for a column and would I help him get it syndicated...And that his idea is to tell women how to land husbands. Well, Mr. Root of Helena, Montana, I'm afraid that women don't want to learn how to get husbands as much as they want to learn how to hold 'em!

Charles Je. Regan of Somerville, Mass., wants to know the name of the man that Nancy Carroll married last year...Her new husband, Charlie, is Bolton Mallory, editor of Life -- in other words, Nancy Carroll got Life -- and no girl deserved it more.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031045

MR. WINCHELL: (CONTINUES)

Mrs. Ann Benny of Ben Avon, Pennsylvania, this is for you, Mrs. Benny: No, the Broadway lights do not remain lighted all night...Most of the blazing bulbs are doused at 1 A.M....The Paramount Theatre Building, by the way, is only lighted on week-end nights -- to impress the visiting population, who, I'm afraid, don't care a continental.

Leo Cooper of Atlanta, Jo-Jah, would like to know whatever became of that plane that went to the far north on a tip that the remains of two fliers had been found...The tip I told about during one of my first broadcasts...Well, Leo, I'm glad you mentioned it... I am now at liberty to reveal my source... I spoke to Joseph Connolly, head man for the International News Service, about it yesterday, and he explained that he imagined that his agents there, were waiting for the Spring to proceed along their risky and perilous journey....For he hasn't had a word from them since.

And that sir, and all you other nice neighbours, brings another of our shows to its finale. Don't forget -- and reach for a LUCKY STRIKE Dance Hour on Tuesday night when that magic carpet of course is going to flirt with that old debbill Short Wave, with the hope that no erratic static will mess up our hop to Berlin.... Come on Clarence Chamberlin, help Winchell find the way to Germany-- as expertly as you did it in the June of '27.

Until Tuesday night at the same time, then -- I sign my story--Walter Winchell--your New York correspondent -- who just learned that Primo Carnera, the Italian heavyweight, has turned whoops. my dear, ...he's wearing a string of Singer Midgets--FOR BEADS!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

Please remember, in LUCKY STRIKE you get the delicious goodness of the Cream of many Crops - and the priceless throat protection of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. Sunshine melloes - heat purifies. LUCKIES are always kind to your throat.

Thank you.

"But Not For Me" from "Girl Crazy" was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City, Los Angeles and San Francisco, California, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chilleen
1/23/32

ATX01 0031047

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

()
10:00 - 11:00 P. M. January 26th, 1932 TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH)
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.

HOWARD CLANEY:

Ladies and gentlemen, the LUCKY STRIKE Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Tonight's LUCKY STRIKE Dance Hour will again attempt to defy space and time - for tonight we are taking you thousands of miles away from New York, by short wave ... over oceans and continents to Berlin, Germany, where you will hear the premier Marek-Webber Dance Orchestra - and from New York, one of North America's dance groups - Joe Moss and his Orchestra - and the one and only Walter Winchell, of the New York Daily Mirror - whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Star Spangled Banner, and ^{over-}VEE GATES DEUTSCHLAND! Please/look my nervousness tonight, ladies and gentlemen. But ever since Frankenstein, I mean that darn old Short Wave, acted up on our Pares, France hook-up - I've become a bit of a skeptic .

My boss, Mr. LUCKY STRIKE, has spoiled me, I know ... I guess I was too accustomed to lightning-timed connections - for London came through like an old pal, as did Havana, and our pair of contacts with South America ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031048

MR. WINCHELL: (CONTINUING)

But, oh, that New Year's Eve nightmare when that two-timing short wave double-crossed Paree and Walter - of THOSE WINCHELLS!

However, let's hope hard, that tonight's leap over to the Old Country is blessed with a sweet break, so that we all may enjoy the melody magic of MAREK WEBBER, the finest ORCHESTRA PLAYING FROM THE CAPITOL OF GERMANY!

Let's go, Frank - flip that switch ... here we go! ... Marya Old Orchard Beach, Maine! Hello, Newfoundland! Take off your chin-spinach, I know you, King Neptune! ... Look! ... That was the coast of Ireland! ... Hello, King George! ... Marya, King Albert - there's the Rhine!

ON WITH THE DANCE, MAREK WEBBER! (WHISTLE)

OKAY, BERLIN!!!

GERMAN ANNOUNCER:

Welcome, ladies and gentlemen, of the United States. Germany and Marek Webber greet you across three thousand miles of water with ...

(_____)
(_____)
(_____)
(_____)

GERMAN ANNOUNCER:

And now we return you from Berlin, across Germany and the Rhine - flashing over the broad Atlantic to Manhattan and Walter Winchell. (WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Ahhh - shane, shane, gahnz goot, BARE-LINN, so fine, so fine ... Ich cannot sprecken deutsch so hot, Germany - but you catch on, don't you? ... I mean to tell you that it was plenty pretty ... This is where Herr Walter gives them the Winchellow-down, then Joe Moss toys with some tunes, and then we signal you again, Professor - In the meantime, Hans (H-A-N-S) ACROSS THE SEA! And lissen here - Short Wave - thanks for being so kind - you've made me as happy as Marlene Dietrich in a windstorm!

Before going into the usual routine, Mr. and Mrs. Tuner-Inner, I want to hurl a bravo and two cheers at Dr. Frederick Robinson, president of the College of the City of New York ... because Dr. Robinson was the first of the dignified tutors to come out and give a spanking in print to the type of pedagogues, who say anything, to get publicity for their schools ... Of course, Dr. Robinson meant those Van Dyck bearded fellows - who would have you believe that you're a moron - if you whistle - and ditto if you play bridge ... And I enjoyed reading the slap on the wrist he gave to that professor who last year, urged all young men to be snobs to become a success ... So consider yourself saluted, sir - by the entire Lucky Strike audience -- for saying that we've all been thinking ... You see, ladies and gentlemen, I happen to know that those not-so-dignified educators are in the publicity departments of their respective colleges ... and it is something to groan about when our universities and other places of learning, come down to the level of a Flea circus ballyhooer - or did I just hear someone say - "a Winchelli"???

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The current gossip of the Broadway places, tells of Lew Cody's new heartbeats - and that the popular Cody may go hitch-hiking with Phyllis Crane ... Rod La Roque and his wife, Vilma Banky, are plotting a return to the magic lanterns, and Eddie Cantor calls his fifth and youngest child; "Five Star Final".

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They would have me believe that since Clarence Brown, the able director, and Mona Maris called it a day, that he is American Tel and Telling it to Estelle Taylor ... The Joel McCrae and Dorothy Jordan photograph looks lovely even without a frame ... It probably will startle and lift the eyebrows of the movie crowd to learn this ... That the leading lady for the film version of the "Red-Headed Woman" novel, may be a little girl now appearing with Lenore Ulric's play, "Social Register", in Manhattan ... Her name is Helen Tucker, and while her contract won't be signed until her screen test is inspected - Miss Tucker is the Number One candidate for the much-desired assignment ... The chin-ema magnates up to now, have called her the most enchanting of the red-heads ... Now that the Tom Gallerys (she is Zazu Pitts) have decided to have the rivets melted - the commentators believe that Mr. Gallery will try to win the contagious looking leading lady of the one and only movietone short I ever made - Madge Evans - who made that commotion picture easier to look upon and listen to.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

I heard the following tales up here at the broadcasting Station this evening, and now I feel better - for if the real big names of the stage and screen can get marbles in their mouths before the mike, so can Mrs. W's Walter ... D. W. Griffith, f'instance - who has told so many stars where to get off - can't get on himself when it comes to looking a microphone straight in the face ... Mr. Griffith was scared silly when he tried acting natural before a mike, and vowed he'd never try it again ... Ramon Navarro, they tell me, had to call for a chair, because his knees quivered like jelly, and Two Gun Bill Hart, who'll show you the pistols Jesse James used when you call at his home - trembled like that debutante who, when called to the mike, said: ^{"Now that} /you've all heard me, maybe you'll get a chance to see me some day!" ... I know that you all got a stitch in your sides when you heard that Deb say that ...

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Among other things, I've been wondering about, is why - whenever any of the Barrymores open in a show or new photoplay, the others in the Barrymore tribe send an apple - which means something or other ... I haven't written to Ethel, John or Lionel to find out - because that would spoil the fun of wondering ... Another thing that stumps me is why dice-shooting is part of the Logic Course at the New York University ... Considering that dice-shooting, or juggling the fickle and aggravating cubes, is gambling, which is against the law

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And speaking of dice-shooting, reminds me that it was Mayor Walker, who once said that the most natural thing on Broadway was a SEVEN! ... I never found out, either, if it is a fact that in Joan Bennett's home on the coast - her lovely head is carved onto tiny figures of a girlish form on all of her furniture. But I did learn that the lad who wrote that stirring "Ladies of the Big House", will never see that movie ... because he's doing from NOW ON in one of our better known Who's Whosegows ... And that Sally O'Neill has taken the place of Agnes Ayres at Lewis Milestone's elbow.

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Did you see that knock-out picture of Lola Lane, the chin-ama charmer in today's paper? Is she good-lookin'! But say - imagine getting the gate because you're too good-looking! That would never happen in the flickers, but it happened to Lola Lane, before she got to Hollywood. Lola hails from Ioway - her daddy is a physician out there - and Lola was working in a store in Des Moines ... when the boss' wife happened in - and zowie! Lola was bounced. And now, ladies and gentlemen friends, meet a friend of mine, Howard Claney. Tell them, Howard, why they ought to reach for a Lucky instead.

HOWARD CLANEY:

Don't risk throat irritation by carelessness in your choice of cigarettes. Reach for a LUCKY instead! Remember, 20,679 American physicians have stated Luckies to be less irritating. In Lucky Strike, you get the world's finest tobaccos - the Cream of many Crops - plus the throat protection of the exclusive "TOASTING" Process. A moment ago, Walter Winchell told you about that lovely star, of talking pictures, whose father is a physician - Lola Lane. How well Miss Lane knows the necessity of guarding her throat! For two years, she has been a LUCKY smoker ... and she writes: "I know my LUCKIES - my throat told me the first time I smoked one, how kind they are. LUCKIES are the only cigarettes I can smoke before singing, that do not give me a sore throat." Heat purifies - sunshine mellow - and the exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. When you reach for a LUCKY, you get the finest tobacco quality - plus throat protection. More and more people every day, are reaching for a LUCKY. We are proud of that fact - and glad that because of it, we can employ more salesmen than ever before - at full wages!

- STATION BREAK -

WALTER WINCHELL:

And now while Berlin, Germany, is marking time Joe Moss and his delightful crew, who triumphed for us a few weeks ago - will star again ... And now, Joe Moss, you tell them the tags of your tunes.

JOE MOSS:

Good evening, Lucky Strike Dancers. We're going to play ...

(

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(

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(

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(

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JOE MOSS:

Now, to keep this LUCKY STRIKE Dance Hour going, I simply have to say - OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Very well done, Joe Moss ... I have a date with Howard Claneey here, and then our magic carpet is going to out-Lindy Charles Augustus and all the other aces who merged the continents - Pick you up, again, Joe - when we return from Berlin.

HOWARD CLANEY:

It takes time and money to make Lucky Strike, the finest cigarette you ever smoked! It takes an investment of nearly one hundred million dollars in the world's choicest tobacco leaves - the Cream of many Crops! But even after this vast supply is gathered, it takes three years for a Lucky to be born ... three years of leisurely aging - of mellowing - so that Mother Nature and Father Time can bring out the best that's in the fine tobacco. Then the scientific Lucky Strike "TOASTING" Process takes out those certain harsh irritants that are naturally present in every tobacco leaf - yes, EVERY tobacco leaf regardless of price or kind!

(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. CLANEY: (CONTINUING)

With the benefit of heat ... and with the benefits of modern Ultra Violet Rays, the "TOASTING" Process expels them - drives them out. And so you see, to make Lucky Strike the finest cigarette you ever smoked, it takes science ... it takes money ... it takes time. It takes three years for a Lucky to be born!

- STATION BREAK -

WALTER WINCHELL:

See that everybody has a comfortable cushion, Howie - because that magic carpet of ours is going to bump the funnels & every liner on the high seas ... Come on now, Hazel Flynn and Ashton Stevens of Chicago - cut out all that complaining just because you're not sitting on aisle seats ... Now, isn't that just like critics, folks ... Hazel is a movie critic, and Ashton belittles the actors ... Well, Mr. Lucky Strike - I'll show you how to make a lot of actors happier - there now - that's pushing Hazel and Ashton right back into Lake Michigan!

Now, let's get goin' to Germany! ... By way of the Southern route! ... Gosh - I haven't sighted a liner yet - we musta passed 'em all! ... There're the Azores! - and those were the Canary Islands ... Hullo, Portugal! Harya, M'drid!

ON WITH THE DANCE, MAREK WEBBER! (WHISTLE)

OKAY, BARE-LINN!

GERMAN ANNOUNCER:

No matter what route you take, Mr. Winchell, you certainly get here fast. Now, radio audience, of the United States, Marek Webber plays

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(
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GERMAN ANNOUNCER:

In just a few hours, the early-risers here in Berlin, will be on their way to work, and now we dash back to the United States - and to Broadway, where the lights are burning brightest, and the night life just beginning.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Delightful, Herr Webber ... it was nice to meet you this way. Hear you again soon, I hope ... Say hello, to Max Reinhardt, the producer, and tell Von Hindenburg, I saw his niece, the Baroness, on 59th Street yesterday, and she seemed very happy. OWF-VEEDERZANE, Germany - and happier days!

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Here are some items you probably never knew before ... Did you know, frixample - that the expression "Calamity Jane" comes from the nickname of a gal who once carried mail? ... "Calamity Jane" was always worried that the worst was going to happen and General Miles and General Custer found that out when she was an aide to them.....

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Did you know that an African town was named after an American President? ... It is Monrovia - the Capitol of Liberia ... or that John D. Rockefeller, Sr., made his first money raising turkeys when he was seven? ... He kept an account in a ledger, too, and it's still in existence ... And this one floored me when I heard it - that if you have good manners - then, when you're riding in a taxicab with a lady - she must sit on your right ... Most fellows, however, prefer having them sit on their lap, I know ... And that, in these days, a check is entitled to at least one bounce, and that there is a restaurant on West 47th Street in New York - where you can't buy a drink!

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And here are some other notes I jotted down for tonight ... That the highest collars in town, are worn by good old Daniel Frohman, and the lowest by Florenz Ziegfeld ... It was Queen Elizabeth, as you know, who first wore silk-stockings - but it was Mr. Ziegfeld's chorus-girl-choirs who made them popular ... Whenever D'Annunzio decides to give a girl the well-known air - he doesn't write her a letter or tell it to her face - D'Annunzio merely sends her one lily in a large box! ... And here's an observation that kept me chuckling all the way home last night ... Three cullud street urchins make quite a living every intermission time by doing the Charleston and other footwork on the pavements in front of the Times Square amusement temples... The intermission smokers chuck coins at the kids - and their business has prospered so well - that they've hired a manager! ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

He is a white boy about nine years old, and his duties include watching for the approach of policemen, and he picks up the throw money on the sidewalk ... The three cullud dancers pay the nine year old manager, fifteen percent of the gross ... Oh yes - his last name is Goldbergi

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Willie Kane, who represents the New York World-Telegram, over at the West Side Night Court, thought that the following would prove invaluable to applicants for jobs with the New York Fire Department ... The one question that stumps a feller who applies to be a fireman, is this test: "What piece of fire apparatus won't go up a one-way street?"

Never in the history of the local fire department has anyone answered it correctly - but the correct answer, and thank Willie Kane, is: "A Fire Boat!"

Incidentally, I know a poor guy who just won a spelling bee - which bars him from ever becoming a movie magnate!

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And here's a slam written by a paper that went out of business last week ... Let's read it, and make it public - and prove conclusively, that I'm not so hard to slam ... Slamming a revolving door is much harder.

"The columnists," begins the editorial poke, "have made Broadway what it is today, a glamorous fiction of their own creation, but it has not helped the legitimate theatre in the least.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

"This is because the Broadway of Winchell is an utterly false, unreal world of his own creation, and not the true picture ... How many respectable people read the stuff written by these Broadway paragraphers? Mighty few of them, if any. On the other hand, the Winchells are avidly read by every boy and girl who goes to the movies, and who rides in the subway."

Now, ladies and gentlemen, is that writer dizzy, or is he dizzy? Say! Mr. Editorial Writer - whose paper just folded up (I refer to the New York Review) since when were the movie-goers and subway riders classed as "unrespectable"?

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And while we're on the subject of Little White Way Lies - here are some false statements I warn the out-of-towner to beware of when he comes to New York ... Don't believe these signs on Broadway - I mean the ones that say: "Fire Sale ... Positively Last Day!" ... "The Best Show in Town", or that most amusing legend in huge type that states: "Tickets Purchased from Speculators Will Positively Be Refused At the Door!".

And, oh yes! The theatre ads that say: "Curtain at 8:30".

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I want to thank the United Press for letting me swipe this dispatch, which helps me a lot to drive home a point ... Every time I use a joke on a Scotsman in my column in the paper - the next day's mail brings me several complaints from sensitive Scots who forget that as a jester, I also tell jokes on the Irish, the Swedes, the Hebrews, and myself (MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031060

MR. WINCHELL: (CONTINUING)

However, the esteemed United Press correspondent from Glasgow, sent in this tiny item ... I'll read it as I found it - it follows - "The smallest school in the world, located in the Ayrshire district, near Glasgow, and with only one pupil, has been closed - for reasons of ECONOMY!"

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The best of the Scot jokes, by the way, was the one they told around town when fliers were vying with each other to span the ocean. They told about a Scot who decided that he would bring glory to his Scotland, inasmuch as every other country had been so honored by some brave native.

So he promoted a 'plane, and was just about to take off, when his wife said: "Sandy, how many sandwiches shall I buy for you?"

"Buy only one," he replied, "I may never get there!"

Now - that was a funny gag in its time - but it was exactly what Lindy told a pal just before he solo'd his way to renown.

- - - - -

And then there's this fact that happened in one of the Broadway hot-spots the other night ... Norman Anthony, a bit of a Scotsman himself, and the editor of Ballyhoo, was going gay in a whoopee asylum ... When he was leaving and went to claim his hat from the checkroom bandits, he placed a dollar bill on the counter ... The girl picked up the dollar and slid it into a slot and said: "Thanks!"

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031061

MR. WINCHELL: (CONTINUING)

"Just a minute," cried Norman, "Gimme back 75 cents. I only parked it - I didn't want it blocked!"

- - - - -

Now I know why Howard Claney is one of the better radio announcers - he used to be an actor. His voice is so clear, and he puts his facts so simply, that it's easy to follow his reasoning. Tonight, he's here on business - in fact, we all are - because it's by selling Luckies we are able to pay the entertainment bill ... Howard Claney!

HOWARD CLANEY:

Like vigilant outposts of a great empire, expert tobacco buyers for The American Tobacco Company are constantly on duty in more than 100 tobacco markets all over the world. There they stand - with keen eye and ready purse - to obtain the Cream of many tobacco Crops. There you have the beginning of the world's finest cigarette - Lucky Strike! Why only the beginning? Simply because every tobacco leaf naturally contains harsh, biting irritants. And so we employ the famous and exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, to expel these certain harsh irritants. That's purity for you! That's throat protection for you! And so thousands of business executives, actors, adresses, opera singers, lawyers, and others whose voices are precious to them, reach for a LUCKY instead. One of these famous people is Alexander Kipnis, the great Russian basso of the Chicago Civic Opera.

(MR. CLANEY CONTINUES NEXT PAGE)

ATX01 0031062

MR. CLANEY: (CONTINUING)

Here is what Alexander Kipnis recently told us: "We of the opera must never forget to guard our throats zealously. That's why I'm a Lucky smoker. For Luckies give me throat protection I've never found in other cigarettes." And you, ladies and gentlemen who are listening in tonight, you also must guard your throats zealously. That's why we urge: "don't rasp your throat with harsh irritants - reach for a Lucky instead!"

- STATION BREAK -

WALTER WINCHELL:

And now to hear Joe Moss and his entertaining crew again. OKAY, MR. MOSS - you take it from Mike Number Three!

JOE MOSS:

Our numbers will be

(_____)
(_____)
(_____)
(_____)

JOE MOSS:

Because you're the star, Walter, you can continue this Lucky Strike Dance Hour, from Mike Number One.

OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Very good, Joe Moss - I'm sure they were delighted with you and your boys ... I think I've just enough time to acknowledge a letter or so. Marie Dunn of Los Angeles, this is for you, Marie - Yes, that's quite true. Many of the chorus girls are very superstitious and they really think that if they buy a new make-up box for their undressing rooms - that it means they will go through a series of heartaches.

- - - - -

Harold Arlen of Syracuse, New York ... Thanks, anyhow, Mr. Arlen. But I used that in the column weeks ago ... No, I do not sing the signature song - it has been expertly canaried for a long time now, by a pleasant chap named Theo Alban, who never asked for publicity, which is why it's a pleasure to surprise him this way.

- - - - -

Mildred Newhall of Kansas City - Thanks for your letter, Mildred, but your poem is too long for the column. I never let the verse run over sixteen lines ... Some night soon, I hope, we'll be saying, "Okay, Kansas City", just as soon as my boss arranges for one of your fine orchestras there.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Phil Stack of Brooklyn - I've been explaining all along, Phil, that Ben Bernie and Winchell, are merely trying to out smart-aleck each other ... Ben pokes fun at me, and I poke it right back, that's all ... The other night on the razzio, frizample, Bernie wisecracked that I once was arrested for carrying concealed - - - money!

So, Phil, in this morning's column, I mean the one released in New York today, I told the TRUE story about the time Bernie was on the Palace New York stage, and he noticed a famous cartoonist sitting in a box seat ... So Bernie got flip and said to the audience: "I don't think I'll tell my best jokes this afternoon, because if I do - they'll be in the cartoons!"

Well, Harry Hershfield, who was the cartoonist sitting in the box - jumped up and shouted: "Mr. Bernie - your best jokes HAVE BEEN IN CARTOONS!"

And that, ladies and gentlemen, and BB out there in Chicago - concludes tonight's Lucky Strike Dance Hour ... On Thursday night, please be our guests again, and come with us to Lexington, Virginia, to hear Bernie Cummins, and his boys play the Fancy Dress Ball at Washington & Lee University in Lexington, Vee-ay.

On Saturday night, we're going to tune in on Jack Denny again, playing from Montreal, and Herbie Kaye, playing from Chicago. So reach for a Lucky Strike Dance Hour Thursday night, and in the meantime, reach for that package of LUCKIES you are going to smoke, if you are not already smoking them.

Until Thursday night, then, I remain your New York correspondent, Walter Winchell - who found out that the only trouble with Hollywood is that it shoots too many movies - and not enough ACTORS! (Don't forget Thursday night - that's a date, now!)

ATX01 0031065

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

Please remember, LUCKY STRIKE offers you the finest tobacco quality - the Cream of many Crops - PLUS the throat protection of the exclusive "TOASTING" Process. LUCKIES are always kind to your throat.

Thank you!

The Lucky Strike Dance Hour has come to you from New York City, and Berlin, Germany, through the facilities of the National Broadcasting Company.

WINCHELL:AGENCY:CC
1/26/32

ATX01 0031066

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. January 28th, 1932 THURSDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes, with the world's finest dance orchestras. Tonight's orchestra comes to you from the Fancy Dress Ball of Washington and Lee University at Lexington, Virginia - and, from New York City, the one and only Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! Mr, Walter Winchell!!!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Tuner-Inner, and all your little T-I's! ... Tonight's tour of the Lucky Strike Magic Carpet - will carry you back to Ole Virginny - into the happy little city of Lexington, Vee-Ay - to hear Bernie Cummins and his rootin'-tootiners play the melodies for the Washington and Lee Prom!

So, come on you Yankee-Doodlers from all over these Better-Than-Most-People-Think-United-States! ... We're off to find a welcome waiting for us down in the State that cradled more of our Presidents than any other State.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031067

MR. WINCHELL: (CONTINUING)

We're making a visit to one of our oldest schools, which was named Washington College when the father of our country endowed it in 1782, and where, after the Civil War, that grand old gentleman of the South, General Robert E. Lee, served as President until his death, when the name was changed to the one we all know so well - "Washington and Lee University".

The mid-year Fancy Dress Ball, which the student-body is having this week-end, is in celebration of the two hundredth anniversary of Washington's birth - 1732-1932. It's a grand party, and we want to get in on it.

So, here we come, Blue Ridge Mountains - Try and stop us! ... Not with fifty-one radio stations from border to border and coast to coast, giving us the right o'way to ride the sky! Let's all go collegiate!

ON WITH THE DANCE, BERNIE CUMMINS! (WHISTLE)

OKAY, LEXINGTON, VIRGINIA!

ANNOUNCER:

You are now in Lexington, Virginia, about one hundred fifty miles southwest of Washington, D. C. ... In fact, you're in the Doremus Memorial Gymnasium on the campus of Washington and Lee University, where Bernie Cummins and his Orchestra are all ready to play ...

(_____)
(_____)
(_____)
(_____)

ANNOUNCER:

Now, the Lucky Strike Magic Carpet, takes us out of Virginia, the state famous for its Presidents, pretty girls and fine Lucky Strike Tobacco - back to Walter and his Winchellingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Thank you, Bernie Cummins ... That was splendid - stand by, Cummins - this is where Mrs. Winchell's blab little boy, Walter, tries to live up to one of his reputations - I mean the one entitled, "The Man with a Load of Mischief"! ... So he put in his thumb, and he took out a plump, and he said: "That a bad boy am I!"

- - - - -

But I have swelegant company ... Professor William Mathews, frixample ... Prof. Mathews has just released his book which he has christened "Literary Style", and he says, another other wild things, that "no great deeds are ever done by fat men. That they are too sluggish to set the world on fire."

Well, you can always leave it to a professor of something or other, to say anything silly like that ... See here, Professor! ... How about Balzac? - Dr. Johnson? - P. T. Barnum? - Brigham Young? - and what about Paul Whiteman?

The late John Benny - Gilbert K. Chesterton - John McCormack - Percy Hammond, and Napoleon, who when he had the chance, became a roly-poly boy?

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And, professor, you might add to that list of worth-whiles (who weren't sluggish, though they were pretty plump) - such names as William Howard Taft - Theodore Dreiser - Diamond Jim Brady - Babe Ruth - and dear old Irvin S. Cobb! ... Now, professor, please go sit on a tack.

- - - - -

The items you read here and there about Buddy Rogers and his alleged Love Life, are just false alarms ... Buddy Rogers serves some of the pretties in New York as an escort, perhaps, but he isn't serious with any of them ... The real and only love in Buddy's young career, is a home-town sweeten-hearteden - and one day, they will make some preacher in Olathe (OH-LAY-THA) Kansas, two dollars richer ... Nancy Carroll's ex-hobby - I mean, hubby - who is christened Jack Kirkland, arrived by 'plane from Hollywood yesterday, because his newest heatwave - told him that three thousand miles was too much distance - for people who were That Way about each other ... So, Mr. Kirkland winged his to Broadway and his new honey - the beautiful Roberta Robinson - who was the most pursued show girl in the late "Band Wagon" lah-de-dah ... The James Dunn-June Knight sitch-ee-ay-shun has James fretting ... He must return to the studios in the west soon - leaving his adored one, June Knight - to the mercy of New York, the critics and the other wolves who will inspect her dancing in a soon-due musical show ... The talk had it, you know - that James Dunn and Miss Knight, would middle-aisle it when she arrived - but they are marking time, instead ... And James is a little worried.

(MR. WINCHELL CONTINUES NEXT PAGE)

BTX01 0031070

MR. WINCHELL: (CONTINUING)

I want to thank the publisher and editor of The Denver Post - my newest newspaper - for permitting me to join its staff ... The Denver Post ranks among the first half dozen best American newspapers ... So, thank you, publisher and editor, Frederick G. Bonfils! ... And here, sir, in return for the distinction of making me one of your correspondents is a bit of scoope ... When the new Orpheum Theatre opens in Denver on February Fourth - the last brick to be placed in that new amusement temple, will be a solid gold one, sent from Hollywood by Ginger Rogers, the movie star ... Ginger - I am told - is a Denver-born gal - which Denver was not aware of - because so many of the movie magazines listed her birthplace elsewhere ... Joe Cook, originally of Evansville, Indiana, who made the Four Hawaiians popular - until they landed on the front pages, was legally melted, you know, many months ago ... Well, Joe Cook is courting again - with a former Texas Guinan numph, christened Alice Boulden - and the talk has it around Broadway that Alice is trousseau shopping and window-wishing between shows on her current Cook's Tour.

- - - - -

One of the most interesting jobs I ever wrote about was the job held some time ago, and probably to this day - by a messenger boy in Boston. He is named "Spike" Davis, and the legend had it that Spike made about Two Hundred Dollars a week in wages and tips - mostly the latter, of course.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Spike's specialty, they told me, was carrying securities for stock brokers in Boston, to New York ... His other duties (during his interesting routine) included serving as guardian or companion for elderly ladies or children who have to travel between those cities ... But most interesting to me, was hearing that a client would engage the messenger to accompany a wife or sweetheart on a train tip - so that the women would not be annoyed by flirts and others ... A most unusual job, you will admit - and what I want to know - is who watches Spike!?

- - - - -

Here is something that startled me into a fit of cheers - the grand opera who says that audiences at Broadway musical shows are more discriminating than audiences at Grand Opera. It was Everett Marshall, who made that crack the other yawning - and believe you Winchell, Everett Marshall ought to know! He is the man who amazed the Great White Way by leaving a star position in the Metropolitan Opera to sing in George White's Scandals - and his baritone voice has become one of the biggest sensations Broadway has heard in years. And now, Howard Clancy will tell you what you will get in that package of LUCKIES - For my part, I know he is right. I smoke them myself, you know.

HOWARD CLANEY:

When you smoke a LUCKY, the first thing you will notice, will be that delicious flavor - the flavor of the world's finest tobaccos - a flavor that is developed to the utmost by the LUCKY STRIKE "TOASTING" Process. The second thing you will notice will be how kind, how smooth LUCKIES are to your throat. LUCKIES can't help but be kind because before a LUCKY comes to you, certain irritants are expelled and that accounts for LUCKIES decided mildness, its smoothness. Heat purifies - sunshine mellows. You know that that is so. Remember those facts when you taste your mellow LUCKY. Everett Marshall, about whom Mr. Winchell has just told you, is one of our good LUCKY friends. Hear what he has to say: "I keep LUCKIES in my dressing-room. I don't want to take an irritated throat on the stage and LUCKIES and throat protection go hand in hand." Mr. Marshall and all our other friends, we are proud of your constantly increasing patronage, and we are glad, because of your kindness, your approval and your favor, we are able to employ more people in our LUCKY STRIKE factories, more LUCKY STRIKE salesmen than ever before to bring you this finest of all cigarettes.

- STATION BREAK -

WALTER WINCHELL:

And now to return to Lexington, Virginia - to the Washington and Lee Fancy Dress Ball and Bernie Cummins' crew of syncopaters!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Here we go - all the way from New York town and all the other cities, villages and whistle stops, right over the Mason-Dixon Line to shout:

ON WITH THE DANCE, BERNIE CUMMINS! (WHISTLE)
OKAY, LEXINGTON, VIRGINIA!!

ANNOUNCER:

The most famous college dance of the south, the Twenty-Sixth Annual Fancy Dress Ball of Washington and Lee, continues with Bernie Cummins playing ...

(_____)
(_____)
(_____)
(_____)

ANNOUNCER:

Right over the heads of the folks in Washington, Annapolis, Philadelphia and Trenton, goes the Lucky Strike Express, from the campus of the "generals" to the Broadway of Winchell's.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Bernie Cummins - tell my Virginia paper, the Richmond Times-Dispatch, to snap some pretty pictures of those pretty girls - so we all can see what we missed! ... Right here, Cummins, Howard Claney, another of Mr. Lucky Strike's word-jugglers sells his ciggies ... and then you throw it in high again.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And now, Mr. and Mrs. Nice People, you know that we send you this entertainment, so that we can call your attention to the cigarette made by Mr. LUCKY STRIKE - and we know that you are, and have been most courteous to your host. And so, here is our star attention-caller, Mr. Howard ClaneY, telling you what to reach for, as well as a LUCKY STRIKE Dance Hour!

HOWARD CLANEY:

Ladies and gentlemen - Do you realize what a world of care - and time - and effort - what a wealth of money and pride goes into the perfection of your LUCKY STRIKE? In that LUCKY of yours, are tobaccos harvested in 1929 - one - two - three long years ago! Think of that - tobacco gathered by scores of experts all over the world - the Cream of many Crops. Tobaccos that have been stored for three whole years ... aging ... ripening ... mellowing - for it takes three years for a LUCKY to be born! And then - after those years of gentle mellowing - each shred of fragrant LUCKY STRIKE tobacco is given the wondrous benefits of that famous and exclusive LUCKY STRIKE Process - a process that only modern science could perfect. The extra, secret "TOASTING" Process that expels certain irritants naturally present in every tobacco leaf - a process that makes LUCKY STRIKE the purest of cigarettes. Modern science joins hands with Mother Nature and Father Time - And so - you can clearly realize why it takes three years for a LUCKY to be born!

- STATION BREAK -

ATX01 0031075

WALTER WINCHELL:

That's you again, Bernie Cummins, down there ON THE TRAIL OF THE LONESOME PINE! ... Keep us happy, Massa Cummins!

Let 'er ride! Frank Williams over there in the control room! ... Come on, you LUCKY magic carpet - take us back to the Washington and Lee Fancy Dress Ball and Bernie Cummins' crew!

ON WITH THE DANCE, LEXINGTON! (WHISTLE)

OKAY, VIRGINIA!

ANNOUNCER:

This time, Bernie Cummins will play ...

- (_____)
- (_____)
- (_____)
- (_____)

ANNOUNCER:

Now all you girls in Fancy Dress costumes which make us believe we're back in the days of Martha Washington, be careful of your skirts because it's a fast ride!

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Thanks ^{you}/again, Bernie Cummins, and when you're near Danville, Virginia, throw a kiss for me to 488 Jefferson Street in that city - because that's where I used to be happy when I was seven, eight and nine years old.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

This is where I put the second edition of our Lucky Strike Gazette to press, Cummins - I'll throw you a signal in a while. Stand by, big-timer!

- - - - -

And here's something that was sent to me to keep our New York heads from swelling up any larger ... I am informed that the largest electrically lighted letters are not on New York's Broadway, at all - but are on the hills, near Portland, Oregon - and that they are sixty feet high.

Well, maybe so - maybe so - but the largest electric sign is not on the hills near Portland, Oregon, either ... The largest is in Bwayness Ahreez, South America - so long as the subject came up - and so that the records may be kept accurate, and if you don't believe it, when television is perfected and our Lucky Strike Dance Hour goes there again, I'll show it to you.

Here's another thing I never knew until yesterday ... The three boys who wrote the one-time popular ditty, "Sonny Boy" - wrote that song merely to burlesque, and make fun of all the other mentilsental chuns ... They were kidding the vogue for the sad songs at the time - and to their amusement - "Sonny Boy" sold over one million copies. For which they have received a penny a copy - so if you want to find something to worry about - figure their respective fortunes yourselves ... In fewer words - how much is one million pennies - which certainly is easier than How High Is Up?

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

One of my pet paragraphs in the column, is called "Recommended to Diversion Seekers" ... For years, I ran that paragraph every Monday in the paper, and Mr. Lucky Strike told me he believed it would prove interesting if offered on the airwaves... So here are a few recommendations to those of you who want to be diverted ... New York's most amusing and most intelligent comedy is called "Reunion in Vienna", a Theatre Guild production, starring Lynn Fontanne and Alfred Lunt ... The best of the magic lantern operas I've seen in ever so long, a spell, are Sinclair Lewis' movie-ized "Arrowsmith" and Warner Brothers, "Taxi", which stars another of my favorites, James Cagney ... And here's a grand book - a new idea in detective murder mystery fiction ... It is called "The Floating Admiral", and was written by thirteen well known authors, including G. K. Chesterton, and AG-A-tha Christie.

- - - - -

Here's a bit of a heart throb I happened into the other night while swapping gab across the nocturnal tables in the local whoopee asylums. Their names do not matter ... Let's call him one of the better playwrights ... He hasn't written a play in three years, however, and he will alibi that he hasn't had a good idea in his dome ... "You know," he will say, "something different from the usual, is what I want to write".

Well, I wonder why he doesn't make three acts out of this intensely dramatic incident in his own life ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Two years ago, when his beautiful wife (an actress of note) told him that a Blessed Event was on the way, he told her that his temperament wouldn't be able to compete with brats, as he called children, around him ... They parted as a result, and his wife went to Paris where, while waiting for her happiest moment - she also got her divorce.

When she returned a year ago, and he saw their baby boy, he fell madly in love with it ... He begs her between sobs - almost every day, to remarry him - but she won't!

She permits her former husband to see their child for an hour each week, however ... And if that isn't drama, with a capital "D", then I don't know a drama when I hear one.

Perhaps the remorseful husband will make a play out of it some day - when the wife he wishes he had back - inspires the chief reason - for most successful shows, and that is, of course, the final clinch - the closeup, or in plain language, the Happy Ending.

- - - - -

Lamp that smart-looking camera study of Maureen O'Sullivan in today's papers! You'd never think she was imported from Dublin and arrived in New York dressed as an Irish waif ... a poor little girl in tatters - with a brogue you could cut with a knife. And you'd be right in your suspicions - for it was all a publicity stunt.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Maureen O'Sullivan is certainly Irish, but she was polished off in a French finishing school ... And here's where Howard Clane again asks your kind indulgence for _____ seconds only. Thank you.

HOWARD CLANEY:

It didn't take Maureen O'Sullivan long, after she got her first glimpse of the Statue of Liberty, to decide to reach for a LUCKY instead. The statement she has given us is as simple and straightforward as Maureen O'Sullivan herself. She writes: "My reason for smoking LUCKIES is that they are so mild, and cause no irritation to my throat. Your new cellophane wrapper is marvelous. Just a pull of the tab and there are the LUCKIES." Thanks, Maureen. You bet that new cellophane wrapper is marvelous - for it preserves something you'll find in no other package of cigarettes - that delicious "TOASTED" flavor, and the rich fragrance of the world's finest tobaccos - the Cream of many Crops. That's what's INSIDE the package, my friends - but here's what's OUT - certain harsh irritants are out - irritants you'll find in every tobacco leaf the soil ever grew - but they're OUT of your Luckies because that secret and exclusive Toasting Process drives them out. That's why Luckies are always kind to your throat. Probably you are smoking Luckies now. But if you aren't, make your next purchase, a package of Lucky Strikes.

- STATION BREAK -

ATX01 0031080

WALTER WINCHELL:

Okay, America - find yourself a comfortable cushion on our magic carpet ... It's bound for the Southland, again - back to the Washington and Lee Fancy Dress Ball, where they think they're having a gayer time than we are - going places and hearing things!

ON WITH THE DANCE, BERNIE CUMMINS! (WHISTLE)

OKAY, LEXINGTON, VIRGINIA!

ANNOUNCER:

The costumes here, are all of the time of Washington, but the music is as swelligant and right up-to-date, as Walter's "Winchellingo". Walter, a posie, please. Bernie Cummins will now play

(_____)
(_____)
(_____)
(_____)

ANNOUNCER:

We're glad you all came to our Fancy Dress Ball at Washington and Lee, and we thank Walter Winchell's boss, Mr. Lucky Strike, for the honor of contributing this touch of college life to the Lucky Strike Dance Hour.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Mighty fine job, Bernie Cummins - it was nice to have heard your orchestra and to have been at your party.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Hear you soon again, Cummins - this is where I wind up the show acknowledging a note or two, from here and there.

- - - - -

This is for Arthur Kervin, and all the boys at the Naval Hospital at Washington, D. C. ... Thanks for your nice letter, Arthur Kervin - and all you World War Vets ... it was nice of you to go to the trouble of saying so ... Yes - in the Naval Reserve - I was twenty at the time - but you fellas straightened things out all right before I learned how to wear my hat in the salty manner.

- - - - -

Miss Gertrude Kaniz of Chicago, this is for you, Gertrude ... No, Winchell Smith, the playwright and farmer is no kin of mine ... His real name is Bill Smith, and I once read the story of his career, in which he told that he took the name of Winchell out of the local 'phone book ...

- - - - -

Arthur Kober of Hollywood, California ... We're trying to get a dance orchestra from China or Japan right now ... There's one in Tokyo, I hear, that plays a peculiar kind of American dance music, and maybe we'll arrange things ... I'd like to get Floyd Gibbons (who is there) to yell back at us, "Okay, America!" That would be a real thrill!!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Ben Bernie of Chicago, this is for you - you old Moustrol ... Why didn't you mention me on Monday night! ... What's the matter - couldn't your drummer think of anything?

And that, ladies and gentlemen - concludes tonight's Lucky Strike Dance Hour ... On Saturday night, we return to our pal, Jack Denny in Montreal, Canada. Jack will share the bill with Herbie Kay of Chicago. Until Saturday night at the same, then, I am your New York Correspondent, Walter Winchell - whose friends all smoke Luckies and I want you all to be my friends!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HCTVARD CLANEY:

Please remember, Lucky Strike offers you the finest tobacco quality - the Cream of many Crops- plus the throat protection of the exclusive "TOASTING" Process. Luckies are always kind to your throat.

Thank you.

The Lucky Strike Dance Hour has come to you from New York City and Lexington, Virginia, through the facilities of the National Broadcasting Company.

AGENCY:WINCHELL:CC

1/28/32

ATX01 0031083

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

TIME: ()

WEAF

LUCKY STRIKE DANCE HOUR

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

JANUARY 30, 1932

SATURDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN.) (IMMEDIATELY FOLLOWED BY ANNOUNCER)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes -- sixty modern minutes, with the world's finest dance orchestras -- tonight we bring you two great orchestras -- one from Montreal, Canada, and the other from Chicago, Illinois -- and, your New York Correspondent Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow! MR. WALTER WINCHELL!!

WINCHELL:

Good evening, Uncle Sam, Aunty Chicago and Cousins Montreal! This is your step-child, Walter, at the Lucky Strike Magic Carpet controls -- which is rarin' to circle the continent, again -- starting from New York -- the best known whistle stop on the Atlantic Coast.

It's been an exciting week -- for me, at any rate -- Mr. and Mrs. Tunner-Inner ... Bare-linn, Germany, came over in the swelegant manner -- and was I glad! ... You have no idea what a breathless time I have of it here -- everytime I chuck a cue across the Big Puddle ... Because I'm incessantly worried that -- that old pain in the neck -- static -- is plotting some of his well known two-timing -- and when he does -- and he spoils our fun -- my face gets red so easily.

ATX01 0031084

Tonight's flight takes us back to Jack Denny, plying on the other side of the Canadian border, Jack's crew will share the headline honors with our newest son -- Herbie Kay and his O,Kays -- playing from Chicago ... Howzat for a welcome, Herbie?

WINCHELL:

Let's go, Mr. Lucky Strike and your affectionate tribe of Dance Hour Fans! Let's pick up Jack Denny first -- up there in the Dominion so we may quench our thirst -- for melody ... That's flash Number One, Denny -- throw it in 3rd!

ON WITH THE DANCE, JACK DENNY! (WHISTLE) OKAY, MONTREAL!

DENNY:

Good evening, Lucky Strike Dancers. Welcome again to Canada and Montreal where we'll carry on with

(_____)
(_____)
(_____)
(_____)

DENNY:

The Lucky Strike International Roller coast-to-coaster dashes across the Canadian border back to Walter and his Winchell-low-down. (WHISTLE) OKAY, NEW YORK!

WINCHELL:

Very nice, Denny, plenty pretty. It was good to hear you and your faithfuls, again ... After I put the first edition to press, Jack -- we hop over to Illinoy for Herbie Kay's crew --- and then we return to Canada for you. Stand by, Denny and don't put too much ice in mine.

Mr. Georgie Price, the vaudeville tenor, feels badly, he says, in a letter - because credit was not given him when I used a joke which he asserts he made up right out of his own head ... The joke was the one about the woman movie-patron who wouldn't buy her ticket until the manager told her what sort of a show he had ... So the manager told her he had two features, a scenic, two newsreels, a comedy, two shorts, and a stage show of 200 actors ... "What!" yelled the woman, "no MICKEY MOUSE?" ... When I relayed that joke to you on these air-waves -- I added that I saw it in a paper devoted to the film trade, which gave no credit to anyone for it....But today's morning mail included a cartoon offering the same joke ... That cartoon first appeared in the March 21st number of Life, and Photoplay reprinted it in July ... So, if credit is to be given -- Let's give it now to Gardner Rea (Ray) who drew it ... There, now, Georgie-Porgie -- what PRICE Glory?

Mayor Walker assigned eight of New York's first grade detectives to guard Peggy Bears, the wife of his pal, A. C. Blumenthal, last night ... Because Mrs. Blumenthal, who always flashes a lot of jewelry, had been tipped off that she was to be the victim of a stick-up and possibly kidnapers ...

WINCHELL (CONTINUED)

The Clarence Brown-Mona Maris combination isn't as cold as some of their friends imagine ... Mona is considering taking up her option on Clarence, who kept the Los Angeles and Hollywood phone gals awake the other night trying to get Miss Maris to listen to reason ... I see by some of the gazettes that Billie Dove and her former boy friend, Howard Hughes, the messy with money movie magnate, have kissed and made up ... That is not a fact ... They are, as the amusing expression goes, merely good friends ... It has also been reported that Weldon Heyburn, the former University of Alabama quarterback -- who was brought to the west coast to combat the Clark Gable hurricane, is now Greta Nissen's newest Favorite Person -- which would make Grace Brinkley -- HIS OLD GIRL! ... In a letter to friends, Mr. Heyburn says, among other interesting things -- that Miss Nissen and Loretta Young are both lovely girls -- and good fellows -- but that Miss Brinkley of the New York show shops still is his sugar-pie ... The Sally Blane-- Richard Cromwell blaze is beyond control ... Now that Linda Watkins is the all-of-a-sudden birde of G. L. Hess - the Chicago attorney -- Erwin Gelsey and so many of the lovely Linda's admirers are carrying lilies in their hands ... Claire Windsor writes me that the newspapers gave her some fine publicity -- but that her ro-MANOE with Reid, Junior, from San Francisco, went on ice ever so many weeks ago ... And that when I wondered about the state of affairs a few talks ago -- the reporters bombarded her in Chicago -- because, purely by way of coincidence -- her companion there was a former admirer, who also was last-named Reid ... Miss Windsor would like it a lot, she says, if I told you all that she isn't contemplating another marriage -- but not to depend on it.

MR. WINCHELL: (CONTINUING)

I see by the journals, that Frederic March works at the studios by day and that his wife, Florence Eldridge, works at the theater by night ... And that they see other other only at luncheon ... That reminds me of Fanny Hurst, the novelist, who approved that form of marriage ... It was Miss Hurst, you may recall, who startled her readers several years ago - by asserting that living apart and seeing your husband only for breakfast - was the sure road to marital happiness ... Well, mebbe so, mebbe so - but Fanny Hurst and her devoted husband are closer than nine and ten ... And what I started out to say - is that when Fanny Hurst made that startling remark - Fanny was being promoted - so that the nation would be Fanny Hurst-conscious, as the better press agents put it - As a matter of fact, Fanny Hurst doesn't believe in happy couples dwelling apart - it was Ray Long, the first to appreciate Fanny's talent - who first circulated that fable.

- - - - -

One of the more amusing stories is the one that Hay Allison, the star who shook the screen for James Quirk, the editor, told me... Miss Allison overheard it/ⁱⁿ one of the smarter New York hairdressing emporiums.

A movie star with too much temperament had stormed into the busy place and demanded quick service ... "See here," snapped the proprietor, "you'll have to take your turn in line! You may be a movie star in Hollywood - but you're only another MARCEL here!"

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

I've just learned the inside story of that big Broadway feud between George White and Florenz Ziegfeld. George White used to be a song-and-dance man - and a good one. When George was getting ready to put on his first "Scandals", Ziegfeld sent word that he'd pay White \$2,000 a week if he and his star - Ann Pennington - would do a dance in a new Follies ... and drop the "Scandals" idea. Back came the word from George White: "Will pay Ziegfeld \$2,500 a week if he and Billie Burke will appear in my new "Scandals"!" Was Ziegfeld's face red - especially when the first Scandals turned out to be a smash hit! Today, George White is making a box-office smash out of his eleventh Scandals. And now, Mr. Lucky Strike's star salesman, Howard Clane, is going to give you some facts about the cigarette that brings you these Lucky Strike Dance Hours.

HOWARD CLANEY:

Noice that Indian chief on every package of Luckies. It's a symbol of leadership. Just as the Indian chieftain led his tribe, so that famous brand of Lucky Strike, leads with cigarettes - Lucky Strike offers you the finest of tobaccos - The Cream of many Crops. Lucky Strike offers you throat protection, for in all the world, Lucky Strike is the only cigarette that affords the extra throat protection of the exclusive "TOASTING" Process ... Is it any wonder that so many famous people insist on Lucky Strike? That great leader of the theatre, George White, tells us why he smokes Luckies: "Reach for a Lucky is another way of saying, 'side-step harsh irritants'," he writes.

(MR. CLANEY CONTINUES NEXT PAGE)

ATX01 0031089

MR. CLANEY: (CONTINUING)

"In the 'Scandals', I don't want throat irritation to get past the stage door. That's why it's always Luckies for me - and Luckies for the others in the cast. For eight years, I've found Luckies a friend to my throat, and a treat to my taste."

- SCATION BREAK -

WALTER WINCHELL:

And now to salute the newest of the Lucky Strike Dance Hour headliners - Herbie Kay and his blues-shooers - who will play from the town that seems to be blessed with grand bands.

Come on, Herbie Kay - meet Mr. and Mrs. Lucky Strike listener - Mr. and Mrs. Lucky Strike listener - meet our new son, Herbie Kay.

ON WITH THE DANCE, HERBIE KAY! (WHISTLE)

OKAY, CHICAGO!!!

CHICAGO ANNOUNCER:

Herbie Kay and his orchestra now starring at the Back Hawk restaurant in Chicago, are going to play as their introduction to Lucky Strike dancers, ...

(_____)

(_____)

(_____)

(_____)

CHICAGO ANNOUNCER:

Right over the tip ends of Lake Michigan, and Lake Erie, and the mountains of Pennsylvania, goes the Lucky Strike magic carpet, back to Walter and his Winchellingo ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That was delightful, Herbie Kay ... Atta boy! ... and while you're standing by waiting for your next signal ... that is ... after Jack Denny and Mrs. Winchell's Walter show-off a little, please tell the Chicago Chamber of Commerce how glad I am that Chicago has adopted me. Even if a certain paper barred Ben Bernie, the old microbe, from singing the new song, "Mrs. Winchell's Boy". I am sorry they did that, but Ben fooled them and sang, "Okay, California!", so thank Ben Bernie for me, too.

Okay, Howard Claney. Throw that switch near microphone Two and tell them all about the Cream of the Crop - and be sure and thank them, Howie, for letting us all into their homes.

HOWARD CLANEY:

When a young tobacco plant pokes its little green nose through the earth, it contains harsh, biting irritants. And later, when the tobacco planter selects the finest, most fragrant leaves from the plant at harvest time, each and every leaf contains a world of goodness - but at the same time, each and every leaf contains harsh, biting irritants. That is why we do not rush these leaves into your LUCKY STRIKE. It takes three years for a LUCKY to be born! One - two - three - whole years.

(MR. CLANEY CONTINUES ON NEXT PAGE)

ATX01 0031091

MR. CLANEY: (CONTINUING)

For instance: That delicious LUCKY STRIKE you are puffing on now, is made of the choice, ripe, tender leaves - the Cream of many Crops - that have been stored and aged during 1929 - 1930 - 1931. And then, for your throat protection, against irritation - against cough - these choice tobaccos receive the benefits of the famous and exclusive "TOASTING" Process. For it is the "TOASTING" Process that expels - removes - drives out, certain harsh irritants, leaving the mild and mellow goodness that has made LUCKY STRIKE preferred by millions. It takes three years for a LUCKY to be born! But it only takes three minutes for you to realize the importance of this slow and deliberate aging - for it is time - time - and that famous "TOASTING" Process which makes LUCKIES always kind to your throat!

And, Walter, may I just say a few words more?

WALTER WINCHELL:

Sure, I'm all ears!

HOWARD CLANEY:

I want to express the appreciation of the American Tobacco Company for those thousands of comments which you radio listeners have sent us. After all, it is you, my friends, who make this program possible - both by your very helpful suggestions, and of course, by your patronage that we appreciate so much. And I want especially to thank you college men and you college women who have expressed such great interest in these programs. We are certainly glad that you are such ardent boosters for Lucky Strike ... We hope you will continue to like these programs - to continue to write us your suggestions - and continue to be pleased.

ATX01 0031092

WINCHELL:

And now back to Jack Denny and his fascinating orchestra in the Province of Quebec!...Our magic carpet is plenty gay, tonight Denny -- Herbie Kay in Chicago just seasoned it with some spice and salt -- so give it another dash of Canadian Ketchup, Jack, so all of us may enjoy a swelegant feast.

ON WITH THE DANCE -- DENNY! (WHISTLE) OKAY! MONTREAL!!!

DENNY:

We'll give you the ketchup and a bit of salad on this Lucky Strike Dance menu as we play --

(_____)

(_____)

(_____)

(_____)

DENNY:

We fly back now from the Mount Royal Hotel in Montreal to Fifth Avenue, New York, so we can hear Walter Winchell talk some more about Broadway.

(WHISTLE) OKAY, NEW YORK!!!!

WINCHELL:

Dandy, Denny...Pat your crew on the backs for me -- and save a handshake for yourself...I have another edition to do right here and then that magic carpet of ours will return to Chicago and Herbie Kay's crew.

Adios, Denny!.....And give my greetings to your pretty bride.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The newest of the heartier chuckles along New York's Grandest Canyon deals with Clifton Webb, one of the stars in the touring "Third Little Show"Mr. Webb, it appears, danced his way into a complete swoon during a performance in Philadelphia recently...So the management immediately recruited Tommy McLaughlin, the dance director of the show and understudy to Master Webb.... Tommy went out onto that stage --did the same dance and stopped the show colder than Webb's brow -- and the audience cheered itself hoarse for Tommy.

Well, just as every one anticipated, when Master Webb, who had fainted -- heard all that applause -- he came right to -- and revived himself with the use of smelling salts, of course -- and continued with the next number.... Oh, dear.

One of the New York critics made a silly observation the other day....The commentator reminded his readers that another reason why the late David Belasco's stars proved such great box office attractions -- is that Belasco never permitted them to appear at benefit shows or make frequent appearances in public. "This is a sound idea," said the critic, "considering that New York puts on so many benefits. If show goers can see the stars at the benefits they won't pay the steeper fee to see them in their plays."

That's very interesting and all that sorta applesauce.... Any one will tell you that Will Rogers and Eddie Cantor are two of the greatest box office attractions in the world -- and this, in spite of the fact that Will Rogers and Eddie Cantor hold the record for appearing at benefits!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Here's a little item which you may title "The Native New Yorker"....The Native New York gets up at the alarm of a Connecticut clock...He buttons up his Brooklyn suspenders to Rochester trousers and puts on a pair of shoes made in Massachusetts.. He washes in a Pittsburgh basin and uses Chicago soap...Then he sits down to breakfast at a Grand Rapids table -- he eats hot biscuits made with Minneapolis flour and some Kansas City bacon cooked on a St. Louis stove...He then claps on his hat which was made in Danbury and rushes for his D'TROIT Motor Car and smokes a Lucky, from the cream of many crops none of which are grown in New York. At night he dashes into some cabaret for some Montreal Wet Wasa -- the only home product in town for which he is charged six-bits or 75 cents a convulsion.

One of the widely spread legends is that Marlenah Dietrich has the shapeliest pair of stocking stems in Hollywood... Miss Dietrich's are very nice, I know, but hers are not the shapeliest legs in Hollywood, at all...A magazine writer has discovered.- after a long and studious survey - that the best looking legs in Hollywood belong to a MAN - whose name is John Barrymore.... Speaking of the Barrymores reminds me that whenever John, Lionel, or Ethel open in a new play or chatterbox - they do not send each other telegrams of good luck or flowers -- they merely send a large and rosy apple to which is pinned their respective cards....It is among the traditions in the illustrious stage family. One of the Barrymore tribe started it generations ago -- but I don't know why... Perhaps -- it's a case of a red apple for teacher -- as if any of the Barrybores would admit that the others could teach them anything.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

I wonder how the war is coming out between all the authors and composers who claim that they wrote "St. James Infirmary" the blues ditty? That tune caught on a year or so ago after gathering dust on the shelves for 8 years...It would be most embarrassing to the claimants if they ever sat down and played the well known "Yiddisher Kazotsky" which has practically the same melody...And I hear that Peggy Joyce is going to do a column of gossip for a chain of papers...Well, I'm not going to worry much about Peg being a rival -- because pretty Peggy -- I am sure -- will never be able to break news -- as well as she can make it.

And now, Mr. and Mrs. Tuner-Inner, if you are not already smoking Luckies - here's Howard Clancy to tell you why you should... You know, when you drop into a store to buy a pack of Luckies, that's your ticket for a reserved seat at this Lucky Strike Dance Hour.... Okay, Howard...you tell 'em!

CLANEY:

I am sure many of you heard that brilliant broadcast of the opera "Martha" just half an hour ago on another N.B.C. network. And if you did, you must have noticed the lovely soprano voice of Madame Coe Glade, one of the stars of the Chicago Civic Opera. That voice was beautiful - wasn't it? And of course Madame Glade protects that precious voice from irritation. For one thing, she makes it a rule to smoke only LUCKY STRIKE Cigarettes. For the past three years she has been reaching for a LUCKY. She writes: I have chosen LUCKIES for my cigarette. They bring me the throat protection I need and the delicious toasted flavor I like."

(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. CLANEY: (CONTINUES)

Ladies and gentlemen -- you need that throat protection just as much as Madame Glade. Why not choose LUCKY STRIKE as your cigarette? You know that sunshine mellows. You know that heat purifies. So you can readily understand why LUCKY STRIKE is the purest of cigarettes -- the cigarette that is always kind to your throat. We are pleased that more and more people every day are discovering the wisdom of reaching for a LUCKY instead. Because of your ever-increasing approval - we are able to give employment - at full wages to more people in our LUCKY STRIKE factories -- to more salesmen for LUCKY STRIKE than ever before! Thank you!

--STATION BREAK--

WINCHELL:

And now to Herbie Kay again and his O-Kayers, which certainly is an appropriate name for his orchestra -- and if Herbie Kay wants to use that line -- he is welcome to it...Get ready Herbie, I'm going to snap this magic carpet of ours -- loaded to the brim with millions of tuners-inners right back at you by way of the Great LakesHello, Cleveland and D'TROIT -- hear you on next Tuesday night.

ON WITH THE DANCE, HERBIE KAY (WHISTLE) OKAY, CHICAGO!

CHICAGO ANNOUNCER:

Now, if nobody lost his partner on the first ride to Chicago, we're all ready to dance to Herbie Kay's music as he plays

.....

(_____)

(_____)

(_____)

(_____)

CHICAGO ANNOUNCER:

Herbie Kay, or should we say, Herbie O'Kay, sends the Lucky Strike Dance Hour back to Walter Winchell with a swish and a flash. (WHISTLE) OKAY, NEW YORK!

WINCHELL:

Thank you, Herbie Kay -- and put your name down high on the list of the Lucky Strike Dance Hour favorites...Hear you soon, again, Herbie -- this is where I bring down the asbestos on tonight's show by swapping salutes with a few of the crowd.

Mary Jane Kroll of the Buffalo, N.Y., Mayor's Committee on Unemployment....Thank you Mary and thank Mayor RESH who is going to return to his butcher shop after his term, with one of the grandest records any Buffalo mayor ever had...But it doesn't matter to me, Mary, what city originated the Man-A-Block-Plan to help the unemployed...Green Bay, Wisconsin, claims it started it, too...Let's not fuss about who or what city started the noble plan...Let's get goin'. You know we Lucky Strikers are all for employment at full time and at full wages too.

Mrs. Jimmy Walker now at Miamah Beach, Florida...Congrate Mrs. Walker and all the other 25,000 noblemen and women down there who are doing so much for the St. Francis Hospital Fund...And get Mrs. Winchell to sell and buy some of the programs and flowers, please.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Ben H. Thayer of Prescott, Arizona...No, Mr. Thayer, you're wrong... the best way to keep cool in New York during the summer -- is to take out a chorus girl -- whose mother likes to come along, too!

Hazel Rascoe of Larchmont, New York, this is for you, Hazel....The only dog that they allow to ride in Pullman cars is the one owned by J.P. Morgan -- I have no favorite Ruth Etting record, Hazel. -- I'm that way about anything Ruth sings...Red McKenzie's version on the platters of "Just Friends" is, in my opinion, a grand number....I was 34 last April 7th.

Dr. Sydney Olsen of San Francisco, California...Thank you, doctor...But I know this story to be a fact...He was one of the greater cartoonists and his comic strips will probably never be forgotten....He was always 4 weeks ahead of his schedule with his cartoons and one day he turned in a batch of them but there were no noses drawn on his characters...When his boss asked him why there were no noses, he indifferently answered: "Oh, I'm tired of drawing noses!"....A few weeks later he was sent to an asylum where he passed away...His comic strip appears to this day drawn by what is known as a ghost writer.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And that Doctor and all you other listeners whether you smoke LUCKIES or not -- but I hope you do -- winds up tonight's show... On Tuesday night we go to Cleveland to hear Ted Florito and his orchestra. On the same night we get Johnny Hamp's crew from D'TROIT...On Thursday night Eddie Duchin's Central Park Casino Crew will star from New York and on Saturday night my boss, Mr. Lucky Strike, won't even tell me what's going to happen...he says "It's to be a surprise party --" so be sure and listen. Until Tuesday night at the same time, then -- I remain your New York correspondent, Walter Winchell, who saw a new show last night in Newark called "Blessed Event," which is about a columnist...They asked me to say tonight on the air just what I thought of it....Well, all right, I will...The scenery is fine -- but the actors get in front of it!

(SIGNATURE)

(CLOSING ANNOUNCEMENT: (OPTIONAL))

HOWARD CLANEY:

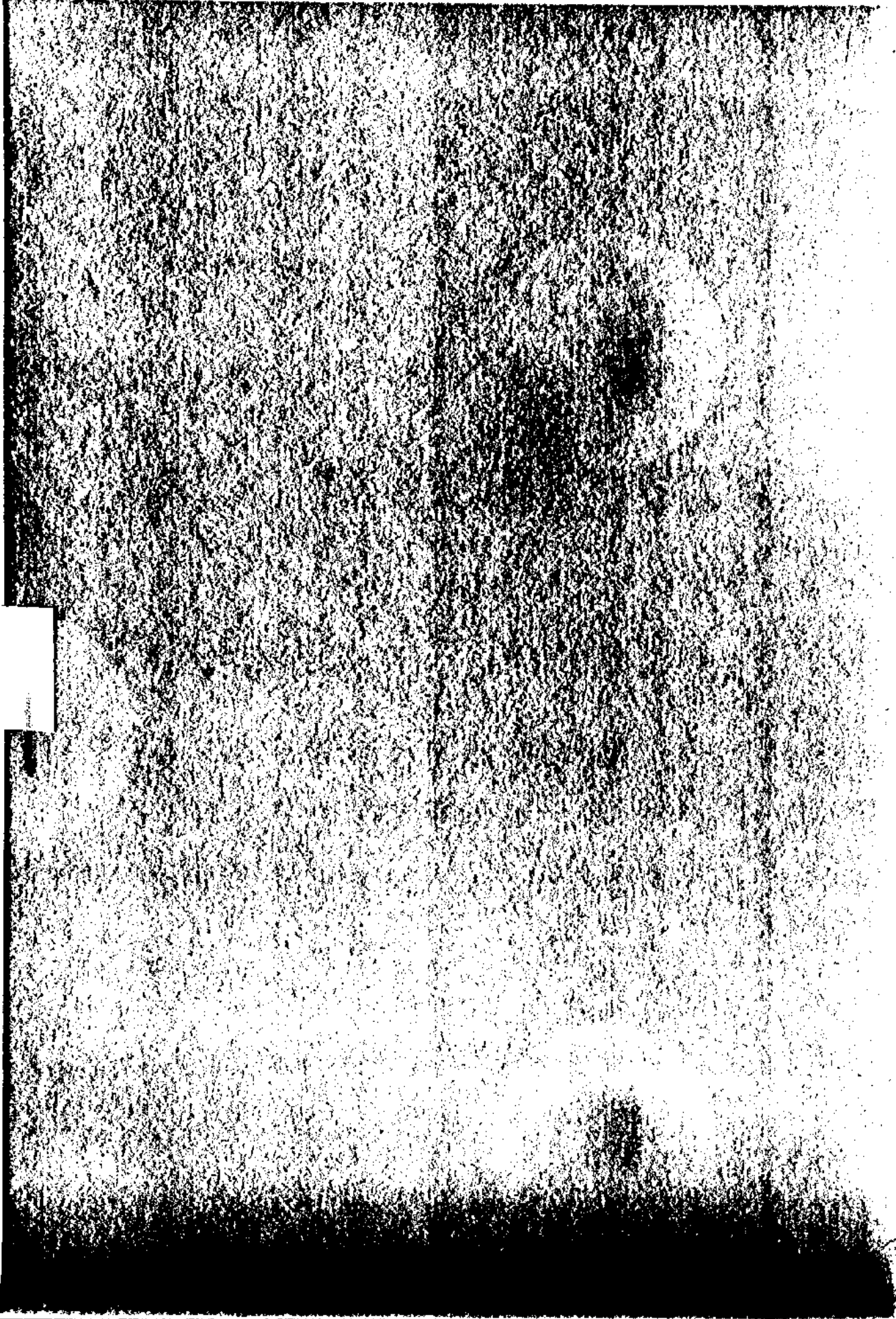
Please remember, LUCKY STRIKE offers you the finest tobacco quality -- the Cream of many Crops throughout the world PLUS the throat protection of the secret and exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. Sunshine mellows - heat purifies -- LUCKIES are always kind to your throat.

The LUCKY STRIKE Dance Hour has come to you from New York City, Montreal, Canada, and Chicago, Illinois, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/ST/CC/Chilleen
1/30/33

ATX01 0031100

FEBRUARY



NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

WEAF

TIME: ()

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

LUCKY STRIKE DANCE HOUR

FEBRUARY 2, 1932

TUESDAY

(THEME SONG..ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN)(IMMEDIATELY FOLLOWED BY ANNOUNCER)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes...sixty modern minutes, with the world's finest dance orchestras..tonight we bring you two great orchestras..one from Cleveland, Ohio, and the other from Detroit, Michigan...and, your New York Correspondant Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!
MR. WALTER WINCHELL!

WINCHELL:

Good evening Mr. and Mrs. America! And welcome to the Lucky Strike Dance Hour Ted Fee oh-ree-tah's orchestra of Cleveland and Johnny Hamp's crew representing D'TROIT!

Michigan and Ohio..two of the stars in the Star Spangled Banner..long may the three of you wave!

Let's go to Lake Erie's leading city for our first hop because it's closer to this New York of mine..and on the next leap we'll embrace D'TROIT,..taking both cities to our hearts and their melodies to our toes.

(Mr. Winchell Continues next page)

ATX01 0031102

WINCHELL:

So get your boys ready, Ted..here goes our magic carpet..all the way from New York and wherever the tuner-tinners are to meet Ted and his blazing bunch of bass-drum-busters.

ON WITH THE DANCE, FEE-OH-REE-TOH! (WHISTLE)

Okay, Cleveland!

FIORITO:

This is Ted Fiorito at the Crystal Slipper in Cleveland where we welcome you with

(_____)

(_____)

(_____)

FIORITO:

The Lucky Strike magic carpet is all warmed up waiting to dash back to Walter and his Winchell-lingo. There she goes! (WHISTLE) OKAY , NEW YORK!

WINCHELL:

Okay Fee-oh-ree-toh---very easy-to-dance-to tunes... This is where Mrs. Winchell's Walter releases his this-and-that stuff---gathered over the week-end along Broadway and other sectors of New York...Then our magic carpet hooks up with D'TROIT FOR JOHNNY HAMP'S CREW and then we return for you, Ted. Stand by.

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WINCHELL:

On Saturday night at exactly two minutes past ten (New York time) your correspondent reported what turned out to be the front page blast on all the local rags. It was the story of the plot to kidnap the former Follies girl..Peggy Fears, now the wife of A.C. Blumenthal, who is richer than Wall Street is at present. So you can imagine..how relieved I was..when I didn't see the yarn break until after you heard it here.

News beats are easier to get than to hold, ladies and gentlemen...and I hope my editor, Mr. Lucky Strike, appreciates that, too....I mean , to hold one as hot as that kidnap plot, which so aroused the Mayor of the town that he instructed Police Commissioner Mulrooney to spare no bullets in shooting down the would-be abductors. When I ask my boss to bear with me , I mean to remind him, that so many people nowadays, are writing for the papers..that I keep wondering where all the readers come from!

WINCHELL:

Speaking of that kidnap scare..the intended victim and her husband threw a grand party at the Central Park Casino Sunday night to which came hundreds of people you know or you've read about...Pola Negri was her stunning self, as was Billie Dove, Barbara Bennett, Peggy Joyce, and all the other beautiful things that make some hearts thump..

(MR. Winchell Continues Next Page)

WINCHELL:

I had a long chat with Pola , who is not as fit as she hoped she'd be to resume her theatrical dates in Chicago where she is bound for now...Pola Negri told me a most touching story about herself and urged me not to print it or tell it to you..But I finally convinced Pola that the story be told to all of you ... believing that when you heard it..more people than ever would better understand a few things..

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Pola began by saying that I misunderstood Greta Garbo's high-hattitude toward the press in New York on her recent visit.. "When you meet Miss Garbo, some day" , said Pola, "you will adore her. She is lovely..she isn't indifferent to the reporters because she seeks more publicity by her actions...Greta Garbo has a reason for dodging you boys, She once told me," continued Pola Negri, "why she is like that".

Garbo once told Miss Negri, "Pola, I have watched you and learned from your mistakes what not to do. Those of us who build up illusions must not destroy them..for the public is fickle and tires easily. You were on top of the world..and when you lost the one you loved..and you went from Hollywood to New York to bring him back for burial..America laughed at you..and charged you with putting on an act!..They were ready to believe rumors...to the effect that it was a publicity trick on your part, Pola. I knew better..I knew he was your love, but the press, which is always suspicious, didn't. And so they belittled you..and your troubles began. So you see, Pola, said Greta, I am afraid..I am afraid to be seen or do anything for fear of what they may do to me..

WINCHELL:

"Yes, Pola, I have watched your mistakes and I have learned a lot..I have learned not to play,any more". Pola Negri's tear ducts opened when she referred to Valentino, so I changed the subject...And we sat there with Jimmy Walker and watched the stage and screen favorites cut-up....William Gaxton, a San Francisco boy who clicked in the big-time manner here, was master of the proceedings... Gaxton was celebrating his birthday , too...and he told the crowd he was 24...Which drew a loud laugh because Gaxton had transposed the numerals.

So Mayor Walker, who always manages to think of an appropriate crack..said in the sentimental manner: "Gaxton you say you're 24. Well , perhaps..but the counting of time isn't half so important as making time count!"

It was a beautiful remark..Later, Jimmy swapped flippancies with Elsie Janis, who started the fli-cracking act.. Elsie was making her first appearance before a crowd with her husband.. and Elsie also responded with her grand impersonations and stopped the show..It was quite a stunt to do, too..considering that Elsie Janis followed a lengthy bill of talent that no producer could buy.

WINCHELL: (CONT)

The affair was interesting from start to end because of the celebrities present and because there was such a variety of entertainment. Even George White, who never danced off a stage before, got up and did a soft-shoe routine to Swanee River, Lou Holtz made them howl, Sam H. Harris, George M. Cohan's long time pal, and partner, obliged with a dance that Cohan taught him 25 years ago, and when it was least expected, Earl Carroll furnished the melodramatic moment....Carroll, who has taken some pretty stiff abuse from the critics here for ten years, but particularly from Guess -whose- Bad Boy....startled us all by looking straight at me and giving me a piece of his alleged mind!....He said: "Walter, I've always wanted to tell this straight to your face. I wonder if you can Take It...for you've made most of the people sitting here take it in your column". Then he let loose..and I kept my word and took it, having nodded that I would, and because I have been insulted by better producers than Earl Carroll.

Poor Earl then raced from the place, and out in the lobby broke down and cried...Later I explained to Mayor Walker and Poli and others, when they asked me why I thought Carroll exploded that way...I told them that Earl certainly had good reasons for letting me have a tongue lashing. In ten years I could never get my typewriter to say a kind word about any of his productions..and because I had told many a pointed joke about him in the paper..the last joke, I presume, getting his goat the most..When somebody asked Groucho Marx what Groucho thought of one of Mr. Carroll's shows, I had reported that Groucho replied, "Well, I hate to say, because I saw it under bad conditions...the curtain was up!"

(MR. WINCHELL CONTINUES NEXT PAGE)

WINCHELL:

Here's a hot one on Florenz Ziegfeld! When Dorothy Mackaill, the celluloid star, was in the Follies, Flo Ziegfeld picked her as "the typical American girl" ...and Dorothy had just come over from England! But it wasn't all accident ...just take a look at that picture of Dorothy Mackaill in today's papers.. Dorothy sure does look like a typical American beauty! And she's one of America's better actresses, too! Get an eyeful of her in First National's talkie, "Safe in Hell". I know that's a bad word, folks...so right here I'm going to let Howard Claney put in a good word! ...for DUCKIES, of course!

CLANEY:

For six years Miss Dorothy Mackaill has smoked Lucky Strikes. She has a mighty good reason: "My throat is all-important to me", she writes, "No harsh irritants for yours truly..give me Lucky Strike every time!" . Yes, my friends ..it's so wise to reach for a Lucky instead. It's^a better cigarette because for one...two..three...three long years, the tobacco in your Lucky Strike has been aged...mellowed...seasoned. Then, after Mother Nature and Father Time have done their part, the scientific "TOASTING" Process does its part. It expels certain harsh irritants that Mother Nature has not removed...irritants that are as naturally present in every tobacco leaf as the stem itself. And it goes another step further than Mother Nature and Father Time, with the aid of modern Ultra Violet Rays, it develops that delicious "Toasted" flavor..so unique with Lucky Strike. It takes three years for a Lucky to be born, but it takes only three minutes to discover that a Lucky is the finest cigarette you ever smoked.

-STATION BREAK-

WINCHELL:

And now to D'ETROIT and another of our new headliners, Johnny Hamp's orchestra -- a grand band....Here we come, Johnny -- millions strong -- to greet you, sir, and your talented trumpeters.

ON WITH THE DANCE, JOHNNY HAMP! (WHISTLE) OKAY, D'ETROIT!

HAMP:

This is Johnny Hamp in the Book-Cadillac Hotel in Detroit. We make our introduction to all you Lucky Strike Dancers with

HAMP:

Hey there, Ted Fiorito in Cleveland! Don't stop the Lucky Strike magic carpet as it flies by. Let 'er go right on to Walter Winchell. (WHISTLE) OKAY, NEW YORK!

WINCHELL:

Very nice, Johnny Hamp. I'll bet there are a million toes still tingling to your swelegant music.

My boss, Mr. Lucky Strike, tells me that I'm on this program for two reasons - First to please you and second to help sell Lucky Strike Cigarettes.

CLANEY:

Look here, Walter, that's my job as much as yours.

WINCHELL:

Okay, Howard -- you tell 'em while I reach for a Lucky instead.

CLANEY:

Ladies and gentlemen: To you this Lucky Strike Dance Hour is entertainment. To us, it is a vitally important step in telling you of Lucky Strike, the world's finest cigarette. Frankly the purpose of this program is to make friends for Lucky Strike. And frankly, it is because of your continued good-will and patronage that we are able to pass on to you the wondrous benefits resulting from the largest sale of cigarettes in the world. We are able to send to the ends of the earth for the Cream of many Crops and to store 100 million dollars worth of these choice tobaccos for one - two - three whole years. Then we - and we alone - are able to give these celebrated tobaccos the extra benefit of the exclusive "TOASTING" Process. For it takes three years for a Lucky to be born! The "TOASTING" Process is the final touch -- the process that adds the goodness of modern Ultra Violet Rays -- the mellowing, purifying process that expels certain harsh irritants nature puts in every tobacco leaf. In place of those expelled irritants which you don't want, we put in what you do want: extra tobacco goodness, extra richness and flavor -- the extra value that makes Lucky Strike the finest cigarette you ever smoked!

--STATION BREAK--

WINCHELL:

That's your second cue, Ted Fee-Oh-See-Toh -- out there in Ohio!...You and Johnny Hamp from D'TROIT are certainly keeping the Lucky Strike Dance Hour on the map in swlegant style... Keep us all happy, Ted.

ON WITH THE DANCE FEE-OH-REE-TOH! (WHISTLE) OKAY, CLEVELAND!

ATX01 0031110

FIORITO:

On the map! On the air! On the level --
everywhere! Here I am making poetry and we should be dancing to the
strains of

FIORITO:

I've always thought Walter Winchell had a hard job
with the Lucky Strike magic carpet. But it's easy. All you have to
do is --- (WHISTLE) OKEY, NEW YORK!

WINCHELL:

Atta boy, Teddy Fee-oh-ree-toh....It was nice
sharing the show with you and Johnny Hamp this way...Consider yourself
bowed low to, Ted -- and say hello to my paper, the Cleveland News,
for me, please. And now to jot down an item or so about people you
know or probably will -- some day.

You very likely have always wanted to learn the
name of the gent who is responsible for the most famous line on the
airwaves....The line I refer to is: "By Special Permission of the
Copyright Owners."

Well, the man who coined that expression and who
is responsible for it is Gene Buck, a great song-builder, author of
many Ziegfeld Follies, and now the head of The American Society of
Composers, Authors and Publishers. He is a grand person, ladies
and gentlemen, and I say that without the permission of the copyright
bonors...Here's a bit of social register news...Lillian D. Emerson and
William Harts, both of the Blue Book, are on fire!

(CONTINUED)

WINCHELL (CONTINUED)

Lillian comes from a prominent railroad family and William's father, Gene Harts, was on General Pershing's staff during the Big Quarrel across the Big Puddle....Incidentally, I wonder if there is something big due soon in a business way -- for I saw Barney Baruch, the millionaire, and General Pershing dining in a nook and talking very confidentially at the Colony the other evening....Tullulah Bankhead, of the magic lanterns, has never had her name mentioned with an ardent wooer since she returned from England.....So naturally Mrs. Winchell's Walter wondered and wondered until he found out that the one chap Tullulah Bankhead admires more than any other guy -- is a chap named Tommy Thompson, who has a contagious Southern drawl which he brought with him from Goldsboro, North Carolina...Oona Munson is on the verge of a breakdown, according to her friends.... Because her ROMANCE with Ernest Lubitsch has curdled.....Billie Seward, one of the lovelier brunettes who wears Mr. Ziegfeld's opera-lengths (silk stockings to you!) and George Hale, a handsome dance director of Broadway, are pah-lenty cah-razy about each other... George White's favorite person is an eyeful -- she is the baby sister of the 4 Gale Girls in his smash hit revusical..."Scandals". These ROMANCES I mention, ladies and gentlemen, are subject to change without notice -- but I will try to keep up with them as we go along... I mentioned in the column recently that George Jean Nathan, the critic, rarely went to the commotion picture shows...I asked Nathan why he was so indifferent to movies and he said it was because he never knew of a flicker that taught the stage anything...That the movies always got their scenarios from plays on Broadway or from Books...

(CONTINUED)

WINCHELL (CONTINUED)

Along came a letter from the firm that made "The Cheat"....To prove that the movies could teach the stage and literature something...."The Cheat", the letter said, was described as one of the screen's few classics that dictated the writing of a novel which became a best-seller.... I told that to the critic, Nathan, and asked him what he had to say about it?.....So he wrote back that "The Cheat" was taken from a stage play done here years ago which starred Mary Nash and Jose Ruben in the star assignments. It's little things like that, tuner-inner, that make columns.

Now that it is no longer a secret that Fred Astaire has finally fallen in love -- none of us can find out her name!.....Come on, Fred -- your sister Adele confessed that she was going to marry Lord Cavendish soon -- who's your girl?....Is it M.R., the deb -- and I don't mean deb-from-the-neck-up!....I know that it isn't that Follies girl, any more -- she's wild about Harry Richman now...The Tommy Manville, Jr., romance with Evelyn Groves, once of the Ziegfeld shows, is beyond control.....The rich Mr. Manville, you know, was melted recently from Yvonne Taylor, another Ziegfeld eyeful....Lawrence Gray, once of the movies and now Ed Wynn's canary, and Virgil Dodd of the same show, are plotting to make some preacher \$2 richer, and to prove that she really loves Larry, Miss Dodd permitted him to help out an old pal from Hollywood -- Pola Negri -- whom Mr. Gray escorted about Manhattan all week....Yes, indeedy. Love is a funny thing, up to a certain point....Then it gets funnier.

WINCHELL: (CONTINUED)

Here's where Mr. Lucky Strike's Coast-to-Coast salesman gives you some reasons why the Lucky Strike business is getting bigger and better every day....I'm all for that, because bigger and better business means full time employment at full wages and more and more Lucky Strike Salesmen and other employees. It's your turn, Howard Clanev.

CLANEV:

Last night the famous tenor, Louis D'Angelo, sang in the opera La Gioconda before a great audience in the Metropolitan Opera House. For 15 years Louis D'Angelo has been a star at the capitol of Opera...yes, 15 years, and of course, to achieve that record he has had to take great care of his voice and of his throat. That a magnificent tribute it is to Lucky Strike that Louis D Angelo makes this statement: "I dare take no risks with harsh irritants, so I insist on LUCKIES. They have always been kind to my throat." Thank you, Signor D'Angelo. In the careful preparation of your Lucky Strike-- and yours, too, Mr. and Mrs. Snoker everywhere -- we must thank Mother Nature and Father Time and the great benefits of modern science. We thank Mother Nature for growing such rich, mellow tobaccos, the Cream of many Crops, which we select for your Lucky Strike. We thank Father Time for aging, mellowing those choice tobaccos throughout three long years. For it takes one -- two-- three years for a Lucky to be born. And then we employ the scientific "TOASTING" Process to drive out certain harsh irritants....irritants that are as naturally present in every tobacco leaf as the stem itself! And that's the big difference in cigarettes -- in Luckies we take out these irritants and put in extra goodness -- extra fine tobacco -- and so you get more for your money in Luckies -- extra quality, and extra throat protection:

---STATION BREAK---

ATX01 0031114

WINCHELL:

That brings us back to Michigan and you, Johnny Hamp, and your clever crew....Put on the heat, Hamp!....It's a little chilly up here in the skies!

Here we go! From New York, the gravy-spot on the shirt-front of America --

ON WITH THE DANCE, JOHNNY HAMP: (WHISTLE) OKAY! D'TROIT!

HAMP:

Your Lucky Strike magic carpet came so fast, Walter, it hardly needs any more heat but we'll try it with

HAMP:

They tell me Walter Winchell has a whole sack of letters to read so let's hurry back and hear about them (WHISTLE)
OKAY, NEW YORK.

WINCHELL:

That was fine, Johnny Hamp....Congrats to you and your lads. Hear your band and Ted Fee-oh-ree-toh's soon again. Tell the DETROIT TIMES crowd that Winchell said hello -- and that I hope the Times never tells me, good-by.

And now to read my loveletters:

ATX01 0031115

WINCHELL: (CONTINUED)

Kitty Watts of New York City: I'm sorry, Kitty -- that you don't know what side to take in the Bernie-Winchell Battle of the Air....Now, don't be like that, Miss Watts -- and clap hands for my side like a good girl....Yes, Bernie and I have been pals for over 10 years. I'll never forget the time when Ben got a job as a movie extra in Hollywood and went to see himself in his first picture... Well, poor Bernie unfortunately winked and missed himself entirely.

This is for you ROSALIE MORAVILS of Falls City, Texas: Billie Dove is now on a west-coast bound choo-choo, Rosalie... Movie extras get very ordinary wages. Take no chances, Hollywood is crowded now with too many waitresses who went there thinking they were Mary Pickfords.

Fred Culp of 1228 Sherman Street, Denver: Glad you smoke Luckies, Fred. I do, too -- but I have you beat six years-- I've been enjoying them for a decade....Yes, the Man-A-Block-Plan is going fine -- more people than ever are being employed -- so I thank Buffalo, Green Bay, Anstorden, San Jose, Syracuse, Peoria and any other city that is following the Big Idea to put more men to work at fairly decent wages...Keep happy, Fred.

WINCHELL: (CONTINUED)

Grace Sinaiko, Madison, Wisconsin: No, I didn't know it, Grace. I'm sorry I didn't know that Madison had fallen in line with the Man-A-Block-Plan long ago. I was in Madison 11 years ago, at the Orpheum -- you must remember me, Grace -- The college boys stole the girl right off my arm in the stage entrance alley and I was scared silly. They returned her to her hotel safe -- but not so sound. Just playful lit-tul fell-ohs! (huh-huh)

Walter McClure of Beverly Hills, California: I'm sorry, McClure, you don't like our signal -- of "OKAY!" -- most of the crowd write me that they think it is taking the place of "whoopes". Gee, I hope so...if everything else was as okay as that harmless little word, McClure, the world wouldn't have all those headaches, would it now?.....I hope everything is O-KAY! with you Walter McClure.

And that, my namesake -- and the rest of you pleasant people -- concludes tonight's show...Don't forget and reach for a Lucky Strike Dance Hour on Thursday night when we return to Eddie Duchin's orchestra playing from the smart Central Park Casino in this New York of ours...And on Saturday night, as I told you last week, my boss, Mr. Lucky Strike, won't even tell ME what's going to happen!....So it sounds like an unusual show -- be sure and have a front-row parlor seat on me...Until Thursday night, then -- I remain as affectionately as ever, your New York correspondent, Walter Winchell-- who can't help but think of the irony of it all! To think -- that we might have to help those Chinamen AFTER WHAT THEY'VE DONE TO OUR COLLARS!

SIGNATURE:

CLOSING ANNOUNCEMENT (Optional)

CLANEY:

Please remember, every Lucky Strike is made of the finest tobaccos the world can offer - the cream of many crops throughout the world. THEN, the exclusive LUCKY STRIKE TOASTING Process expels certain harsh irritants naturally present in every tobacco leaf -- and that is your throat protection -- against irritation -- against cough. Luckies are always kind to your throat. Thank you.

The Lucky Strike Dance Hour has come to you from New York City, Detroit, Michigan and Cleveland, Ohio, through the facilities of the National Broadcasting Company.

AGENCY: WINCHELL:MH:D
2/2/32

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

WEAF TIME: ()

LUCKY STRIKE DANCE HOUR

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

FEB. 4, 1932.

THURSDAY

(THEME SONG...ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD OLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike cigarettes - sixty modern minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today becomes the news of tomorrow. Mr. Walter Winchell!

WINCHELL:

Good evening, ladies and gentlemen, Chairman Lucky Strike and guest of honor -- Vincent Lopez and your famous orchestra!

I've been wondering when we'd meet, again, Lopez -- even though New York is the biggest of the small towns. But we don't keep the same sort of hours -- you go to bed too early, Vincent, and though we've been struggling for 15 years in this New York of ours -- we haven't seen each other for over two years!.... Therefore, there is an added thrill for me tonight, Lopez---meeting you again this way.

Shucks -- I don't have to introduce you all over again to the audience on the air, do I?....You were a big-timer on the radio -- long before Mrs. Winchell's Walter joined the Lucky Strike Dance Hour.

ATX01 0031119

WINCHELL:(CONT)

So come on, Mr. and Mrs. America!...Put your arms around another of your favorite sons -- Vincent Lopez -- while your prodigal son, Walter, throws his magic carpet into high!

Here we go, ladies and gentlemen -- picking you up from border to border and ocean to ocean to speed you all to the elegant Hotel St. Regis in New York City to hear Vincent Lopez and his delightful crew:

ON WITH THE DANCE VINCENT! (Whistle) OKAY, LOPEZ!

LOPEZ:

Lopez speaking -- from the Hotel St. Regis in New York City! Our first group of dance numbers will be --

(_____)

(_____)

(_____)

(_____)

LOPEZ:

It's easier than dialing a number on the telephone to send the magic carpet back to Walter. (Whistle) OKAY, WALTER WINCHELL!

WINCHELL:

Very big-timey, Lopez, very!...This is where Reporter Winchell of the Lucky Strike Dance Hour newspaper tries to be as diverting to their ears as your dance arrangements certainly are...I'll flash you in a few minutes or so. Vincent. Stand by, big-boy.

WINCHELL: (CONT)

.... I saw the stork flying low over the Long Island mansions last night.... He delivered several new Lucky Strike Dance Hour listeners here and there -- but he didn't know the exact address of the Irving Berlins.... So he told me that he'd try again within the month... It's a boy over at the Doctor Arthur Winick's, the mother is the author of a new book called "Life Comes to Judith".... Barbara Newberry, who recently told a Chicago judge about Eddie Foy, Junior -- now receives orchids every day from Elliott Sperber, New York's newest department store owner... Winifred Hudnut, the second Mrs. Rudy Valentino, who changed her name to Natacha Rambova (I only learned yesterday) got her stage name from two Pullman cars... You might be interested to know, too, that Warden Lawes of Sing, Sing, who made a talk at Columbia University the other night -- stated most vigorously -- that despite the lurid stories you may have read in some of the papers about the late two Gun Crowley -- no condemned man has ever been doped before going to the chair at his prison..... Hugh Alcorn, State's Attorney, who hung Gerald Chapman -- is readying the noose for 94 Connecticut shysters... He will break his story about February 15th preliminary to the start of his drive for the Governorship.....

(WINCHELL CONTINUES OVER)

WINCHELL:

I just found out why the International News Service assigned Floyd Gibbons to cover the Far East sitch-ee-ay-shun....My West Side correspondent, Hy Goldstein, argues that the newspaper service realized that Floyd Gibbons was the only American reporter in captivity who could talk fast enough to pass a Chinaman!....The Thomas Fortune Ryan, the 2nd -- he was the grandson of the late Thomas Fortune Ryan, the multi-millionaire -- is here in New York... The wife he married last June is in Wyoming looking for a job.

Here's something that there ought to be a law against.. little Hal LeRoy, the 17 year old sensation of Mr. Ziegfeld's "fol-de-rol-dollies" now in Chicago, is in a Chicago hospital a victim of pneumonia...Yet, he still does his strenuous dancing in that show...Two hospital attendants escort him to the theatre in an ambulance...and as soon as his part of the op'ry is finished -- they put Hal right back to bed in the sick-wagon and return him to the ailing room....Here, here, Flo Ziegfeld, unless I am miserably misinformed, and five'll bring you ten I'm not -- put a stop to that!

I'm sorry but I simply cannot reveal the name of that New Haven Justice of the Peace who will marry anyone within two hours of meeting them - notwithstanding the 5-day law in Connecticut.... I have his name and address and phone number -- and I am only giving that information to intimates of mine -- Besides, if anyone were to reveal his identity -- the poor guy would very likely lose his title for trying to be a regular feller -- so please, Mr. and Mrs. Turner- Inner -- who read about it in my column -- please don't press me for any more details...Unless I knew you very very well and could trust you to keep his trust-- I couldn't help you go hitch-hiking down to that man's altar. Sorry!

WINCHELL: (CONTINUED)

If he can arrange it, Rudy Vallee will fly to the coast to join Fay Webb, his ailing wife...Rudy, you know, besides his air activities and orchestra conducting, also stars in George White's "Scandals" -- and he is seeking a week's holiday to comfort the very ill Fay out there...Katharine Brush, the novelist, has a new ermine and broadtail coat -- because her husband just cleaned up plenty of sugar in the South American sugar market...Al Jolson is having a lotta tough luck, too....Poor Jolson -- he is packing them in with his touring show and still gets \$7,000 every week from a movie company...Because that flicker firm made a contract with him to pay or play him -- and they can't get their story finished. So poor Al has to take 7 Grand from them weekly...Newspaper editors will be amused at the law suit being brought by Elizabeth Hawes against a certain leather manufacturer....The case will test a point for which American Designers have been fighting for years...And that is -- to stop style thieves from pirating exclusive creations for milady... By the way, whatever became of the Empress whatever it's name was again -- hat?....And here's an observation I came across last night while relieving some of the local wisenheimers of their pretty \$20 bills...and that is that -- Anne Lindbergh (and see if you don't agree with me) is the living image of The QUEEN OF CLUBS!

(CONTINUED)

WINCHELL:

Aha, here he comes! Howard Clane, the man who makes these shows a big success at the box office -- and that means, the cigarette counter where you buy your LUCKIES!

CLANEY:

To millions of smokers LUCKY STRIKE is the most valuable cigarette in the world -- for it offers the two most valuable virtues that any cigarette can offer...the finest tobacco quality plus throat protection. Over \$100,000,000 worth of choice mild, mellow leaves -- the Cream of many Crops - are constantly being stored to protect LUCKY STRIKE'S uniform fine quality. Then comes that exclusive LUCKY STRIKE "TOASTING" Process, which includes the use of modern Ultra Violet Rays, and which expels certain harsh irritants naturally present in every tobacco leaf. That, my friends, is your throat protection! One of the most valuable voices in opera is the proud and gorgeous possession of Madame Marie Ol-Chef-Ska, that golden voice you must have heard broadcast from the Chicago Civic Opera, Madam Ol-Chef-Ska writes: "There is one quality I demand in a cigarette. It must be soothing. That is why I smoke LUCKIES. They don't irritate my throat". Madame Ol-Chef-Ska gets what SHE wants in LUCKIES. AND YOU get what you want in LUCKIES. For she and you really want the same things in a cigarette. And of course you want LUCKY STRIKE'S valuable throat protection, you want the choicest tobaccos that money can buy! That's why it's wise to reach for a LUCKY instead!

--STATION BREAK--

WINCHELL:

That's your second cue, Lopez!....Talk about running the gamut of emotions, Vincent--my boss, Mr. Lucky Strike has sent me with his magic carpet to all parts of the world -- but there is just a big wallop in piloting the good old carpet and our Aladdin's Lamp all the way from the Northwest corner of 55th Street in New York where I am -- to you, Lopez -- AWAY OVER THERE on the Southeast corner of 55th Street the location of the high-toned St. Regis Hotel.

ON WITH THE DANCE VINCENT! (WHISTLE) OKAY LOPEZ!

LOPEZ:

Back again in the Sea Glades of the Hotel St. Regis where we're going to play --

(_____)

(_____)

(_____)

(_____)

LOPEZ:

We're only a stone's throwaway from Walter Winchell so I certainly should be able to toss this cue easily.

(WHISTLE) OKAY WALTER.

WINCHELL:

That's putting the ball over the fence, Vincent...Don't put down your ba-TAHN -- you play again in a jiffy.

So here's a special message for Lake Placid, New York! Hello there, you ice skaters, ski jumpers, hockey players, bobsled racers in those Winter Olympic Games that opened today! Here's a salute to all those 25 nations and their athletes -- may the best team win! O.K. Claney.

CLANEY:

And to all you athletes of Uncle Sam, LUCKY STRIKE offers a special toast! May you all come through with that extra spurt that means a glorious victory! It's that extra effort that makes champions -- It's because of extra effort that LUCKY STRIKE has achieved its world-wide popularity. Extra effort in gathering the world's finest tobaccos -- Extra effort -- and extra time -- to age and mellow those tobaccos for one ...two...three whole years. For it takes three years for a LUCKY to be born. Mother Nature refuses to be hurried. It takes three years for a LUCKY to be born. Because the tobaccos in your LUCKY STRIKE must be ripe, fully matured before we let science step in and complete the job. And science does complete the job -- by expelling certain harsh irritants naturally present in every tobacco leaf. When you reach for a LUCKY you get the one cigarette that has that extra goodness in place of those expelled irritants. You get a cigarette that's mild because it's slow-burning, delicious because it's fresh, good because it's the purest of cigarettes -- your LUCKY STRIKE!

--STATION BREAK--

WINCHELL:

Okay Hotel St. Regis across the street!...Tell our headliner, Vincent Lopez that our magic carpet is rarin' to go gay, again!

Let's go America! ON WITH THE DANCE VINCENT! (WHISTLE)

OKAY LOPEZ!

LOPEZ:

Vincent Lopez, again, and the dance goes on with --

(_____)

(_____)

(_____)

(_____)

ATX01 0031126

LOPEZ:

And now, we hop across the little canyon of 55th Street to Walter Winchell of the grandest canyon, Broadway.

(WHISTLE) OKAY WALTER WINCHELL.

WINCHELL:

Thanks again Vincent, I put the second edition to press here. What do you know that I don't know, kid?

To the editors all over the country here is a bit of scoopie...Al E. Smith will announce his presidential plans for the Monday papers.

Here's another novelette that should be titled "The Tragedy of Love" ... Monta Bell, the director and his new bride are now occupying Nazimova's Beverly Hills dwelling -- The first Mrs. Bell, who only was recently Reno-vated from Monta, lives at the former Bell home at #6666 Whitley Terrace -- in the same town, and from the home in which she once dwelled with her husband -- she now can look down upon him and his second wife.

Good old Melancholywood.

I was made a lot happier yesterday because Bill Wilkerson: the editor and Publisher of The Hollywood Reporter sent me a comforting day letter....Please let me share it with you..."Dear Walter" it begins, "your Tuesday night broadcast won you all of Hollywood for being so generous to our Garbo and Pola Negri.... The explanation of the Blumenthal party also was good reporting.-- my paper ran it -- and your confirmation came in time -- for we all adore Blumey and his wife Peggy Fears out here -- and we naturally wanted the Winchellow-down on the excitement. Congrats and Best Wishes, Wilkerson, of the Hollywood Reporter.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Thank you, sir. It's little things like that -- you know.

And here's one for Ben Bernie -- affectionately known by Mrs. Winchell's Walter -- as a big stiff.

The other night Bernie told you all that I was joining the Chinese Army and that I would be put in charge of the city of Peking!

A sort of a Shanghai Gesture, oh, Ben? You Bernie up -- and knock me cold! Oh well, only a friend can become an enemy. A relative is one FROM THE START!!!, ... Never mind, Bernie...Life may be a bowl of cherries -- but remember, kid, after the cherries are gone -- the bowl can always be used for unpaid bills.

Incidentally, Ben. In my column yesterday I ran a paragraph about epitaphs...Charles Leonard Fletcher of the Hollywood Citizen News sent me a note in which he said that my epitaph should be: "He had an infinite capacity for giving pain -- but a darn sight more joy!"

Promise me that you won't let them use that on my tombstone. I wouldn't like that. When there are no more headaches to have, Bernie, please see that my PEPitaph reads: "Walter Winchell -- Who Has Gone To You Know Where -- "I'll Be Seein' Ya!"

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Here are some more tid-bits about this and that -- and the those-those and them ... The first positive sign that prosperity is on the way back is that the good old cigar coupons have returned to Broadway for the first time in two years...The Schulte Cigar stores have revived them, hurray!....And the Broadway florists have revived the practise that they used in the days of the Floradora Sextette....They are again rewarding chorus and show girls with commissions. I mean those girls who see that their respective boy friends order their orchids and other posies from this or that shop... The girls get 10 per cent of the month's receipts....And this one is for those editors all over the country who bewail America's lack of preparedness...In the last fiscal year the United States spent more for armaments than any other nation on earth!

And here's a bravo to Charles McAdam of the McNaught Syndicate which handles the very odd McIntyre's excellent column and a bravo to Fred Fletcher of the New York Daily News staff.... They were fishing yesterday in the Gulf Stream off Florida when they discovered a ship on fire...No other assistance was within reach -- so after a desperate battle with the flames both Charlie McAdam and Fred Fletcher, two newspapermen, (we all are so proud of) --rescued the entire crew...When I prepared this item--the newspapers had not yet yeard of it...And whether they heard of it or not -- let's publish it on Mr. Lucky Strike's Nation-Wide hook-up ---and make it public!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL:(CONTINUES)

I told you a while back that everything was jake between Douglas Fairbanks, Jr. and his frau, Joan Crawford. Well, the latest reports from Movietown say that Mrs. W's boy W was more than right. Young Doug, by the way, had a swell time making "Union Depot," although he was hit by a train, and knocked eight feet. The picture certainly helped that too-terrible unemployment sit-chee-ation in Hollywood, for it employed a great many extras...350 of them! And now...gangway for a few reasons why LUCKIES are selling faster than any other cigarette, thus enabling Mr. Lucky Strike to employ more salesmen than ever before -- without any cut in the old pay checks!

CLANEY:

Douglas Fairbanks, Jr. smokes LUCKIES exclusively. His statement in today's papers leaves no doubt about it. I read from an advertisement in the New York Times: "Luckies are my standby. I buy them exclusively. I've tried practically all brands, but LUCKY STRIKES are kind to my throat." I've tried practically all brands," says Douglas Fairbanks, Jr. -- and that's a lot ...for there are over forty different brands of cigarettes on the market. But remember, only one of these brands....JUST ONE...regardless of price...only one can give you the throat protection of LUCKY STRIKE'S secret and exclusive "TOASTING" Process! When that "TOASTING" Process drives out -- expels - eliminates certain harsh irritants naturally present in every tobacco leaf, it not only protects your throat...it also makes room for more tobacco goodness...the goodness of the finest tobaccos that money can buy...the Cream of many Crops... the goodness of tobaccos aged and mellowed for one...two...three long years. For it takes three years for a LUCKY to be born! But it takes you only three minutes to learn why all America buys more LUCKIES than any other cigarette.

ATX01 0031130

---STATION BREAK---

WINCHELL:

Just sold out all my papers, Vincent Lopez -- and here I am back to pilot you on our magic carpet...Come on, Vincent -- let's go places and play things!.....Let's go to Alaska, Canada and into every sweet old State in Your Country and Mine!

ON WITH THE DANCE VINCENT! (WHISTLE) OKAY LOPEZ!

LOPEZ:

We'll carry on with --

(_____)

(_____)

(_____)

(_____)

LOPEZ:

And now that fast hop just around the corner. (WHISTLE)

OKAY, WALTER WINCHELL!

WINCHELL:

Fine, fine, fine, Lopez....Some show, Vincent...Some show...Take a dozen bows you veteran of the air waves!...It isn't a simple job to do, ladies and gentlemen, remaining high up on the ladder all these years. Congrats Lopez! Hear you soon again.

And now for the mail.

Mrs. E.P. Weltch of Dublin, Jo-Jah! Please don't be angry with me, Mrs. Weltch...The Bernie battle is all in good fun...ask Bernie if you like, he'll tell you -- there's nothing personal in our air war...I'm sorry you misunderstood it all, but I don't want anybody to think we are serious. My only regret, Mrs. Weltch of Georgia is that you aren't having half the fun that Ben and Walter are having.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Dorothy Griffith of Lansdowne, Pennsylvania...Thank you Dorothy. The name of the Countess is DeFrasso---yes, Gary Cooper was her companion here.

Benjamin Arena of Portland, Maine. Thank you Mr. Arena and please tell the Portland Herald thanks for that swelegant editorial...I appreciated it all the more, because my column appears on an opposition paper, The Portland Eve'g. Express...I played the Keith Theatre in Portland in 1921, Portland was nice to me then, too. BO-KAY PORTLAND MAINE!

And this is for the crew of the Navy's biggest submarine, the U.S.S. Barracuda, now within listening distance under the Pacific and bound for Hawaii!...Thanks you gobs and officers---and ditto for saying that 70% of the crew are Lucky Strike smokers. Make it 100% boys and come back soon.

Harry Rivett of Prince Rupert, British Columbia. Thank you Mr. Rivett...Yes, I know that the Literary Digest is conducting another Prohibition Poll, directed to twenty million Americans... The last time they did it -- poor Bugs Baer wore his legs out on a bicycle riding from town to town to vote wet!

And that Mr. Rivett of British Columbia and all you other grand guys and grand gals brings to a close another of our Lucky Strike Dance Hours.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Don't forget Mr. Lucky Strike's surprise party on Saturday...I found out something about it, too...There is a gigantic plot going on to take my magic carpet away from me when I'm not looking...Just to make my face red--but just watch and see--I like to laugh last--because I like to laugh LOUD!

So until Saturday night then, at the same time, Ladies and Gentlemen, I am, as ever, your New York correspondent, Walter Winchell --- the little feller in the full dress suit -- who poses on top of wedding cakes.

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

Please remember, every LUCKY STRIKE is made of the finest tobaccos the world can offer - the Cream of many Crops throughout the world. THEN the exclusive LUCKY STRIKE "TOASTING" Process expels certain harsh irritants naturally present in every tobacco leaf -- and that is your throat protection -- against irritation -- against cough! LUCKIES are always kind to your throat.

Thank you.

"THAT'S WHY DARKIES WERE BORN" and "THIS IS THE MISSUS" from "Scandals 1931" and "WHO CARES" from "Of Thee I Sing", were played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City through the facilities of the National Broadcasting Company

AGENCY/WINCHELL/EJ/LD/ES/Chilleen
3/4/32

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 6, 1932

SATURDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Doodle and your son, Yankee, and welcome to all your guests within these United States. I want to warn you - something very strange is going on here. I noticed it the minute I walked in tonight. There's mystery in the air. (LOW "GROWL" ON SIREN) Hey, what's the matter with you, magic carpet? Be quiet! There's something funny about that magic carpet tonight. It's like a horse chafing at the bit. (LOW GROWL ON SIREN) Get down on the floor where you belong, carpet. Hey, Tom, get somebody to help me with the carpet! (LOUDER GROWL ON SIREN) Hurray up, it's getting out of control! C'mon, somebody! I can't handle it alone! (LOUDER SIREN)

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031134

MR. WINCHELL: (CONTINUING)

Tom, Frank, Monty, Jack, Norman - come here!

(LOUDER SIREN) Hey, Mr. Lucky Strike, your magic carpet's gone nuts! Cah-razy! (LOUDER SIREN) Help! (PUFFING HARD ... OUT OF BREATH) I can't hold on any longer! It's slipping! Slipping!

(LOUD SIREN) Phew! There she goes! Where is it? Where is it? If anybody can grab it, for Heaven's sake, hold on to it! Anybody! Anywhere in America! OKAY, America!

CLEVELAND ANNOUNCER:

It's here, Walter! Here in Cleveland, Ohio.

Cleveland on the shore of Lake Erie. And before it gets rumbunxious again, Emerson Gill, your old friend, Emerson Gill, and his orchestra are going to play ...

(_____)

(_____)

(_____)

(_____)

CLEVELAND ANNOUNCER: (In Middle of Group)

The Magic Carpet's getting nervous, Walter. (LOW GROWL ON SIREN) It's cutting up at the edges. But we'll try and hold it while Emerson Gill plays ...

(_____)

(_____)

(_____)

CLEVELAND ANNOUNCER: (At the end of Group)

All during that last number, the Lucky Strike Magic Carpet was acting up again. (LOW GROWL OF SIREN) There it goes again! I don't think we can hold on to it any longer, Walter Winchell, so we'll let 'er go and head it toward New York (LOW GROWL OF SIREN) Look out, look out, fellas! (LOUD SIREN) Look out, New York!

WALTER WINCHELL:

Fine, Emerson Gill. It was great to hear you again and you certainly held that Magic Carpet down better than I could. (LOW GROWL) What on earth's the matter with you tonight, Carpet? Lie down and listen to Walter.

- - - - -

I see by the Associated Press that Rosie Dolly of the famous Dancing Dollys will marry Irving Netcher of Chicago, brother-in-law of Connie Talmadge. The wedding will take place early in March, according to Rosie's sister, Jennie - Oh, Mr. Lucky Strike! - I told that to our listeners weeks ago. Don't mind my boasting, boss, but when I make mistakes, the A. P. is the first to pounce on me. And so when the A. P. follows W. W., it is only natural for me to do a little pouncing, myself ... And a fella, nowadays, must toot his own horn, boss, because the United States Marine Band certainly won't tootle it for him.... Lucille Upton, kid sister of Peggy Hopkins is betrothed ... to the handsomest soph at Princeton! Mary Duncan of the movies is on one of the speediest choo-choos bound for the coast where her sister is very ill ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Mrs. Leniere Winslow, the widow, with more millions than you have fingers ... was planning all week to strand America for France ... Where, she has told friends, she intends to spend the rest of her life - having become fed up with our laws There was a report sometime ago that the Erskine Gwynnes of Paris and here - were plotting to tell it to a judge ... She is Josephine Armstrong ... Well, Cupid, apparently, has hit the mark again - for Mrs. Gwynne, I now learn, is doing all she can to help put over her husband's new book - an expose of Paree - I ran into Fifi Dorsay last midnight and I asked the flaming Fifi if what I had heard was true... That Fifi had again fallen desperately in love with a man well known between the coasts and the borders ... "Oh, Wal-turrrrr," pouted Fifi, "ceet issss true, but please dun't ask me his name" ... "Oh, come on," I begged Fifi, "let's put it on the airwaves Saturday night and tell America all about it" ... "No, Wal-turrrr!" pouted Fifi, "It is true dot I loff heem so motch, but yat I dun't know if he loves me," ... That statement that Alfred E. Smith, will release to the newspapers all over the country for the Monday rags will startle his opponents as well as his party. ... One of the better known outlaws, now in the who's whosegow - has a private 'phone in his cell

- - - - -

I've spoken of Billy Leeds before ... Leeds' sister once married into the nobility and his other distinction is that he is very rich and a good fellow among men ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031137

MR. WINCHELL: (CONTINUING)

He has one of the most elegant apartments in town and because he once was almost snatched by kidnappers ... Leeds has a contraption in his Beekman Place dwelling that makes it very difficult for robbers or other annoyers ... If a strange, frinstance, successfully eludes the watchman downstairs and gets up to Billy's apartment door - and shoves a gun in Billy's face - all Billy has to do is step on a button right there at the door ... The button right there at the door ... The button signals every policeman on the beat - about 28 of them - and within two minutes, they arrive on the scene.

- - - - -

The other night, Texas Guinan was Billy's guest of honor at a party there ... Leeds was stuck for an idea ... on how to thrill Miss Guinan ... Finally the idea hit him - he would step on the button and bring all the police to his place ... As if police pouncing in on her is anything new for Tex ... Of course, it was a lotta fun ... and broke the monotony of the tiresome sector for those cops ... but I was thinking that it wouldn't have been so amusing ... if those cops were needed elsewhere at the time.

- - - - -

Here's a cheer for the city of Rochester, New York ... The City was stumped recently for a plan on how to stop the hoarding of money by natives ... And Rochester successfully stopped the hoarders within two weeks ... And this is how they shrewdly did it - other cities please copy.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031138

MR. WINCHELL: (CONTINUING)

For example ... when a man came into a bank and said he wanted \$1,500 from his account in gold coin, the bank clerk immediately reported the fact to the president of the bank ... Shortly after ... the bank head walked over to the depositor with a check for his full account ... He handed it to him and told him politely but firmly, that his business was no longer desired ... Then, the bank telephoned every competitor in town about the incident ... and when the man approached each bank, he was told that they had no more room to take on another account ... In that way, Rochester is stopping the hoarding ... for the depositor begged his bank to take back his money.

- - - - -

And now, Mr. and Mrs. Tuner-Inner, here's Howy Claney to tell you why Luckies should be your favorite cigarette ...

HOWARD CLANEY:

This afternoon that beautiful opera, "Simon Boccanegra" went on the air for the first time. Did you hear it? If you did, what a thrill you must have got from that splendid baritone of Ezio Pinza and the rich basso tones of Claudio Frigerio. And it thrilled us-to find that both of these great artists are Lucky Strike smokers. Listen to this statement of Signor Pinza: "My fame and fortune depend upon my voice and throat; so naturally I'm for Lucky Strike, the cigarette that gives me the throat protection of the toasting process."

(MR. CLANEY CONTINUES NEXT PAGE)

HOWARD GLANEY: (CONTINUING)

And Signor Frigerio writes this: "After years of experience I find that Luckies do not irritate my throat." It took years of study and effort for these great singers to perfect their glorious voices. And it takes years to perfect a cigarette fine enough for them to acclaim so enthusiastically. Every Lucky Strike contains tobaccos that have been aged for three years, for it takes three years for a Lucky to be born! Three years of aging and mellowing; the world's finest tobaccos - three years before we apply that exclusive "TOASTING" Process that transforms these choice leaves into your delicious Lucky Strike. When you reach for a Lucky, you get the full benefits of all this slow and painstaking care - the ripening - the mellowing - the aging - all the purifying benefits of that exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. No other cigarette in the world gives you so much for your money.

- STATION BREAK -

WALTER WINCHELL:

We had the Magic Carpet pretty well in hand here a few minutes ago, but then somebody hit those chimes and it went wild again! Can you hold it, boys? (GROWL OF SIREN)

ALL:

Sure, sure! (LOUD WHISTLE)

WINCHELL:

Oh, yeah! There she goes! Oh, well, let it go! Let's see where it goes!

STANDBY ANNOUNCER:

It's headin' for Buffalo!

MORRELL:

It is not! It's heading West!

NELSON:

No! It's going over the ocean!

WINCHELL:

You fellas don't know any more about it than I do. Where is it? Button, button, who's got the button? It's gotta be some place. Speak up! OKAY AMERICA!

WASHINGTON ANNOUNCER:

Washington speaks! Washington, D. C.! It's here! The Lucky Strike Magic Carpet is here. Okay, United States, our capital is still here. Walter Winchell, our capital is not all over Europe, it's here in the United States. The Magic Carpet was out of breath when it arrived so all the men of Herb Gordon's Orchestra climbed on it to hold it down, while they play

(_____)

(_____)

(_____)

WASHINGTON ANNOUNCER: (In Middle of Group)

I don't know what's the matter with your Magic Carpet Walter, (LOW GROWL ON SIREN) but I think we can hold it down a few minutes more as Herb Gordon and his orchestra play

(

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(

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(

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(Following last number, there are a couple of growls on siren, then a big crash of drums, cymbals, etc. - a lot of noise.)

WASHINGTON ANNOUNCER:

Hey there! (MORE SIREN) Walter Winchell! Your Magic Carpet just slid out from under us and I'm sitting on the floor! (SIREN) Take it back, Walter! Too much pep for us! (LOUD WHISTLE) Look out, New York!

VOICE:

Mr. Winchell! Mr. Walter Winchell!

WINCHELL:

Right here, page boy! What is it?

VOICE:

Your Magic Carpet just landed in a studio upstairs!

WINCHELL:

It did! (LOUD SIREN) No, it didn't. Here it is, right here. Boy! Bring me a hammer and some nails. What's the matter, Magic Carpet? Did old man static give you the jitters New Year's Eve? (LOW WHISTLE) If you don't behave, I'll get Paul Whiteman to sit on you! (LOUD SIREN) Or Ben Bernie to sing to you! (SIREN) So behave yourself, M. C.

(MR. WINCHELL CONTINUES NEXT PAGE)

WALTER WINCHELL:

(CONTINUING)

And Herb Gordon, it certainly was good to hear you again on the Lucky Strike Dance Hour. Hope our Carpet didn't tire you out completely or break a bass drum. When I heard that racket, I was afraid the Carpet had gone to China. Now, if the Magic Carpet will behave itself for a few moments, I'd like to listen to what Howard Clancy has to say.

HOWARD CLANEY:

O.K. Washington. America's newspapers have broadcast the President's declaration of war on hoarding - his great appeal to put hidden money back into circulation. O.K. Washington. And folks, why does President Hoover want this money back into circulation? He wants it there so it can perform service; so it can do work; so it can give employment to millions of Americans, and I want to say right now that that's what Mr. Lucky Strike is straining to do with every sinew. He's buying more tobacco; he's storing more tobacco, with greater care, under more scientific conditions than the tobacco industry has ever known. Right now over a hundred millions of dollars of choice tobacco has been gathered, more is constantly being purchased - the cream of many crops - for your service. And then these choice tobaccos receive the marvelous extra benefits of that exclusive Toasting Process. Closer inspection is offered by contented, happy employees; greater service by more LUCKY STRIKE Salesmen; harder work by every employee of Mr. Lucky Strike, to the ultimate end that you, our friends, may receive greater benefit, be better served. No other cigarette in the world gives you so much for your money as Mr. Lucky Strike.

VOICES: Hold it! Hold it! (SIREN)

WINCHELL:

I thought I told you not to bang those chimes? (SIREN)
You got that Magic Carpet all riled up again. (SIREN)

VOICE: Sorry, Walter, but my fingers are all worn out trying to hold on to it.

VOICE: I quit!

VOICE: Yeah, too much work!

WINCHELL:

All right, fellas, if you can't hang on, we'll just have to let it go. (SIREN) If anybody can stop it, please do so. I don't care where it lands - anywhere in the country - only tell us where! Ready, boys? One - two - three - three years for a LUCKY to be born! Oh, no, that's Claneys line. One - two - three! Let 'er go! (LOUD SIREN) OKAY AMERICA!

CHICAGO ANNOUNCER:

We cannot tell a lie, Walter. We grabbed it here in Chicago - Mayor Cermak's good old Chicago town. We're going to fool your magic carpet, though, Walter. We've got a big pot of glue here and the boys are gluing it to the floor, while Art Kassel and his Casltes in the Air play ----

(_____)

(_____)

(_____)

(_____)

CHICAGO ANNOUNCER:

Now that we've got the Magic Carpet glued to the floor, we don't know how we get it free. Wait a minute! (SIREN) It's struggling hard! (SIREN) Look out, boys. (SIREN)(Loud ripping of cloth or splitting noise) It jerked itself free! (LOUD SIREN) Look out, New York!

WINCHELL:

Sounded like the Carpet was torn. Look it over, boys. Is it all right?

VOICE: Yes, seems to be - Okay, Walter Winchell!

WINCHELL:

Why, of course, it's Okay - it's the Lucky Strike MAGIC Carpet! How could the Lucky Strike Magic Carpet be damaged!!? Thank you, Art Kassel and your Castles in the Air. Take a bow, Art.

And now to go into the second stanza.

Some of my confreres now are reporting that the Louis Calherns of the stage (she is Julia Hoyt of the sassier sectors of the town) are this and that way....New York read that in whose column half a year ago?....Sunshine Jarman, one of the prettiest girls of the shows, who married a nobleman from England -- he's a Lord something or other -- is returning to New York next week with her titled groom....And when she arrives she will receive a surprise gift from him -- a plane that cost a mere \$40,000....The Peter Arnos who got all that Renotoriety last year (she is Lois Long) are friendly, however...There is one child, a girl, and Peter and Lois share it every other week-end...The other week-end when Mr. Arno returned the baby to its mother -- the child brought back a new dog, --which keeps the ex-Mrs. Arno up half the night whiningSo Lois has named the hound "Arno's Revenge"....There was another gala night club opening at Charlie Journal's smart Montmarte Thursday midnight...The only thing that came nearest to an explosion was when Jack Osterman got up and did his turn...Eddie Cantor, who officiated as master of the proceedings had been calling on almost every one, when Master Osterman decided to make a speech....He said to George Olsen, the conductor of the orchestra; "George -- I want to tell you that your wife, Ethel Shuttay, is fine on the radio. I heard her sing the other night and she came over swell...Of course, I'm no critic!"...To which a clown yelled back: "Be careful, Osterman, you are being overheard -- look there's a man YAWNING!"

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031146

WALTER WINCHELL: (CONTINUES)

The patient is recovering as well as can be expected.... However - that yawning squelch was amusing and all that sort of thing, but Voltaire (and I don't mean Voltaire Vinchell) is credited with the same crushing retort by the historians of ages ago. All work, and no plagiarism, you see, makes Jack a dull boy.

One of the better known magazines this issue carries a short, short story called "Trapped" ...It is by an author named Granville Fortescu....That author (in case you forget your front pages quickly) is the husband of the lady in Hawaii who is held with others on a murder charge.

Here's the sort of an item I like to make public....He is one of America's better known poets....He acknowledged the fact that a certain woman was his wife -- AFTER she became the mother of a daughter -- and then she died....A great guy!...She passed on 3 weeks ago -- and all the papers killed the story...Claire Maynard of the magic lanterns who I reported would divorce Jack Taut of the Wall Street sector, as soon as she returned to the west coast, already is wearing the engagement ring of her intended....Jose Larkin, the only almond-eyed blonde in the world, who is a New Jersey girl with a British accent -- has reconciled with Richard Gardner of the George Olsen crew -- and they probably will make some preacher \$1.50 richer in the spring -- when a young man's fancy.....Miss Larkin became a widow last year, while she was in Paree ready to divorce her husband -- who saved her the trouble and fell out of a hotel window in New York. An obliging husband he was -- who was named John J. McGraw, who had the same name as our popular manager of the N.Y. Giants baseball team.....(CONTINUE_D OVER)

WINCHELL: (CONTINUES)

The platinum blonde craze which Jean Harlow made popular is soon to be replaced...The next fad in coiffures will lean toward red hair -- and among the things I never knew until last night is that four out of every ten women are endowed by nature with dark brown hair....25% of the America's women have light brown strands... twenty percent have black hair and only 10 per cent are naturally blonde -- and a mere 5% have hair of titian hue.

Say, you girls in the Junior League, look up Loretta Sayers in your membership list, and change her address from Larchmont, New York to Hollywood, California. Loretta was just another society playgirl until she heard that Columbia Pictures were looking for new faces, so she packed her overnight bag, and scrambled out to Flickerville. Her latest piece of photography is "High Speed" with Buck Jones...And now I get a short rest while Howard Claneey gives you a short message from our host on tonight's program.

HOWARD CLANEY:

"Dozens of my friends," writes Loretta Sayers, "agree with me on this point LUCKIES give us something no other cigarette offers -- the throat protection of that "TOASTING" Process of yours." And you also, ladies and gentlemen, you also should have LUCKY STRIKE'S throat protection. For no throat protection today may mean the cough of tomorrow. You might not notice the difference in cigarettes right away, but you know as well as we do that constant irritation can easily become a serious matter. Don't take chances - reach for a LUCKY instead. The one and only cigarette from which certain harsh irritants have been expelled by the "TOASTING" Process.

(MR. CLANEY CONTINUES OVER)

CLANEY: (CONTINUES)

LUCKIES are the modern cigarette...the cigarette that has made the two great advances in the tobacco industry in the last fifteen years -- the "TOASTING" Process and the use of modern Ultra Violet Rays. Because of these two great improvements, LUCKIES are always kind to your throat.

--STATION BREAK--

WINCHELL:

I don't know whether it's the copyright owners or the Government that insists on those chimes, but those very same chimes made the old Magic Carpet impatient tonight. (SIREN) See? What'd I tell you!

I'm all tired out trying to handle it. (WHISTLE) Never mind, fellas, just let it go. (WHISTLE) It won't pay any attention to us nohow. Let 'er go! (LOUD SIREN) There! Gone again. (PAUSE) All right, who's got it? Who's got it? Speak up! Where is my wandering carpet tonight? Well? (PAUSE) Well, we're waiting. Who's got it? (PAUSE) (LOUD SIREN) My heavens, it's back here again. Grab it and hold it just a second, fellas. Boy! Boy!

VOICE: Yes, sir.

WINCHELL: Did you get that hammer?

VOICE: WHY, I thought you always had a hammer, Walter Winchell.

WINCHELL:

Quit the wise-cracking, give me the hammer! Come on now, boys, help me a bit, will you?

(SOUND EFFECT - POUNDING HEAVY NAILS INTO WOOD)

WINCHELL:

I'm going to fix this Magic Carpet. Hold 'er now, while I nail it down. (POUNING OF NAILS) There! That's one corner!

(POUNING OF NAILS) There! And there! And there! (POUNING OF

NAILS) Thanks, boys. Here, Frank, nail down that other corner!

(POUNING OF NAILS) How is it, Frank?

VOICE: Okay, Walter Winchell!!

WINCHELL:

All right, then. If everything's jake, I'll tell you, ladies and gentlemen, I think I've got that Lucky Strike Magic Carpet under control. And if it stays under control, it's going to stay in New York City. You'll hear another music outfit, new to LUCKY STRIKE Dancers - Al Dean and his Orchestra. They've been waiting here, ever since the Carpet went on a rampage, just to play so you can dance.

(WEAK SIREN) All right, Al Dean! He's Okay, America!

STANDBY ANNOUNCER:

Al Dean and his Orchestra will play --

(_____)

(_____)

(_____)

(_____)

STANDBY ANNOUNCER:

All right, Walter, the microphone is all yours.

WINCHELL:

And now for my love letters. Frank W. Quinn of Stockton, California...Thanks Mr. Quinn...The man A Block Plan is going fine... cities all over the land are following the suggestion and I am happy that I was used as the voice to make it better know.....
(CONTINUED ON NEXT PAGE)

WINCHELL: (CONTINUES)

You see, Frank -- the breaks have been pretty sugary for me -- but I haven't forgotten those not so long ago unpleasant days when, never mind...They weren't so hotsy-totsy for me, too, Frank... Keep happy, old boy.

Miss Kay Ellingson of Seattle, Washington...Thank you, Kay...tell your gentlemen friends that if they insist upon coming to Broadway's night clubs that if they would not look like, or be mistaken for head waiters then they'd better wear a gardenia in their tuxedo lapels.....Oh, Kay, KAY!

Herbert G. Parker of Cape Cottage, Maine...Thanks, Herbert. Here's some inside information on the outstanding waltz song hit of 1931 ...It is called "Call Me Darling" and it sold over 300,000 copies. And it was written, so states the sheet music, by a girl named Dorothy Dick...Well, Dot's real tag is Mrs. Harold Link and she also wrote "I've Got A Feelin' I'm Fallin'" and "You're The One I Care For" among other smashes...But she is so shy she won't use her real name...Gosh -- that's something refreshing, isn't it? -- considering how many of us keep trying to get into the spotlight.

Miss Louise Hall of Norfolk, Virginia, is all upset, she says. She has a new doggie and she doesn't know whether to name it after Ben Bernie or Walter Winchell...Well, Miss Hall, why not call it, George Jessell -- just on general principles?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Helen Menken of Miamah Beach, Florida...Thank you, Helen Menken -- but I didn't say that...I didn't call Ben Bernie a big sissy, I called him a bigger one!....Why do I pick on him like that?Well, because not only does Ben wear white socks and carry a pocket comb! -- but Bernie is the kind of a palooka who lets the fellow behind him push the revolving door! How's that, Ben? Don't forget and send me a card on St. VILLAIN-tine's Day.

And that, Helen Menken, and all youother swelegant people all over this America of course, winds up another Lucky Strike Dance Hour....Thanks for letting me into your homes, again -- and be sure and come with us on Tuesday night to the Mardi Gras at New ORLINS, Louisiana -- to hear Irving Aaronson's Commanders, one of the ten best bands in the land....Until Tuesday night at the same time then, ladies and income tax payers -- I remain most respectfully, your New York correspondent, Walter Winchell -- who is a gentleman, no matter what you've heard about me....Any one'll tell you that I wouldn't hit a lady with my hat on!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

Please remember, every Lucky Strike is made of the finest tobaccos the world can offer -- the Cream of many Crops throughout the world. THEN the exclusive Lucky Strike "Toasting" Process expels certain harsh irritants naturally present in every tobacco leaf -- and that is your throat protection -- against irritation -- against cough! LUCKIES are always kind to your throat.

Thank you.

The LUCKY STRIKE Dance Hour has come to you from New York
City, Cleveland, Ohio, Washington, D.C. and Chicago, Illinois,
through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chillcen
2/6/32

ATX01 0031153

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TITLE: ()

THE LUCKY STRIKE DANCE HOUR

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

February 9, 1932

TUESDAY

(THESE SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, once again My COUNTRY 'TIS OF TREE ... and put it there, Mr. Chamber of Commerce of all those towns ... I refer to the towns that have taken up the borrowed Battle-Cray - of the Man-A-Black-Plan that Mr. Lucky Strike is so proud to help develop ... That's the plan, in case you're a new tuner-inner - which so many towns are following ... to take many an unfortunate fellow out of the panhandle lines ... and give them jobs at which they ^{may} make a decent living.

But let's go into that later on the bill ... The Mardi Gras at New Orleans is our port of call tonight ... where Irving Aaronson's Commanders ... will fiddle and flute and toot their trumpets!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031154

MR. WINCHELL: (CONTINUING)

So, come on sweet lady, and your husband and children; get on the Magic Carpet and don't worry about it going gay again, the way it showed-off on Saturday night. I'll bring you home safely, I vow.

Here we go, Frank! Down to the mouth of the Mississippi ... to the Mardi Gras and Commander Aaronson's crew!

ON WITH THE DANCE, LOUISIANS! (WHISTLE)

OKAY, NEW ORLINS!

NEW ORLEANS ANNOUNCER:

You've landed at New Orleans where the Mardi Gras is in full swing. We had our big parade this afternoon ... fantastic floats of all kinds, elaborate costumes, and the spirit of carnival everywhere. It's been a glorious day of revelry, and the night is just beginning. Our first stop tonight is at the famous Forrest Club, where you'll dance to the music of Irving Aaronson and his Commanders as they play ...

(_____)
(_____)
(_____)
(_____)

NEW ORLEANS ANNOUNCER:

The Lucky Strike lightning express takes us now from the land discovered by La Salle to Hendrik Hudson's famous bay.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Very good, Aaronson ... I told them on Saturday night you'd be big-time stuff. Welcome to the Lucky Strike Dance hour, Irving, long time no see, eh? Keep us all in the whoopee mood, and please tell my editor on The New Orleans ITEM, thanks for everything! ... Pick you up in a while, Aaronson, this is where I have to go to work, and do some Winchel-linotyping.

- - - - -

If Louise Brooks is tuning-in ... I wish she wouldn't distress her mother that way ... I refer to the Louise Brooks of the chorus, the blonde one ... We have four by the same name on Broadway ... and this is the second time that her mother in Boston, has urged me to find her ... How can you be that way, Louise? ... 'Phone, write or do something to ease your mother's mind ... or 'phone me if you are listening, so I may tell your mother you're safe ...

- - - - -

In my column yesterday, which was released the evening before at 7:30, in New York, I ran these lines: Five 'planes brought dozens of machine-gats from Chicago Friday, to combat the town's most desperate outlaw ... The local banditti have made one hotel a virtual arsenal and several hotspots are the same because MASTER COLL is giving them the headache ... Little did I suspect that King Coll, the 23-year old bad guy, who had the toughest gangsters scared off ... would come to his end a few hours after my paper hit the stands ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

New York mothers, remembering that Coll's bullets had killed innocent babies last year, slept peacefully as a result.

- - - - -

For Coll, like Two-Gun Crowley, and others, had no heart ... Coll was in a drug store 'phone booth when he was murdered... The assassins cautioned the customers in that drug store to keep cool and waited until two women left the place to fire away at the marked Coll ... At 1:15 A. M., Monday, I was pounding my typewriter ... preparing some notes to tell you tonight ... Suddenly the pretty dull editorial rooms came to life ... "They've finally clipped Coll!" yelled one of the staff ... and a moment later when Police Headquarters sent in its flash, I hopped into my hat and coat, and joined the reporters in the race to the scene, a mile away ... Every detective on the force must have been there as were dozens of the town's best reporters ... For the end of Coll had come ... That meant the end of his gang, most of whom are down below already, the victims of the same penalty ... And this is the most important part of Coll's passing ... It revealed what most of us have known all along ... that the Legs Diamonds, the Crowleys, and all the other mad dogs who live by the rod ... wind up behind the 8 ball, without any coin ... Mrs. Coll admitted that all the money her husband had, was exactly \$100 and 38 cents, the amount found in her late husband's pockets ... Truly, the way of the transgressor is hard!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031157

MR. WINCHELL: (CONTINUING)

I asked in my column the other morning, if it were true that Harriet Fink of the Ziegfeld Follies was a secret bride? .. I now learn that Harriet eloped to Newark a few weeks ago with an attache from the Waldorf-Astoria Hotel ... and has left him already! ... Dorothy Bow also of the Follies and Ernest Brown, a rich chap, after a long time romance have curdled ... and another important bit of gossip on Broadway, concerns George White, the producer, who once vowed he'd never ankle down a middle aisle with any woman! ... Now the street hears that Susan Fleming, Mr. White's favorite person for many reasons, just returned especially to elope with George ... I haven't been able to confirm the report ... but I know that their love was among the finer Broadway things ... And I say this to George White ... Settle down, George, it's about time - and find out the joy of living ... and the difficult to describe thrill that goes with kissing your own baby in the back of its ears!

- - - - -

Just as we go to press, I find that the business department of this radio newspaper has gone out and got some news .. and here's Howard Clancy to tell you about it.

HOWARD CLANEY:

Right now, as I am talking to you, that famous basso, Pompilio Malatesta, is taking part in the beautiful opera, La Boheme, being given in the famous Brooklyn Academy of Music, by the stars of the Metropolitan Opera Company. We are pleased that that famous artist, Signor Malatesta has smoked Luckies the past three years. He has been good enough to tell us why: "In opera, of course, one cannot afford to take chances with one's voice. It is a joy to know when I reach for a Lucky, I don't have to worry about certain harsh irritants, since your 'TOASTING' Process has expelled them." And neither do you, ladies and gentlemen, have to worry about harsh irritants! That's why we tell you to reach for a Lucky instead! Lucky Strike gives you the finest of mellow, mild tobaccos ... And when that exclusive "TOASTING" Process expels certain harsh irritants hidden in every tobacco leaf ... it makes room for extra tobacco goodness ... It makes Luckies the mildest cigarette you ever smoked ... a cigarette that offers to all the world, supreme smoking enjoyment. Yes, my friends ... the "TOASTING" Process makes Lucky Strike, mellow ... mild ... pure!

WALTER WINCHELL:

Now for another Winchelleap back to the MARDI GRAS and Irving Aaronson's Commanders down at the mouth of the Mississippi! ... Come on, Don Howard of Warren, Ohio. You too, Max Burkhardt of San Gabriel, California! ... Let's go gay again at the Mardi Gras!

ON WITH THE DANCE, LOUISIANS! (WHISTLE)

OKAY, NEW ORLINS!

NEW ORLEANS ANNOUNCER:

We go gay again at the Forrest Club in New Orleans with Irving Aaronson's Commanders playing ...

(_____)

(_____)

(_____)

(_____)

NEW ORLEANS ANNOUNCER:

Now, from the Gulf to Broadway, to Walter in one fast hop.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That's keeping it snappy, Aaronson ... I'll cue you in a jiffy ... my side-kick, Howie Claney, the star salesman for Mr. Lucky Strike, has a few words to report here ... Okay Claney! Take it from Mike One!

HOWARD CLANEY:

In the last fifteen years, what has the manufacturer of your cigarette done to improve it? What has he done to make your cigarette better? Think now, what? ... Then think what Lucky Strike has done ... Think of the Toasting Process, the one great advance in tobacco manufacture in the last fifteen years ... Think of the use of modern ultra violet rays ... Think of the hundred millions of dollars invested in choice tobaccos for your pleasure to guarantee the fine high quality of your Lucky Strike ...

.(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. OLANEY: (CONTINUING)

Think of the staff of scientists, who are continually testing, weighing, measuring, keeping that great product, Lucky Strike, always uniform ... Think of that unique Lucky Tab which enables you to get your Luckies in moisture-proof cellophane that you can open without a struggle. What other cigarette gives you these benefits? What other cigarette gives you so much for your money? The answer is None ... None ... No other cigarette gives you so much for your money, as Lucky Strike ... You bet it's good to smoke Luckies for they're mild ... mellow mild ... pure ... always kind to your throat!

--STATION BREAK--

WINCHELL:

That's fine, Howie -- make room please for Mrs. Catherine Williams of Mehoopany, Pennsylvania, who wants to come along. Catherine, meet Helen and Gloria Gould of Portland, Maine, two charming ladies who are simply cuh-razy about our magic carpet, too.

Throw it in third, Frank! Let 'er rip -- and take us back to Dixie!

ON WITH THE DANCE, AARONSON! (WHISTLE) OKAY!

NEW ORLINS!

NEW ORLEANS ANNOUNCER:

Irving Aaronson and his Commanders will play this time --

(_____)

(_____)

(_____)

(_____)

NEW ORLEANS ANNOUNCER:

The Lucky Strike magic carpet takes us from the gay Mardi Gras in New Orleans to Walter and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Fine, Irving, fine...You get a longer rest here.... Folks may I pay a tribute to the memory of Abraham Lincoln, my favorite President....and then report a few more items about people in the public eye -- and I don't mean cinders.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031162

WINCHELL: (CONTINUES)

This is among my pet sayings of great men, Irving, and it is called The Rail-Splitter's UnCommon Sense. It is something to remember, write me for it folke, and I'll send it to you. Said Abraham Lincoln: "I do the very best I know how. The very best I can; and I mean to keep on doing so until the end. If the end brings me out all right -- what is said against me won't amount to anything. If the end brings me out wrong -- ten angels swearing that I was right, would make no difference!"

I have a number of telegrams from all parts of the land asking me if the Charlie Farrells, she was Virginia Valli, are rehearsing lullabies?....Well, imagine Mrs. Winchell's Walter confessing that he doesn't know!.....I suspect that some one published the rumor, somewhere, but when I phoned my side-kick, Dr. Stork, to try and confirm the report, he was busy....I'll find out, though.

I found this out, however,....Why the Barrymores always send each other an apple, when one or the other opens in a new movie or play....Instead of sending wires of congrats or flowers, the Barrymores send an apple with their card pinned to the fruit.... It seems that when Ethel Barrymore went on the stage, her pappy promised her a nice big rosy apple if her acting was good -- and there, as they always say in the old country -- you are!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Lenore Ulric still has the miseries because the talk got about that when Clark Gable was struggling for recognition in New York, a few years ago, that she turned him down, saying that he couldn't act and had no sex-appeal....Lenore says she didn't do anything of the sort -- but that her casting director did it -- and so let's put that right into the records now....The highbrows have knocked Zane Grey's novels and writings for years -- but it seems to me that Zane Grey's knockers only helped kick Zane Grey up the stairs -- for last year the much abused Grey's income was a mere 300,000 smackers.....You've heard, I presume, that in the spring pretty June O'Dea, one of the lovelier ladies in "Of Thee I Sing," the hit show, and "Lefty" Gomez, one of the better pitchers on the N.Y. Yankees will middle-aisle it....But no one ever told how their love spark was ignited....It happened at a roadhouse here last summer, where Texas Guinan was guying the crowd....Gomez, a bashful fellow, showed Tex a diamond ring that had 6 karats...."Will you give this ring to that girl?" said the baseball star...."Give it to her yourself!" snapped Texas...."Oh, I can't," said Lefty, "I don't know how!" "You can't get slapped in the face," said Guinan, "for giving away jewelry!" But Gomez started to choke and his cheeks got pah-lenty pink....Texas called June O'Dea over, handed her the blinding headlight and said: "Some fellow sent this to you, put it away for a rainy day!"....For months, June O'Dea never knew who gave her that ring....Then, one day, Texas told her....And now she is trousseau-shopping, and Lefty is worried because he doesn't look so hot in a high hat and tails....As who does?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The Man-A-Block Plan, I also learn, has already put to work about 50,000 men who were unemployed and hungry....The average salary weekly is \$15, which means that \$750,000 a week is now being earned by men who didn't know where their next meal was coming from until this Man-A-Block Plan went into action....So please stand, you tuner-inners, and salute David Pasternack of 174 Butler Avenue, Buffalo, N.Y., who is credited in a letter from officials of that city with suggesting the idea. The letter certifying that on or about November 15, 1930, Mr. Pasternack suggested the man a block system to Mr. McClelland and Mr. Schmidt of Buffalo's Department of Charities, and Industrial Aid Bureau...And here's further proof that the plan is going stronger than ever since your correspondent made it better known on Mr. Lucky Strike's radio hour....What a thrill it is -- knowing that I've been a part of the most constructive thing done yet to give men work!

Steubenville, Ohio, has wired me that it is going to greater extremes to do bigger things for the unemployed...Kansas City is putting over a bond issue of 40 million dollars to stifle the depression and will also give work to 6,000 heads of families.... And Long Beach, New York, the healthiest of the seashore resorts wires me that it is behind our movement -- and Mr. Pasterneck's of Buffalo!....Okay, Steubenville! Okay! Kansas City and Okay, Long Beach, New York!..Thanks, thanks, thanks!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

"Okay - America" -- and all you cities and towns -- Give me news of your results. I will be glad from time to time, on the Lucky Strike Dance Hour, to report progress and lend my shoulders to the wheel. "Okay America."

June Collyer's back in town for a while -- rubbing elbows again with her old-time pals among New York's "400." June's a debutante gone Hollywood, you know. Her dad is one of Wall Street's better known mouthpieces -- lawyer to you! June Collyer says she'd rather mingle in Hollywood society than New York's -- because out there you get paid for it!....Here's where I reach for Howard Claney! Lucky Strike has more salesmen than ever on the payroll, Howard, but go to work and make room for a few more!

HOWARD CLANEY:

June Collyer could easily afford any cigarette in the world, and so it is highly significant that for four years she has smoked LUCKIES. Below June Collyer's picture in today's papers you will find this statement: "It's the extra things I get from LUCKIES that make me so enthusiastic. The extra protection to my throat, the extra fine flavor of LUCKY STRIKE'S choice tobaccos." These days, Mr. and Mrs. America, you and you and you want the most for every penny you spend. And we say without fear of contradiction that LUCKY STRIKE gives you more for your money than any other cigarette...the extra quality guaranteed by a hundred million dollar supply of the mildest, mellowest, choicest tobaccos... the extra goodness of tobacco carefully selected from 140 great tobacco markets --the Cream of many Crops throughout the world....
(MR. CLANEY, CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

.....the extra mellow mildness of tobaccos that are aged as long as three whole years. You get the extra benefits of modern Ultra Violet Rays, and the extra throat protection of the purifying "TOASTING" Process! And it's these extras in your LUCKY STRIKE that make it the mildest - the very mildest, the very purest of cigarettes - the biggest cigarette value in all the world.

WINCHELL:

And now for another hop back to Louisiana and the contagious melodies and rhythms of Aaronson's Commanders.

Get outta the way, Blue Ridge Mountains! Harya Washington Herald! Tell Mr. Woodcock, the prohibition administrator that I answered his letter in the column this morning -- and that I never reveal a source. Hello, Baltimore News! Howdy, Atlanta Georgian!

ON WITH THE DANCE, MARDI GRAS! (WHISTLE) OKAY,
NEW ORLINS!

NEW ORLEANS ANNOUNCER:

The gayety of the Mardi Gras carries on with Irving Aaronson and his Commanders playing -----

(_____)

(_____)

(_____)

(_____)

NEW ORLEANS ANNOUNCER:

Now New Orleans says, "If you can't visit us sooner join us next year at the famous Mardi Gras." Now the fast flight back to Walter Winchell. (WHISTLE) OKAY, NEW YORK!

WINCHELL:

Excellent, Aaronson -- you and your boys are first-raters. This is where I do a few more handsprings with my mail while the nation looks over my shoulder. Hear you soon again, Aaronson -- shake New OrLINS by the hand for Mr. Lucky Strike's Walter.

R. C. McIntosh of Quitman, Jo-Jah. Thanks for your letter....Yes, I know. The Chicago Trib spells O-Kay (O-K-E-H) and my paper, the Chicago American, spells it O-K-A-Y..... Both are correct...President Wilson made the Trib's version popular,-- But it's not the way you spell it, it's the way you say it. This is my version -- "Okay!"

To the boys at the U.S. Hospital at Waukesha, Wisconsin -- thank you fellas. But I can't sing at all...The chap who does the canarying of our signature is Theo Alban, who certainly knows how....But I can do a better column than he can... Get better, boys -- and sooner than that!

Ida Howard of Saranac Lake, New York....Hello, Ida.... Some papers keep reporting that that star is going around with him -- but he's still married and that's why I won't print it....Keep tuning in, Ida.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031168

Art E. Chapman of Rapid City, South DakotaI never claimed the word whoopee, Arthur....The controversy makers, however, kept saying that I helped make it better known with the expression "Makin' Whoopee"....I first used the phrase "makin' whoopee" in 1924 -- the word, of course, is older than most of Ben Bernie's jokes.

From all accounts, Okay Chicago or Okay Los Angeles, etcetra, is taking the place of "Whoopee!" and I have a suspicion that when the Democrats gather in Chicago for their convention, they'll arrive yelling "Okay, Chicago!" -- whoopee is so old, now -- and prohibition has taken the kick out of it, anyhow...Keep smiling, Chapman.

Jayne Dierks of Springfield, Missouri....Thanks for your note, too, Jayne....Ben Bernie is now taking what appears to be a much needed rest in Florida. That's a hot one! Right into the enemy's camp, for my babies at Miamah Beach tell their father everything!.....Bernie, frinstance, went into one of those "Eat-All-You-Can-For-60-Cents-Restaurants down there Sunday morning -- and they carried him out struggling an hour ago!

And that Jayne, and all you other tuner-inners or tuner-outers, (which I certainly hope you're not) -- winds up another Lucky Strike Dance Hour....On Thursday night, our magic carpet is going to take you to Lake Placid and the Olympic Games, where Joe Moss and his grand crew will do the fiddling and bugling...

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

On Saturday night we leap to San Francisco and Denver for more dance music....So until Thursday night at the same moment then -- I remain Your New York correspondent -- Walter Winchell, who found out that things were tougher than ever in the Broadway theatres. Last night, for example, a magician called several people up on the stage -- and then discovered there was no audience left!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

Please remember, every LUCKY STRIKE is made of the finest tobaccos the world can offer -- the Cream of many Crops. THEN it's "TOASTED" ...your throat protection -- against irritation -- against cough! LUCKIES are always kind to your throat.

Thank you.

The LUCKY STRIKE Dance Hour has come to you from New York City and New Orleans, Louisiana, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chilleen
2/9/32

ATX01 0031170

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TITLE: (

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 11th, 1932

THURSDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, America, and a salute plus a click of the heels to all the visitors from the old country now competing in the Olympics ... Tonight's Winchelleap aboard Mr. Lucky Strike's sky-riding bob-sled is to Lake Placid, New York - in the Adirondacks - to tune in on Joe Moss and his swellegant ensemble of syncopaters. You've heard them before, and from the mail Moss received, you must have been delighted with his crew.

Come on, Mr. and Mrs. Turner-Inner from all over the States! ... Find yourself a comfortable spot on our famous-the-world-over Magic Carpet - which was especially designed to make your heart thump with adventure - and entertain you with melody, and man-about-town-talk.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031171

MR. WINCHELL: (CONTINUING)

Here we come, Joe Moss! ... Tell those skaters, skiers and sledders to stand by a while ... because the Lucky Strike Dance Hour is out to shatter another record ... To shatter time and space, too, and the taking of millions of listeners from no matter-where-they-are to the most thrilling sports convention of them all!

Throw it in high, Frank, while Walter rides the sky!

ON WITH THE DANCE, JOE MOSS! (WHISTLE)

OKAY, LAKE PLACID!

LAKE PLACID ANNOUNCER:

You've come up the Hudson River Valley, over Lake George and landed in the Adirondacks at Lake Placid - 250 miles straight north of New York City, and 30 miles west of historic Lake Champlain. Snow covers the ground and it's pretty cold up here, but with big logs burning in the fireplace, we're nice and warm at the Bear Club ... where Joe Moss and his society favorites will play

- (_____)
- (_____)
- (_____)
- (_____)

LAKE PLACID ANNOUNCER:

The Lucky Strike sky-riding Magic Carpet ski-jumps back to Walter and his Winchellingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That was Honky-dooly, Joe Moss, honky-dooly - and you know what that means ... You're familiar with our routine, Joe - so stand by until That Wicket Walter of those wild Winchells weakens.

- - - - -

And to those of you who can appreciate a lesson in determination, courage and the will-to-amount-to-something - no matter how the cards are stacked - remember this fact - That Abraham Lincoln ran for office and was defeated NINE TIMES before he finally succeeded! ... And with that terrific handicap, he eventually became the First Man In the Land! In fewer words, ladies and gentlemen - and please take this counsel from one who has weathered many a storm - always take it on the chin and let the other fellow break his knuckles!

- - - - -

In the final edition of my Wednesday morning pillar of paragraphs, I reported that Lily Damita and Sydney Smith would tell it to a parson today - so score one up for our side, please ... I have been urged by her friends, to tell you that Ann Murdock, the actress - who was recently married to a nobleman in Italy, is most happy with her new husband - and is not leaving him - as some of the foreign correspondents have flashed via the cables ... June Knight, the intended bride of James Dunn, who now is rehearsing with Mr. Ziegfeld's new show "Hot-Cha" - fainted at the theatre last night and fell right into - Buddy Rogers' arms!

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(NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Here's a bit of good news for auto buyers ... I learn that a new model made by a well known motor car builder will sell at \$100 down - on a two-years-to-pay proposition ... Billy Leeds, the tin-plate king's heir, as he is described by the newspapers, received his third threat from the kidnapers ... So now - the Leeds mansion on Beekman place, New York, has a new contraption ... It is a gadget that connects with dozens of floor buttons all over the apartment ... So that in case any intruders get into the Leeds place - Billy need only step on one of them and within three minutes, every cop on the beat is at the scene ... Well, I see that that Mr. Nertz of Chicago has asked the Chicago 'phone book to omit his name, because so many locals there 'phoned to tease him ... Mr. Nertz, whose first initial is not "O" ... said that he was getting along peacefully until a certain radio chatterer announced it on the airwaves and then his troubles commenced ... Oh, Nertz ... I'm sorry, really ... The recent illness of Dorothy Gish which excited the newspapers, brought about a reunion with her husband, James Rennie ... There had been talk, you know ... Greta Garbo, they tell me, isn't doing such a hermit act out in Hollywood any more ... At least not as much as she used to do ... Before she made the "Mata Hari" flicker, Greta and Ramon Navarro met only once ... Now-a-noons, I hear, Ramon and America's Swede Heart tear a herring and dunk their doughnuts in coffee in each other's dressing room almost daily ... I don't know whether the Washington, D. C. rags heard it or not. And even if they did - let's tell it to Mr. and Mrs. America now ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031174

MR. WINCHELL: (CONTINUING)

In a Washington Hotel dining room, the other week-end, a good-looking and harmless-appearing fellow went from table to table and kept bending the spoons in two ... The head-waiter finally collared the spoon-bender-in-twoer, and made him straighten each of the spoons back into shape ... The spoon-bender was your old pal, James (Bad Girl, I mean Bad Boy) Dunn!

- - - - -

And here are some other notes about the better knowns.-- The only movie star who has passon on - but whose films are still shown and enjoyed ... are those that that star Rudy Valentino ... Anita Loos, who writes grand things (such as the famous "Gentlemen Prefer Blondes) - believes that John Emerson is her husband, which he certainly is - but she feels in a way that she married Joseph M. Schenck, the magic lantern man ... Because Emerson got so frightened before the altar he couldn't answer the preacher's question ... and Mr. Schenck answered them for him! ... Billie Dove, whose real name is Bohny, got the name of Dove because a photographer once advised Billie to change it to Dove: "because", said the hocus-focus man, "you look like one" ...

And another reason why I feel in the pepped up mood tonight, is that Mr. Associated Press came out the other morning and reported that Pola Negri confessed that she was keeping company again with a famous man, whose name she hoped the papers wouldn't publish, because he is sensitive that way ... Okay, Pola! ... I'm glad you confirmed the report that was first chronicled here ... and I won't mention it, either - but don't fail me, Pola ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUES)

Don't break your promise--and I won't break mine...The Clark Gables will startle the movie fans any edition now!!!

On Saturday my side-kick, Heywood Broun, that great columnist of the New York World-Telegram wrote about the first night of the recent show in which he acted. Broun was supposed to be caught smoking on the stage by a fireman. Let me piece together a few snatches of what he writes: "Under the influence of first-night nervousness, I forgot to have a cigarette all lighted up when the curtain went up. In sheer panic I reached into my pockets and found a brand new pack. The cursed things were all bound up in Cellophane. I slashed at the covering with five or six thumbs. The future of the American drama hung in the balance, and I was balked by cellophane. After blood and tears and curses I managed to crack the shell and get a cigarette, all bruised and broken from the mauling. It didn't draw well, and neither did the skotch." That, Heywood, is a fine ad for Mr. Lucky Strike, who's been plugging the virtues of that little gadget on his package which makes it so easy to open.

HOWARD CLANEY:

Say, Heywood Broun, I am asking Walter to send you a carton of Luckies, and I will pay for them. YOU'LL find you can open each package with your eyes closed...that little Lucky tab makes it so easy...zip and it's open...no fumbling with the wrapper...no mauling the cigarettes! But there's something even more important about that wrapper, Heywood, as you'll soon discover!

(MR. CLANEY CONTINUES ON NEXT PAGE)

MR. CLANEY: (CONTINUING)

It keeps in something that no other cigarette can offer - the rich, fragrant flavor - the unique TOASTED mellow-mild flavor you'll find only in Lucky Strike - the purest of all cigarettes. So here's hoping, Heywood, we'll soon be able to welcome you to the ever-growing membership in the Lucky Club!

WALTER WINCHELL:

That's putting your words into short and snappy lines, Howie. Hurry now, we're a bit late leaping back to the Olympics ... Make room in the back of the Magic Carpet there, Claney, for Marshall Hyde of Lewiston, Idaho, and Bessie Lowell, of Anita, Iowa! ... Here we go, Mr. and Mrs. Tuner-Inner from everywhere and anywhere! ... Let's make it in the one-two-three-manner!

ON WITH THE DANCE, JOE MOSS! (WHISTLE)

OKAY, LAKE PLACID!

LAKE PLACID ANNOUNCER:

Back at Lake Placid, New York, where the International Winter Olympics are in progress, we hear Joe Moss and his Society Favorites playing ...

(_____)
(_____)
(_____)
(_____)
(_____)

LAKE PLACID ANNOUNCER:

Faster than the champions who have broken world's records at these Olympic games, goes the Lucky Strike Magic Carpet around the famous - - Bobsled curve, to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That's the stuff, Joe Moss ... Stand by, though, Joe - so Mr. Clanev can see that there is a comfortable cushion for everybody except You know Who from Chicago, who is now in Florida . All right, Howie, you tell me when to go to town!

HOWARD CLANEV:

Every year, you get more and more for your money in Luckies. Because more enjoyment for you means greater success for us - so some of us are working day and night to give you a better and better cigarette. We give you the outstanding improvement in cigarettes of the last fifteen years- the exclusive LUCKY STRIKE "TOASTING" Process! We go to extra expense to give you the benefits of modern Ultra Violet Rays. We invest one hundred million dollars of good American money in a vast supply of the world's choicest tobaccos. We leave no stone unturned to give you the finest of cigarettes! The mildest - the mellow-mildest - the very purest of cigarettes! Mild, because the tobaccos are mild, delicate, tender ... Pure - because certain harsh irritants have been expelled ... Mellow - because sunshine mellows. No wonder Lucky Strike is overwhelmingly the greatest cigarette value in the world!

- STATION BREAK -

WALTER WINCHELL:

That means you, again, Joe Moss ... keep us in the happy-go-lucky Strike mood. Here we come, you old country-cousins from over sea who offer the best definition of Good Sportsman! ... Let's leap! ... Hello, New Haven Register, Albany Times, Syracuse Journal, Binghamton Sun, and all the other papers that call me one of them!

ON WITH THE DANCE, JOE MOSS! (WHISTLE)

OKAY, LAKE PLACID!

LAKE PLACID ANNOUNCER:

The temperature here at Lake Placid is now _____ degrees, but Joe Moss and his Society Favorites are going to remedy THAT when they play ...

- (_____)
- (_____)
- (_____)
- (_____)

LAKE PLACID ANNOUNCER:

Look out, Walter Winchell, here comes the Lucky Strike Magic Carpet making a record-breaking ski-jump!

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Plenty pretty, Moss ... Maybe if I can get half your rhythm in my tones, they'll like my stuff, too ... I'll signal you again, after I put my second stanza to press.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Here's something that probably will interest readers of novels, magazine stories and biographies ... And that is - that most of the good books written today are ghosted ... Meaning that the author whose name you see on the jacket very likely didn't write it at all! A ghost writer is one, who for a certain fee, writes a book for you, while you collect the glory and applause ... In other words, the literary game is now a business.

For example, Sir Harry Lauder's book, "A Minstrel in France", was written by Damon Runyon and William Almon Woolf ;.. Will Rogers is one of the few outstanding writers who writes his own stuff ... Antoinette Donnelly, a beauty expert, was "Lillian Russell" for years ... Mary Margaret McBride is Paul Whiteman on the printed page ... Bob Davis ... a grand newspaperman, was Bob Fitzgibbons for the papers when Fitz was fighting at Carson City, Nevada, and the most amusing gag I can recall about ghost writers, was the one that W. O. McGeehan of the New York Herald Tribune pulled ... McGeehan exposed the fact that the baseball fans had been honoring Babe Ruth for passing the ball out of the lot - when they should have been bowing low before Babe for performing miracles, the like of which have never been known ... In his capacity as a baseball reporter for a World Series, Babe Ruth once achieved the supernatural feat of preparing a brilliant eye-witness account of a baseball game for the late New York World while lying unconscious in a hospital thousands of miles away from the game!

And it probably will startle you to learn that "Yo ho ho and a bottle of rum, fifteen men on a dead man's chest" was not written by Robert Louis Stevenson, as is so widely believed ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031180

MR. WINCHELL: (CONTINUING)

Those lines were in a poem written by a man named Young E. Allison, who wrote the verse for a Chicago paper many years ago.

- - - - -

I haven't yet been able to find out who ghost-writes Bernie's stuff, but I have a suspicion his authors are my old files. And I'm not kidding you, Old Microbe!

- - - - -

As a matter of fact, Joe Miller, whose name is synonymous of old jokes, and whose name is on a book of old jokes, which he was supposed to have authored ... NEVER ORIGINATED A JOKE IN HIS LIFE!

- - - - -

And this is where I want to salute some cities which have taken up the Man-A-Block-Plan to give men employment. Stand up and take a bow, Wilmington, North Carolina! ... You, too, MILWAUKEE, WISCONSIN! ... Cleveland, Ohio ... Albany, New York! ... Des Moines, Iowa! ... Olean, New York ... and Chatham, New York! ... You each rate a big hand - for falling in line and thinning the unemployed ranks ... Thanks from all of us all over the land, you Chambers of Commerce in the towns I just mentioned - consider your right hands gripped hard.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031181

MR. WINCHELL: (CONTINUING)

I'd like to read to you, Mr. and Mrs. America, all the encouraging letters and telegrams that I have received from these, our friends, but time does not permit, and so I will read but one ... that comes from one of the cities I have mentioned, and that illustrates the great heart of America, and the great response to the Man-A-Block-Plan.

"Dear Winchell: -

Add to your Man-A-Block Cities, Des Moines, Iowa. Under the auspices of the American Legion, the residential districts were canvassed by volunteers to secure pledges of a definite number of hours of work each week for three months. Up to this date, 235 men have been put to work on the Man-A-Block System, in addition to possibly twice as many on odd jobs.

(Signed) Roy P. Porter,

Publicity Director of Des Moines
Community Chest."

- - - - -

Here's a paragraph that makes any column a good column ... I recently told in the paper about a grand New York detective, whose name is Paddy Fitzgibbons of the Broadway Gun Squad ... I said of Detective Paddy, who is over fifty, that he is the only detective I ever saw, who, when he entered a night club with his men, he was always the only gentleman in the crowd, because he removed his hat!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

After I ran that story, I received a letter from a friend of Paddy's 93-year-old mother, who said that she was so proud, because I had given her son a boost. Let me read you what the friend wrote: "Dear Winchell, your line about Detective Fitzgibbons removing his hat where women were (instead of trying to look like a cop) made his old mother so happy. She proudly recalled that when her son was a youngster, he once tipped his hat to a man on the street because he thought the man was a Catholic priest. 'That was a rabbi minister' said Mrs. Fitzgibbons, 'but you made no mistake, my son. Always remove your hat whenever you meet a holy man, no matter what his race or creed!'"

Well, Paddy/Fitzgibbons, it makes me happier to make your lovely mother happier by telling it to all of America right now. I hope I've thrilled her, again.

- - - - -

Tomorrow night, the lights go up on a show called "Blessed Event". It's all about the carryings-on of Guess-Whose little boy, Walter. Come to think of it, there's been a play built around almost everyone connected with newspapers - but the little gal who writest those "Advice to the Lovelorn" columns. What a wow of a play that would make! Do you know who I'd pick for the lead? Miss Sidney Fox, the flicker charmer, whose picture is spread all over today's papers. Sidney Fox used to do just that O write a column on Advice to the Lovelorn. And can she act! Just take a look at her in Universal's thriller, "The Murders in the Rue Morgue".

(MR. WINCHELL CONTINUES NEXT PAGE.)

MR. WINCHELL: (CONTINUING)

And now - this Lucky Strike Magic Carpet, takes a trip down Fifth Avenue to Lucky Strike headquarters, to Lucky Strike's star salesman, talking across the greatest of cigarette counters - the Lucky Strike counter. A counter that you will find in over a million stores throughout the land. All aboard, everyone. Okay, Lucky Strike!

HOWARD CLANEY:

Welcome to the Lucky Strike Cigarette counter, Mr. and Mrs. America! When we tell you that Lucky Strike gives you more for your money, what facts have we to offer? Here they are, in a few words! First, when you purchase your Lucky Strike you get the finest of mellow-mild tobaccos - the Cream of many Crops aged and seasoned up to three years. Second, in Lucky Strike, you get the delicious flavor and modern throat protection of the exclusive "TOASTING" Process. Third, when that famous process drives out certain harsh irritants, hidden in every tobacco leaf, it makes room for extra tobacco goodness. That's why it's so good to smoke Luckies. Sidney Fox, whom Walter Winchell just mentioned, knows that well! "I've smoked Luckies for three years," she writes. "I've ^{almost} tried every other brand and found that Luckies are truly the only cigarettes that do not hurt my throat." What a test of Lucky Strike's value! When you reach for a Lucky, Mr. and Mrs. Smoker, you too, will get more enjoyment - more mellow-mildness - more value for your money - you'll get the purest - the most delicious cigarette you ever smoked!

WALTER WINCHELL:

And that's another cue for you, Joe Moss, and your delightful orchestra, representing Mr. Lucky Strike at the Olympics!

You win on points again, Joe - here is my sword! ... So be a good guy, and be generous with your melodies.

And here is the SKI to the city!

ON WITH THE DANCE, JOE MOSS! (WHISTLE)

OKAY, LAKE PLACID!

LAKE PLACID ANNOUNCER:

Once more, Joe Moss and his Society Favorites warm our toes to the tune of

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

LAKE PLACID ANNOUNCER:

With the speed of skates greased with lightning, the Lucky Strike Magic Carpet flashes back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Bay, folks, our Magic Carpet has neither round runners like the German Bobsled, nor skate runners like the American bobsled - but it gets there faster just the same. I have to hurry and answer a letter or two here.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Paul McCarthy of Crawfordsville, Indiana ... this is for you, sir ... Yes, I know Dexter Fellowes, who is rated as the outstanding circus press agent of them all ... I know an amusing joke about Dexter, too. This is it: While his circus was playing in a far Western town some years ago, an untamed lion escaped and volunteers were called to hunt it down. The party, however, paused at the salooniest place in the burg to swallow a few bracers. The only one who wouldn't take a drink was Dexter Fellowes,

"What's the matter with you?" someone asked Dexter, "why don't you have a good drink? ... So we can catch that lion?"

"None for me, thanks," said Dexter, "whiskey gives me too much courage!"

- - - - -

And here's another McCarthy; Mrs. Hattie McCarthy of Madison, Wisconsin. Thank you, for even asking me, Mrs. McCarthy .. Anything to oblige. The best shows are now scaled at Three Dollars for the best seats - the managers finally coming back into their right minds ... No, Lila Lee hasn't married, again.

- - - - -

Miss Louise Johnson, of Chicago. Yes, the chap who piloted my magic carpet back to me from the coast a few broadcasts ago is Don Wilson. He is a popular west coast announcer, who, I learn, recently Lohengrinned it with a popular belle of Mexico City; Celia Martinez. Happy days, Celia and Don!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Ed Vandorf of Enid, Oklahoma: That's very nice of you, Ed, thanks ... Don't take any chances, however, unless they give you a contract first ... for jobs in the Hollywood studios are scarcer than bowlegs in the "Follies".

- - - - -

Ruth M. Rolf of Washington, D. C. ... The Bernie-Winchell War is still going strong, Ruth ... and here's another one about him ... Ben sent me a letter complaining because of a writeup another columnist gave him ... "He said of me," complained Bernie, "that I was a Chicago boy who made good in the big city. Well, in the first place, that item cost me Three Dollars for clippings, and in the second place," concluded Ben, "I wasn't born in Chicago!"

And in the third place, Ruth, Bernie never made good in the big city! Good old Bernie - he played the races down in Miamah the other day, and beat them for all he had! ... Yes, indeedy, Bernie sure has horse-sense ... I say he has horse-sense because you never hear of a horse betting on a human being!

- - - - -

And that, Miss Rolf of Washington, and the rest of you tuner-inners from coast to coast and border to border - concludes another Lucky Strike Dance Hour ... On Saturday night, don't forget ... our magic carpet is going to tap the tops of the mountains again ... as we race from New York to Denver for Lloyd Huntley's orchestra, and then over the Rockies to San Francisco, for the Anson Weeks crew.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

✓ What a lotta fun that is - blazing through the heavens and snapping our fingers in the happy-go-Lucky Strike manner. Until Saturday night at the same time, then - I remain, more affectionately than ever - Mrs. Winchell's bad little boy, Walter, your New York correspondent, who just found out that Jimmy Durante sneezed yesterday - and blew Jackie Cooper right off the set! x

(SIGNATURE)

CLOSING ANNOUNCEMENT:

(OPTIONAL)

HOWARD CLANEY:

Please remember, LUCKY STRIKE is made of the finest tobaccos - the Cream of many Crops throughout the world. THEN it's "TOASTED", your throat protection against irritation - against coughs. LUCKIES are mellow-mild - PURE - the finest cigarettes you ever smoked.

Thank you!

"My Lucky Star", and "Button Up Your Overcoat" from "Follow Through"; "Tea for Two", from "No, No, Nanette"; "Why Do I Love You", from "Showboat"; "Who", from "Sunny"; "Of Thee I Sing", from "Of Thee I Sing"; "It's Great to be in Love", from "Vanities, 1931", and "Lucky in Love" from "Good News", were all played by special permission of the copyright owners.

The Lucky Strike Dance Hour has come to you from New York City and Lake Placid, New York, through the facilities of the National Broadcasting Company.

AGENCY: WINCHELL:CC:2/11/32

ATX01 0031188

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 13, 1932

SATURDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL CHORUS ... IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes with the world's finest dance orchestras. Tonight, we bring you two great orchestras - one from Denver, Colorado, and one from San Francisco, California - also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. General Public and welcome back to the Lucky Strike Dance Hour, Colorado and California!

My pet subject, THE MAN A BLOCK PLAN has swept the country since it became better known on these airwaves, and I can't wait to inform you all that the system to give more men work - is now being developed in seven thousand six hundred communities.

Imagine that, ladies and gentlemen, seven thousand six hundred cities, town, burgs and whistle stops in this grand land of ours are giving men jobs!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031189

MR. WINCHELL: (CONTINUING)

So stand up and be honored - you Chambers of Commerce who have fallen in line - and two cheers and a rousing bravo for the American Legion, the American Federation of Labor and the Association of National Advertisers all of whom have contributed so much support to melt the bread and panhandle lines!

And now to toss our magic carpet to the skies - all the way from this New York of mine, to Lloyd Huntley's swlegant orchestra in Colorado. We've had a grand week of it. The old magic carpet has been in its best mood - The famous Mardi Gras last Tuesday; then the Winter Olympics at Lake Placid, Thursday, and now the Rockies and the Golden Gate. That's covering America, isn't it?

So let's go, America! ... Let's tease the clouds again, and Winchelleap to Huntley's crew out there where the West begins! And later, our Magic Carpet will hopt out to San Francisco for Anson Weeks and his boys.

Throw it in third, Frank - you're the grandest assistant pilot Walter ever had! Here we go! Hello, Des Moines Register! ... Harya Lincoln, Nebraska! and put it there, Cheyenne, Wyoming!

ON WITH THE DANCE, LLOYD HUNTLEY! (WHISTLE)

OKAY, DENVER!

DENVER ANNOUNCER:

You are now out where the West begins the Lucky Strike Dance, with Lloyd Huntley and his orchestra at the Cosmopolitan Hotel here in Denver, playing ...

(_____)
(_____)
(_____)
(_____)
(_____)

DENVER ANNOUNCER:

While Lloyd Huntley was playing that last number, I just happened to think of the amazing difference between the covered wagon days and tonight, when, to cross the great plains, the Mississippi Valley and the Allegheny Mountains, on our Lucky Strike Magic Carpet, all we have to do is

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That was fine, Huntley ... While you're waiting for your next cue ... do me a favor and 'phone the Denver Post, and give them my regards ... This is where I do my air-o-graphs, Huntley. Then we pick up Anson Weeks in San Francisco, and later, we return for you, Lloyd.

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(MR. WINCHELL CONTINUES. NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The newest of the Hollywood romANCES - is the one between Phillip Holmes, one of the better magic lantern stars, and Florence Rice, who was Sidney Smith's frau ... Miss Rice, whose pappy is the popular sports writer (Grantland Rice) recently hurried out there to be on the scene ... Do I hear wedding bells ... I think I do!

- - - - -

Ethelind Terry, the former Ziegfeld star, who not long ago, had her marriage vows melted (or Mexicanned) as we Broadway vulgarians would put it, is now going places with Lowell Sherman ... You see, folks - I do try to keep up with the sudden changes of mind out there, where men have doubles, and most of the women wish Clark Gable were triplets.

- - - - -

As reported by your correspondent - Carmen Pantages becomes Mrs. Johnny Considine tomorrow afternoon - and all Hollywood has been invited ... Connie Bennett had to call off her planned trip to Broadway because of indisposition, and I hope Connie is better by the time I finish this item ... This ought to please Sousa's admirers and Mr. Sousa ... Congress very likely will pass the resolution to make his "Stars and Stripes Forever" the official march of our country ...

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The sudden passing of the very popular novelist, Edgar Wallace, shocked us all here in New York ... And this story about him, I feel, should be told now ... to acquaint those of you who never met him - with his character.

Some years ago, while in England, Charlest Dillingham, another of Broadway's grandest guys, was introduced to Mr. Wallace. "I'd like you to write a play for me," said Mr. Dillingham, "I like your style."

"I would have to have \$1,000 in advance," said Wallace. So Dillingham handed him a check for that sum ... And Wallace got very busy. He was the most prolific writer the literary business had known in ages, you know. However, Dillingham told him to take his time ... Two years later, Wallace arrived in New York .. He went right to the producer's office and handed him a play ... It was called "On the Spot" ... but Dillingham was afraid it wouldn't click, so he told Wallace to sell it elsewhere, and to forget the \$1,000 ... Wallace sold it to the Shuberts. It wasn't a big hit, but it had a moderate success. "Here's your \$1,000," said Wallace one day ... "No," said Dillingham, "it was worth that, and more, to have met you, sir."

Wallace, we all learned later, took his profits of that show and sent half to a London charity, and the other half to one in New York ... Now, who said that the world wasn't getting to be a sweeter place to live in?

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And here's one for Denver's old timers ... And it is timely, too, for the old argument against wisecracking dramatic critics is up again here ... Eugene Field, perhaps, was the finest critic in the land in his day, yet when Field was a critic on the Denver Tribune, he would protest about the rotten acting from his fourth row on the aisle seat ... What I mean to say - is that Eugene Field, who was tolerant and kindly, was also a good critic and an abusing one when the mood got him,

His classic still is repeated, and will be, I guess, forever, whenever critics gather and talk shop ... Field always dismissed a second-rate actor with a sentence or two like this: "Last night, John Hambo played Hamlet at the Tabor Grand Theatre. Yes, indeedy. He played it until eleven o'clock!"

- - - - -

And then there's the horrible punning Field gave Preston Clarke in "King Lear" ... Maybe you haven't heard it, so here it is now.

Said Field in his criticism, "Last night, Preston Clarke played King Lear at the Tabor Grand. All during the five acts, of that immortal tragedy, he played the king as though in constant apprehension that someone else in the cast was about to play the ace!"

Yes, Eugene Field, besides being a great author, was a svelegant wisecracker, too. I only wish I had his files, so that my column in the paper would have some wisdom.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Here's something that burns me up and knocks me cold! When I tried to get on the stage, I had to camp in booking offices for months - but Oscar Shaw crashed the gate simply by following a show around until they put him in it! Now Oscar Shaw's one of musical comedy's brightest stars - at present shining on Broadway in "Everybody's Welcome" ... but that first show he got into was "The Man with Three Wives" ... and the lady who caused him to follow it around was Louise Gale then ... but she's Mrs. Oscar Shaw now! - And now, Mr. and Mrs. People, Mr. Howard Clanev will tell you why we are bringing you these dance programs - in a word, it's because we want to tell you the good news about LUCKY STRIKE.

HOWARD CLANEV:

Oscar Shaw found out that good news about LUCKY STRIKE six years ago. He writes: "In my profession voices are precious - I'd be silly to risk throat irritation or cough. So I make it a rule to smoke LUCKIES and avoid those irritants your TOASTING Process expels." Ladies and gentlemen, it is good news for your throat that LUCKY STRIKE employs the mellowing, purifying "TOASTING" Process. It is good news for your smoking enjoyment that every LUCKY STRIKE is filled to the brim with the rich extra goodness of modern Ultra Violet Rays. And to give you the full delicious essence of those choice, mellowmild LUCKY STRIKE tobaccos, the Cream of Many Crops - we age and season them carefully - painstakingly - for as long as three years for it takes three years for a LUCKY to be born! When our LUCKY STRIKE comes to you it is the mellowest, the mildest, the purest of cigarettes. When you reach for a LUCKY, you get the finest cigarette in all the wide world!

WALTER WINCHELL:

And now to get to California just as quickly as we made Denver ... Pull your coat in out of the sky - Miss Bunny Kimble of Galesburg, Illinois! ... And Bunny, meet Corporal L. M. McCauley of the U. S. Air Corps ... There's room for you, too, Martinette Swanson of Dallas! Hurry, now - Governor Rolfe is waiting - Goodbye, Broadway! ... Look, there's the Cleveland News, one of my first papers! ... And there's Billings, Montana, I did a soft shoe dance there in 1920 ... Hello, Seattle, Portland, Oregon! and Sacramento!

ON WITH THE DANCIN', ANSON WEEKS! (WHISTLE)

OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

The Golden Gate is wide open to welcome you to San Francisco, where at the Mark Hopkins Hotel, Anson Weeks and his orchestra will play ...

(_____)
(_____)
(_____)
(_____)
(_____)

SAN FRANCISCO ANNOUNCER:

Like a ski-jumper sailing high into the air, the Lucky Strike Magic Carpet flies up over the Rockies to land right in Walter Winchell's lap.

(WHISTLE) OKAY, NEW YORK!

MR. WINCHELL:

Fine, Anson ... and tell Governor Rolfe that Mayor Walker asked me to send him his fondest regards tonight ... My buddy, Howard Claney, does his chores here for a moment or so ... then we climb a mile high into the sky to hear Lloyd Huntley's boys Lucky Strike up their tunes ... Hear you later, Anson Weeks, catch you on the late-watch!

And now, Tuner-Inners, while I reach for a LUCKY, Mr. Claney's going to tell you why you should, too!

HOWARD CLANEY:

The world moves on! It does improve! What improvements have the makers of your cigarette made in the last fifteen years? ANY? Compare that with the advances LUCKY STRIKE has made: Improvement Number One: the purifying "TOASTING" Process, the greatest advance in cigarette manufacture since 1917. Improvement Number Two: the use of mellowing Ultra Violet Rays. Improvement Number Three: the most scientific care in the selection, aging and blending of fine tobaccos the industry has ever known. Improvement Number Four: the LUCKY tab which affords a cellophane wrapper you can open without a struggle! Put them all together and you get the cigarette that has revolutionized tobacco standards ... standards of goodness ... standards of purity ... standards of value! Add up those benefits, and you get the mildest, mellowest, purest of cigarettes ... the cigarette that is always kind to your throat ... the cigarette that gives you more for your money than any other cigarette on the face of the earth! ... LUCKY STRIKE.

- STATION BREAK -

ATK01 0031197

WINCHELL:

Once again back to Colorado with more tuner-inners than ever!.....Come on Mr. and Mrs. Crawford of Dixon, Illinoy -- your lovely letter rates a seat on our magic carpet right next to Mrs. Winchell's Walter...Let 'er fly -- a mile high above sea level so we can yell:

ON WITH THE DANCE, LLOYD HUNTLEY! (WHISTLE) OKAY! DENVER!

DENVER ANNOUNCER:

Exactly right, Walter. Denver IS one mile above sea level. It's that mountain air that gives us so much pep out here, - particularly Lloyd Huntley and his boys as they play --

(_____)

(_____)

(_____)

(_____)

DENVER ANNOUNCER:

Denver invites you all to come again - either by radio or in person. Now back to Walter and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Plenty Dandy, Lloyd in Denver, plenty dandy....Tell Colorado Springs and Pueblo I've never forgotten their cordial manner when I was there -- and that this acknowledgment is to return their hospitality ...And tell Denver pleasant dreams and the same to you and your staff, Huntley.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And now to jot down a few more notes that I hope will make the front pages ... I promised on Tuesday night to check up on the rumors about the stork coming to the Charlie Farrells (Virginia Valli) dwelling....I said at the time that I didn't report it -- but that a number of tuner-inners had asked me about the rumor, having read it in other gazettes....Well, Charlie and Virginia say it's not so, and I'm certainly sorry to hear it, because I have two of the sweetest little girls you ever could get a thrill out of -- and because June and I have them -- nothing else in the whole world matters!

Poor Sonya Heine, who won all those honors at the Olympics, was offered \$1500 to pose for a certain newsreel company for a few shots -- and she had to turn it down because if any of the contestants accept coin for anything (you know) they sacrifice their amateur standing....Imagine Sonya, who is such a champion -- being an amateur, anyway....Speaking of Charlie Farrell, as I was speaking only an item or so ago, I hear that Janet Gaynor never calls him Charlie. She calls him Farrell and Janet calls herself Gaynor. Janet calls her husband, who is Lydell Peck -- "Pecky" -- and she calls me VULTURE VINCHELL.....Out in Hollywood, according to Lynn Norris, when two people are That Way about each other -- they say: "Soandso and soandso are writing a play"...Two of the most famous movie stars that the world has ever know -- have been secretly divorced for a year...Professional reasons, or Big Business as I should say, prevent official release on the news...But the papers have long suspected it, and keep hinting at it from time to time...

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATK01 0031199

WINCHELL: (CONTINUES)

It has been agreed by people who matter out there that Billie Dove is unquestionably the most beautiful woman in pictures, though almost as many people argue that Dolores del Rio is the first lady of the magic lanterns...Lilyan Tashman, as you know, is conceded to be the best dressed gal with Kay Francis runner-up...The man of the movie hour, appears to be Clark Gable, I know -- but at the Fox studios the heaviest fan mail is received by Warner Baxter....If you are an admirer of his then send William Collier, Jr., Buster Collier to most of us, a card or wire -- his birthday was yesterday... Tomorrow is the birthday of Stuart Erwin and Frances Dade, and on the 15th William Janney will celebrate his natal day as will John Barrymore....Congrats!

Now for a salute or two to those towns that are joining the Man-A-Block Plan and giving men employment...Here's yours Taft, California!....And here's yours NEW YORK CITY!....But here! here! Mr. Wilton Lloyd Smith, chairman of the organization! What do you mean only four boroughs of New York have joined?...I appreciate the fact that 10,000 blocks have pledged jobs to men but why only four boroughs, which one of the five is holding out on us?....It's about time my home town fell in line, and I was wondering when listeners would write in and ask me about New York City!....Now, I am breathing easier, Wilton, but come, come -- name that borough in New York that isn't on the list -- and I'll find out why!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

To those of you who would enjoy a good record, a good show, a good movie, a good song or a good book, let me recommend to diversion seekers the following: The version on the platters of "Dinah" by Bing Crosby with the 4 Mills Brothers doing the tricky choral work, it's a honey....A good show and the newest in town is "Blessed Event," not because it is built around incidents in my career, but because it has an exceptionally good troupe and a wow of a last act....By all means "The Hatchet Man" with Edward G. Robinson in the chief assignment...And "The Man Who Played God" with Arliss starring...The two outstanding hit songs of Ziegfeld's new show will be: "There I Go Dreaming Again," as June Knight sings it, and another corker called "Little Old New York" in the June MacCloy manner....The book that will click in a big time way will be Tiffany Thayer's "Thirteen Women" which will be released on the 29th....His "Thirteen Men" was a best seller so thank Mrs. Winchell's Walter for tipping you off to a dandy way of spending an evening. Of course, I mean, with a Lucky between chapters.

I never knew what a quidnunc was until I read an article in the Scribner's magazine last February. It was by Charles W. Wilcox and he called me a quidnunc, which means gossip...But Mr. Wilcox, who is a collector of rare things and literary manuscripts was pretty gentle with me, and he wrote among other things, this interesting to me paragraph. This is it: Everybody likes gossip. There is in all of us that ingrained hypocrisy which makes us affect to despise the quidnunc, while we break our necks to hear what he has to say, and run our legs off to repeat it! -- and with what gusto...Gossips -- aren't we all?".....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

But what Mr. Wilcox didn't add was that, considering all the gossip I print and broadcast -- think of the army of gossips who relay the talk of the day to me, bless their so-called hearts!

As I put my ear to the ground, my ear to the orchestras along the Main Stem, and my ear to the radio, believe you Winchell, I'm finding that grand opera is coming up fast! They tell me here at N.B.C. that three million people -- many of whom never heard opera before -- now get the real thing over the radio -- broadcast right from the stage of the Metropolitan Opera in New York! Did you hear it this afternoon? If not, you can get an earful every Friday and Saturday afternoon from now on!

HOWARD CLANEY:

What a thrill it is for three million radio listeners to hear Rothier, Lauri-Volpi, Pinza, Claussen, Branzell, Wakefield, and other brilliant stars over the air! And what a thrill it was for us to learn that they all smoke LUCKIES. Naturally, you say, they would prefer LUCKIES because LUCKIES give them the throat protection they need! Let us forget for a moment that these artists must take the greatest care of their valuable throats and voices. For, of course, first of all they smoke for enjoyment! It is LUCKY STRIKE'S delicious goodness, and that unique "TOASTED" flavor, which has won these discriminating smokers. These highly-paid singers could easily afford to smoke any cigarette in the world, no matter how expensive! What a tribute that they prefer LUCKIES above all others!

(MR. CLANEY CONTINUES ON NEXT PAGE)

CLANEY: (CONTINUES)

What a tribute to the mild, the mellow-mild, the naturally mild goodness of LUCKY STRIKE'S choice tobaccos -- pure tobaccos... scientifically pure tobaccos....Thanks to the "TOASTING" Process which includes the use of modern ultra violet rays. If you aren't reaching for a LUCKY, we tell you you're missing something! You're missing... and we don't mince our words -- the finest cigarette you ever smoked. Reach for a LUCKY instead.

WINCHELL:

Now for the second coast to coast hop across the States back to where Anson and his melody magicians are waiting....Come on, George M. Cohan, who is listening -- let me show you what the Stars and Stripes look like from away up here on our magic carpet -- Make room for Bugs Baer, George -- and Ted Cook and the very odd McIntyre....All set? Then let it go!

ON WITH THE DANCIN' ANSON WEEKS. (WHISTLE) OKAY,
SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

The Lucky Strike Roller Coast-to-Coaster is here in San Francisco where, without further ado, Anson Weeks and his orchestra play -----

- (_____)
- (_____)
- (_____)
- (_____)

SAN FRANCISCO ANNOUNCER:

From the Golden Gate to the Hudson River is over 3,000 miles by train but the Lucky Strike Magic Carpet does it in a jiffy with a flash and a (WHISTLE) OKAY, NEW YORK!

WINCHELL:

That did it Anson Weeks. That made it a honey of a music show....Your band and Lloyd Huntley's certainly make a fine battery for any team....Tell the San Francisco Call-Bulletin to quote me on that, Anson Weeks....And to put it in head-lines, too! So long, Anson and throw a kiss to San Francisco's unfair sex for me, will ya????

Louis Salzburg of Wilkesbarre, Pennsylvania: The best girl show on Broadway is a hard one to answer, Louis. If you mean in the cafes, write me, and I'll tell you...All the girl shows seem the same to me -- plenty pretty.

Herbert Fear, Junior, of Frankfort, Indiana: One of the better sport writers Herbert, is Paul Gallico on the Daily News staff here in New York. His Vanity Fair article, last issue, was grand stuff about what goes on in a newspaper editorial room. Read it and howl....Joe Cook can do almost anything, Herb -- he can also show you a baseball that Babe Ruth didn't autograph.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Lulu York of Everett, Washington....Thanks, Lulu, it was a lulu of a letter. Yes, that's true about Gloria Swanson. I printed it weeks ago.

Earle Griggs of Atlanta, Jo-Jah: Tuner-Inner is correct, Earle....Yes, that's what they call a coined word -- a lot of them made some coin for me, because I just didn't like the ones they put in the dictionaries....No, I never heard of Ben Bernie -- what movie was he in?

J. D. Pierce, Jr. of Worcester, Mass: That makes it more interesting to me, Pierce....The denials usually follow the printed or spoken report -- and then I wait about six weeks sometimes longer...As a rule, the story is confirmed by the front pages -- and then I have another paragraph to chuckle about. Catch on? Take it from Winchell, who got it straight from the horse, (as the sure-thing racetrack players always say), their story will occupy the page ones for days when it breaks.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Joseph Quadrella of San Leandro, California: Thanks for everything, Joe....That's up to my boss. I do not hire the orchestras. I'll put in a good word for them, though, if you say they're that good....You tell me that you liked that joke I told the other night, but you wonder if you hadn't heard Ben Bernie tell it? No, Joseph, not yet, not yet!

And that, Mr. and Mrs. Coast to Coast and Border to Border brings down the curtain on another Lucky Strike Dance Hour... Our menu for next week includes a pair of Jacks -- Jack Demy and Jack Miles -- and on Thursday night the magic carpet goes taxi-ing in New York over to Coon Sanders OrchestraOn Saturday night we'll have another exciting bill of fare....Until Tuesday night, at the very same time, then, I remain your New York correspondent, Walter Winchell, who will now confess why he picks on Bernie -- because not only is Bernie the kind of guy who wears nightgowns, but he parts his hair in the middle, he leaves waiters nickel tips and because Bernie once wrote a book of jokes -- the covers of which -- were too far apart!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

When you reach for a LUCKY, you get the Cream of the world's finest tobacco crops, you get that delicious "TOASTED" flavor and the throat protection of the exclusive "TOASTING" Process. LUCKY STRIKE is mellow-mild. It is the purest of cigarettes -- the cigarette that is always kind to your throat.

Thank you.

"SHE DIDN'T SAY YES" from "Cat And The Fiddle", "DO THE NEW YORK" from "Follies 1931" and "OF THEE I SING" from "Of Thee I Sing" were all played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City, Denver, Colorado and San Francisco, California, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chilleen
2/13/33

ATX01 0031207

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought..)

HEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 16th, 1932

TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes with the world's finest dance orchestras. Tonight, we bring you two great orchestras - one from Albany, New York, and one from Montreal, Canada - also your New York Correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. North American Continent and hello, there, Del E. Simons away up there at Windy Lake, Northwest Territories in the barren lands of Canada, better known as NORTH OF 61!!!

Thanks, sir, for your salute, which is all the more interesting to me and my boss, Mr. Lucky Strike - because it is one of the first acknowledgements from a turner-inner so far away ... I have been thrilled by letters from all points in America and Alaska, but never from so far North ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031208

MR. WINCHELL: (CONTINUING)

Mr. Simons sent me photos of Eskimos listening to a radio - and Simons said in his letter - that they all are Lucky Strike Tuner-Inners - and that Luckies may be kind to the throat - but in that part of the world - Lucky Strikes are not so kind to the pocket-book.

Because, he reports, they cost him forty-five cents a packet in Winnipeg, and as all freight is transported by canoe to the Barren Lands North of 61 - Luckies cost him Two Dollars!

But he includes Luckies among his luxuries ...

Now, that's a handsome compliment, so thanks again,
Del E. Simons of North of 61!

Now, for a pair of Jacks to open. Tonight's Magic Carpet tour, ladies and gentlemen, is to Montreal, Canada, again, for one of our pets, Jack Denny and his grand band. And to Albany, New York, to hear Jack Miles and his Orchestra. Let's just reach out and slap Albany, New York, on the shoulder, and say: "Harya, Capitol City!" ...

Let's go, Frank - throw it in gear!

ON WITH THE DANCE, JACK MILES! (WHISTLE)

OKAY, ALBANY!

ALBANY ANNOUNCER:

And Albany, the capitol city of New York, returns the salute and says, "Hello, yourself!" We're at the DeWitt Clinton Hotel where Jack Miles and his Orchestra start the Lucky Strike Dance with ...

(_____)
(_____)
(_____)
(_____)

ALBANY ANNOUNCER:

Our Magic Speedboat tears down the Hudson now from Albany back to Walter and his Winchell-lingo!

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Very fine, Miles, plenty good ... Take a rest now, Jack, while I put my first edition to press; then we'll hop to Montreal for the other Jack - of the Denny family.

- - - - -

That Tom Mix and Mabel Ward would ankle down an altar together as soon as he recovered his health - was exclusively reported ever so many Lucky Strike Dance Hours ago. And I mention the fact now, merely because I know that Mr. Lucky Strike is a tunner-inner, and he's the one who pays the bills ... In the current Photoplay on Page 70, however, Mr. Mix is quoted as saying: "I'll have to make another million to get in the state of mind where I can consider I can afford to get married again" ... That's where the fun is in being your New York correspondent. Having the headliners in my items make denials and then have the front pages scream out the news a few weeks later.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

It looks like Jack Gilbert is back in circulation again - now that Lupe tells intimates on the long distance that Randolph Scott is her idea of a handsome man ... Randolph Scott, is described nowadays by the Famous Players - as "The New Gary Cooper", and I guess that Mr. Scott resembles Gary a lot ... Because Lupe also says that what she adores about him most are his eyes - which remind her of her Gar-reeeee.

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Some of the editorial writers appear to think that because the lovely Elsie Janis married a gentleman some years her junior, that it still is big news ... Well, this is to report that an author named Thyra Samter Winslow married a chap several years her junior, over six years ago - long before Elsie borrowed the idea ... And here's something about Elsie Janis that ought to be told ... She recently wrote what a Soldier's magazine describes as the best story (of its kind) that it ever published - and Elsie refused money for the piece. And when the Magazine insisted upon paying in full, and at a handsome price, Elsie told the editor to buy cigarettes with the money and send the ciggies to the war veterans at the Walter Reed hospital ... Consider yourself kissed, Elsie darling.

- - - - -

Although the American Legion Drive to put one million men back to work did not formally begin until February 15th, some of the 10,800 local committees started in advance of the zero hour and reported, as of this morning, that they have placed 16,857 men back on payrolls. O. K., American Legion!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031211

MR. WINCHELL: (CONTINUING)

I was recently introduced to Madam Alma Clayburgh, the opera singer, and her first words were: "I'm glad to meet you even though you said such annoying things in the paper." "Now isn't that just like an opera singer?" I said to Madame Clayburgh. "You never complained when I said charming things about you." "I know," was her answer. "Isn't that true? All of us remember the bumps - and forget the carresses."

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One of the movie magazines reports this item: "According to a famous columnist (Ahem) - 'Gilbert Roland is back in circulation again'. Maybe so," continues the magazine, "but Gilbert Roland still is the constant companion of the same movie star he has chaperoned for two years" ... Well, I trust that magazine editor is listening now, and if he is, ten will bring him twenty, he's wrong, and that George Jessel is Gilbert Roland's successor, which is why, as I reported recently, the George Jessels had arrived at what they prefer calling, "a perfect understanding".

- - - - -

Poor Jacqueline Logan! She went to a dinner in her honor here the other night, and as she got up to take her bow, a process server handed her a summons New York is comical that way, only this one wasn't a practical joke ... And now the local yokels keep printing that Jimmy Dunn and June Knight are merely good pals and have no intention of making some preacher \$2 richer...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Well, mebbe not, but Jimmy, who could have gone to Washington by train (where June just opened with Mr. Ziegfeld's new lah-de-dah) flew there in a 'plane for the opening night, which shows you what very good pals they must be! ... Some call it good palship - but Walter calls it madness ... Winnie Lightner is having matters re-arranged so that she will have more elbow-room ... Maurice Chevalier, the one man show, is packing them in at the Fulton in New York - and helping to congest the already crowded Broadway Streets ... There isn't another entertainer in America who can delight an audience for two hours or more, the way The Smiling Lieutenant does - and he's alone, you know ... Maurice wishes it known, too, that the newspapers are making wrong guesses about matters at his house ... And I see by one correspondent, that John Barrymore says he never kisses a girl in a movie, unless he has to - Oh, stop now, my chapped lips can stand only just so much!

- - - - -

Recommended to diversion seekers: The platform on which Victor Aloysius Meyers, jazz band leader, is running for Mayor of Seattle. Here are some of the planks: More basses and fewer tenors in the police department; a springboard on the new bridge for the benefit of suicides; hostesses on all street cars. And the funny thing is, this musician turned politician has a good chance of winning the nomination! Stranger things than that have made great men great. Take, for example, - Charles Hackett of the Chicago Civic Opera. Hackett was actually bounced from his architect's job and took to singing to earn cash.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031213

MR. WINCHELL: (CONTINUING)

And now, Mr. and Mrs. Everywhere, here's another young man who's made good by giving people what they want - Mr. LUCKY STRIKE Claney!

HOWARD CLANEY:

You men who believe in insurance - imagine a 100 million dollar insurance policy on a cigarette! It's on every LUCKY STRIKE you smoke - one hundred million dollars, ladies and gentlemen - invested in the choicest of mellow-mild tobaccos - the Cream of many Crops, kept constantly on hand to insure the uniform goodness of every LUCKY you smoke. And there's an iron-clad insurance on your throat protection, too. The famous TOASTING Process gives you that - it expels certain strong, irritating impurities present in every tobacco leaf ... It guards your throat and insures your smoking enjoyment - no matter how often you reach for a LUCKY! "Morning, noon and night", writes Charles Hackett, the famous tenor, "I guard my voice. So, when I smoke, I use LUCKIES. I won't risk harsh irritants after all these years of vocal training. I smoke only the best. And, I've found the 'best' means LUCKIES!" And you, ladies and gentlemen, will find that the best, the purest of cigarettes is always LUCKY STRIKE. LUCKY STRIKE is the only cigarette bringing you these two great improvements in cigarette manufacture - the TOASTING Process and the use of modern Ultra Violet Rays. Morning, noon and night, your LUCKY is always delicious, mellow-mild - always kind to your throat and thrilling to your taste!

WALTER WINCHELL:

Well said, Claney, well said. You know, we really should pause here a moment, so I could tell everybody how very sincere every word of your sales talk really is, Howie, - PAUSE - but Jack Denny is waiting up there in Montreal.

So let's snap into it, Frank, and have Denny do his delightful dance magic. Here we go, from New York, over the Canadian border as quick as Floyd Gibbons can say his initials!

ON WITH THE DANCE, DENNY! (WHISTLE)

OKAY, MONTREAL!

MONTREAL ANNOUNCER:

Montreal welcomes you to the Mount Royal Hotel, where Jack Denny and his orchestra will play ...

(_____)
(_____)
(_____)
(_____)
(_____)

MONTREAL ANNOUNCER:

The Lucky Strike Magic Carpet is headed straight south on its way from Montreal back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

You know we think you're good, Denny. So go have a sasspirilla, and just as soon as Howard Claney, the Number One Man on the Lucky Strike Salesmen List, tells the crowd why Luckies rate so high, we'll dance some more at Albany, and hear you in a bit of a while, too, Denny.

Ladies and gentlemen, my side kick - Howie Claney!

HOWARD CLANEY:

Has your cigarette kept pace with modern progress? Is it an improved, an up-to-date cigarette? If LUCKY STRIKE is your cigarette, you are enjoying the one and only modern cigarette! Modern because "It's Toasted" - and "Toasting" is the major advance in cigarette manufacture of the last fifteen years! Modern because sunshine mellows ... heat purifies ... and LUCKY STRIKE employs modern Ultra Violet Rays - the other great advance of the last fifteen years! Modern, because LUCKIES benefit by the most scientific system of purchase, aging and blending the tobacco world has ever known ... a three-year plan of aging and mellowing the world's finest tobaccos ... a plan which requires today a hundred-million-dollar supply of the choicest leaves that Mother Earth can grow! Modern, because that LUCKY tab on the Cellophane wrapper is so convenient ... Zip, and it's open! "You bet you get more for your money in LUCKIES" ... more tobacco goodness, because Toasting expels what you don't want and makes way for what you do want ... more mildness ... more mellow mildness ... more purity and more enjoyment, "more for your money than any other cigarette in all this great wide world!"

- STATION BREAK -

ATX01 0031216

WALTER WINCHELL:

Come on, Mrs. Rudy Vallee, glad you're better and can come with us to hear Jack Mile's crew. Move over, Fay, and make room for Scott Hendon of Nashville, Tennessee ... And Fay , meet Jimmy Thompson of the Greenville, South Carolina News, Let's go!

CATCH US NOW, MILES! ON WITH THE DANCE! (WHISTLE)
OKAY, ALBANY!

ALBANY ANNOUNCER:

We did catch your Lucky Strike Magic Carpet, in Albany, Walter, and the dance goes on with Jack Miles and his orchestra playing ...

(_____)
(_____)
(_____)
(_____)
(_____)

ALBANY ANNOUNCER:

Now for Walter and his Winchell-lingo in his "second edition". The Lucky Strike non-stop flashes from Albany to Broadway.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That's swelegant, Miles. Gee, Jack - you and Jack Denny are doing a splendid show for us tonight... Who said it was hard to win with only a pair of Jacks, huh?

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And now to prepare the final edition with an editorial and a column of this and that stuff.

I hope a certain well known orchestra leader in New York puts the shoe on and finds that it fits snugly ... I overheard him the other night, bawling the devil out of a waitress at Childs. What a temper he displayed - I guess his fan mail wasn't so hot that day. At any rate, I felt like stifling him when I heard him abuse the poor girl, because she brought the wrong kind of mustard ... It reminded me of the squelch swellegant that an abusive customer certainly had coming to her. Perhaps you've heard it, but don't stop me. It was one of those very hot afternoons in New York, and a cranky old lady had asked the very weary waitress to bring her cocoa instead of coffee ... But the waitress forgot and brought coffee, instead, after being distinctly told not to bring coffee.

"What is THIS?" thundered the old lady as she pounded the table, "what, I ask you, is this, you've brought me in this cup?" "That, Madame," said the waitress, sweetly, "is the Panama Canal!"

- - - - -

Here's an interesting observation ... Three chorus girls in one of the shows here have a neat way of solving their housekeeping expenses ... They all agreed that they would refrain from cussin' when they lost their tempers over anything ... So they promised each other that if one of them forgot herself and said something worse than darn or shucks or gee whiz, they would penalize themselves a dime ...

(MR. WINCHELL CONTINUES NEXT PAGE)

RTX01 0031218

MR. WINCHELL: (CONTINUING)

The dimes are placed in a toy bank on the kitchen shelf ... In this manner, the three chorines every month, find enough dimes to pay their monthly gas and electric bills and sometimes, they have enough left over to pay their bootlegger!

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In support of the Man-A-Block Plan, I am pleased to introduce tonight from Washington, D. C., the Honorable James J. Davis, United States Senator from Pennsylvania, a great humanitarian, and a sincere lover of the common man, a public servant who has the distinction of having served as Secretary of Labor under three different Presidents. Senator Davis has proved one of the stoutest advocates for the relief of unemployment. His heart is in the work, for he, too, has known privation and want in his youth. In fact, in those days was born the resolve to help his fellow men that has been so conspicuous in all his years of service in his state and Nation! Senator Davis!

SENATOR DAVIS:

The Man-A-Block Plan, ladies and gentlemen, has my enthusiastic approval. I know from experience its enormous possibilities. During my term as Secretary of Labor, we had the nucleus of a similar idea wherein girls of the Junior League undertook to get odd jobs for people - just small jobs such as taking care of grounds and furnaces! The results were simply amazing! I see the Man-A-Block Plan as a great snowball getting under way. It takes a lot of work and a lot of strength to make the snowball big.

(SENATOR DAVIS CONTINUES NEXT PAGE)

SENATOR DAVIS:(CONTINUING)

But when everybody puts their shoulders to the task, and it starts downhill, there just isn't anything to stop it. The idea is splendid and bound to be a marvelous help to thousands and thousands of our less fortunate fellow citizens. And that's a splendid thing for us who are more fortunate, because we will not only get the thrill of a good deed well done, but also the benefits of the business stimulation which goes hand in hand with this plan. I congratulate the American Tobacco Company for its splendid cooperation in publicizing this idea, and I most heartily congratulate the cities of the Nation which have already put the Man-A-Block plan into effect. Thank you.

WALTER WINCHELL:

Thank you, Senator Davis - on behalf of the Man-A-Block Plan, LUCKY STRIKE thanks you!

Here's my hand, Senator Davis! I was thrilled and inspired as you painted that great picture of the good work this Man-A-Block Plan can do for our less fortunate fellow citizens.

- - - - -

And here's something that keeps me away some nights ... What should one really talk about? ... If you talk about yourself - you're conceited ... If you talk about your business, you're a shoptalker ... If you talk too much - then you're a bore ... If you haven't anything to talk about, you're dull ... If you talk about your children or your club affiliations, you're a Babbitt ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

If you talk about people, you're a knocker ... If you talk sweetly about another writer, you're a log-roller and back scratcher ... If you talk about art, you're a highbrow - and if you don't talk at all - you're a high-hat! So I think I'll talk about Ben Bernie ... The other day in Miamah Beach, Florida, Bernie was approached by a beggar, who said: "Mr. Bernie, will you please give me ten cents for a sandwich?" And the Old Microbe said: "Let's see the sandwich" ... Good old Bernie ... I defended him again the other day, Somebody told me that he got on the air and called me a nincompoop! ... I said I didn't believe that Bernie said any such thing - because nincompoop is a three-syllable word.

- - - - -

Here's the 1932 model of an old stage superstition - that it's bad luck to whistle in the dressing room, straight from Lupe Velez, the sizzling senorita star of that M-G-M single, "Cuban Love Song". Lupe says that every morning, as she comes on the set, she gives a lusty whistle into the microphone. If Lupe's whistle records well, then she's sure of good luck all that day ... And now, Magic Carpet, take all these Listener-Inners to America's finest cigarette counter! (WHISTLE) OKAY, LUCKY STRIKE!

HOWARD CLANEY:

From our side of the cigarette counter, ladies and gentlemen, we've found out a lot about you smokers. We know that we don't have to tell you about Lucky Strike's delicious, mellow-mild tobaccos - because more millions of smokers have been won by their rich goodness than by any other brand. We know that we don't have to tell you about that delightful TOASTED flavor - every LUCKY STRIKE smoker will tell you how good that is! What we do want to tell you - and impress upon you, for it means a lot to you - is this fact: When the exclusive Lucky Strike TOASTING Process expels certain harsh irritants, it not only gives you throat protection - it makes room for extra tobacco goodness! Is it any wonder Lucky Strike gives you more for your money than any other cigarette on the counter? Lupe Velez, whom Walter Winchell just mentioned, has been getting that extra Lucky Strike value for two years. "I'm a Lucky fan," she writes. "There's no question about it - Luckies are certainly kind to my throat." Thank you, Lupe! And we want everyone to know that Lucky Strike is the purest of cigarettes, mellow-mild and delicious- And Luckies are always kind to your throat!

WALTER WINCHELL:

That brings us back to you, Jack Denny, up there in Montreal ... Wait'll I collect our great big tribe of tuner-inners, Denny ... It's quite a job, you know, they come from every town in the Union ... Come on, Travis Oliver of Eldorado, Arkansas! Travis, meet Lew Sawyer of Berlin, New Hampshire. Yes, Lew, today is the birthday of D. W. Griffith and Chester Morris. Tomorrow is Mary Brian's. Y'welcome. One, two, three - let 'er rip!

ON WITH THE DANCE, JACK DENNY! (WHISTLE)

OKAY, MONTREAL!

JACK DENNY:

The Magic Carpet is here in Montreal again, on tonight's second lightning trip across the Canadian border, where we're all ready to play ...

(_____)

(_____)

(_____)

(_____)

JACK DENNY:

From the St. Lawrence River to the Hudson, the Magic Carpet flashes back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Tip-top stuff, Jack, as usual. That was ace-high. See you when you get to town, Denny. Adios!

I gotta acknowledge a bit of my love-letters now, while Mr. and Mrs. America look over my good shoulder. Jack Casey of San Francisco, California: Sorry I couldn't make the Annual Police Ball, Casey, but I'm sure His Honor, the Mayor Rossi knows how busy I am these nights ... Maybe I'll see you all in the summer. I think my boss, Mr. Lucky Strike, will send me out to your grand state to cover the Summer Olympics.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Every boy by the name of "DON" has a great chance of becoming a west coast announcer, it seems. There are Don Juans all over the place - which probably accounts for the slip of the tongue last Thursday night. It's Don Thompson of KPO, San Francisco, who married the senorita Celia Martinez - not Don Wilson of KFI, in Los Angeles. Okay, P. O? Okay, F. I.?

- - - - -

And that, ladies and gentlemen, concludes another Lucky Strike radio show ... I know you enjoyed Jack Denny's and Jack Miles' Orchestras and I hope you found something diverting in my chatter ... On Thursday night, our Magic Taxicab will race back and forth between 711 Fifth Avenue, where I'll be at microphone Number One - and the New Yorker Hotel, where the Coon-Sanders crew will delight you with their contagious music styles. So don't forget - reach for a Lucky and a Lucky Strike Dance Hour on Thursday night. Until then, I remain your New York correspondent, Walter Winchell - who just found out how to tell the difference between a small-time actor and a big-timer ... The small-time actor says "I seem" - and the big-timer says: "I have saw!"

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"DRUMS IN MY HEART" from "Thru The Years" was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City, Albany, New York, and Montreal, Canada, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC
2/16/32

ATX01 0031225

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 18th, 1932

THURSDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN ... IMMEDIATELY FOLLOWED BY ANNOUNCER)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes, - sixty/^{modern}minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. America, Cuba, Mexico, Canada, and all the other tuner-inners up there in the Arctic North of 61 ... What a thrill this is - chucking a howdy-doo to so many millions of you whether you're across the street, or up there at Windy Lake, not so far from the North Pole. Okay, Windy Lake! Our Magic Carpet is going to try and get through the New York traffic tonight - to hear the rhythms and melodies of the Coon-Sanders, Hotel New Yorker Orchestra.

Do yourselves proud the way you did the last time Mr. Lucky Strike summoned you, Mr. Coon and Mr. Sanders.

(MR. WINCHELL CONTINUES NEXT PAGE)

RTX01 0031226

MR. WINCHELL: (CONTINUING)

You guys keep making friends faster than I can lose them, and that's no kiddin'! Okay, Frank - here it comes! Stand by, Clancy ...

ON WITH THE DANCE! (WHISTLE)

OKAY, COON-SANDERS!

MR. SANDERS:

The Lucky Strike Dance over here at the Hotel New Yorker begins with ...

(_____)
(_____)
(_____)
(_____)
(_____)

MR. SANDERS:

Now the Lucky Strike Magic Carpet takes the crosstown jump from 33rd and 8th to 55th and 5th ...

(WHISTLE) OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Very good, gentlemen, thank you ... I do my column here, Howard Clancy follows with his -and then we get you, again ... Stand by, boys.

I see by the gazettes and the Universal Service that Earl Sande, America's ace jockey secured a marriage license yesterday - to ankle down the altar with Mrs. Clarence Kummer, whose late husband was also a star on the tracks and Sande's best pal ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

That's fine ... and I'm glad to hear it - but when some of us announced that Earl and Mrs. Kummer were going to be riveted, oh so many weeks ago - our faces got red when the pair denied it vigorously ... well, happy days to them both, anyway. I'm doubly glad about it, the other reason being that the report has finally been jotted down on the front pages, which is where I like to see the stuff I peddle.

- - - - -

Harry K. Thaw, of whom I take it, you've read a great deal in the past twenty years, is keeping company again!

Her first name is Marjorie and I prefer not disclosing her last name until she acquires her divorce which she now is waiting for in Eldorado, Arkansas - where Marjorie is taking advantage of the 90-day divorce law. Their romance began shortly after they met in Paris last year - And Thaw 'phones her from his West Virginia home every evening, or wherever he happens to be going gay at the time.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

WINCHELL: (CONTINUES)

The sports page all over the country have been relating about the new football rulings created for the safety of the American Boy...But, the only newspaper to give credit to the chap who suggested four of the six rules now in effect -- was the Philadelphia Public Ledger and I know the Ledger's sports story by Ed. Pollock must have made Edward J. Storey a lot happier...For Mr. Storey, a former Philadelphian, was the only high school coach in America to make enough of a holler to stop regrettable accidents to many football players...He now is President of the N.Y. State Health and Physical Culture Association and the coach at the Mamaroneck High School.

If you admire Adolphe Menjou, then by all means send a birthday card or wire to him, because he's celebrating his birthday now...a young lady who says her name is Julia Egels tells the papers here that she just discovered that her mother was the late Jeanne Egels...Some of the rags, however, will not believe her -- until she brings the necessary credentials...I reported the other day that George Meeker's mustache only twitches for the pretty Joan Carter Waddell, the dancer...Joan, whose mother never lets her stay out late, goes to Paris unchaperoned every now and then....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mrs. Henry Moscowitz, civic leader, who is better described as one of Alfred E. Smith's most trusted admirers, was in one of the local art galleries the other day and her eyes fell on a clever portrait sketch of Mr. Hoover...She bought it at a fancy price... It looks like the Empress Eugen-ay hat is coming back...A fashion note in the papers says that ladies spring hats will be "silly".... The Loew chain's newest Theatre will be opened in New York City on Saturday and it will feature Marie Dressler's flicker called "Emma"... So I trust Miss Dressler is tuning in now to hear this grand compliment...I found out that the Loew Circuit executives always try to open their new theatres with a Marie Dressler movie--because they consider her their "Lucky Star" -- and because every time her screen shows have opened one of the amusement temples, it has had great success from the start...Howzat, Marie, darling?

Ben Bernie got very generous down at Miami Beach, Florida in the galloping domino places the other day. And he gave up a mere \$8,000...Gee whiz, \$8,000 -- that's a lot of wrong guesses to make. Bernie has terrible luck at the tracks, too....Every time he bets on a horse the jockey turns out to be Sophie Tucker.

And this is as good a time as any to get the correct pronunciation of the famous last name of John D....Most people have been calling him John D. Rock-a-feller...Well, the great philanthropist and his entire tribe call themselves Rock-E-feller. To savey her energy and her voice, Karin Branzell, the contralto down at 39th and Broadway -- the Metropolitan to you -- stays in bed all day before an evening performance and doesn't even utter a whisper. That's taking care of your talker. And that, Mr. Claneý, is a swell chance for you to tell Mr. and Mrs. Tuner-Inner a few facts about LUCKIES!

CLANEY:

When we interviewed Karin Branzell back stage at the Metropolitan, she told us that she had smoked LUCKIES for eight years. And when we directly asked her if she found LUCKIES kind to her throat she stated, "I find them the ONLY cigarettes that are kind to my throat." Madame Branzell, we dare say, knows little about the LUCKY STRIKE Toasting Process, or the scientific manner in which it expels certain harsh irritants naturally present in every tobacco leaf. But she most certainly knows the unique benefits of Toasting! It was LUCKY STRIKE'S throat protection that won Madame Branzell, but it was LUCKY'S mellow-mild goodness and delicious TOASTED flavor that has kept her friendship for eight years. LUCKIES want to keep your friendship too, Mr. and Mrs. Coast to Coast! And to keep it, they offer you more for your money than any other cigarette in the world. Throat protection? Yes! The finest tobaccos money can buy? Yes! Three years of aging and mellowing? Yes! And in addition, remember this: When Toasting removes certain harsh irritants, it makes room for extra tobacco goodness! That's extra quality for you! That's extra value for you -- the greatest cigarette value in the world today! So reach for a LUCKY, and get the very most for every single cent you spend!

WALTER WINCHELL:

And now back to the Hotel New Yorker to hear the Coon-Sanders crew, again. Come on Harriet Schlossberg of Uniontown, Pennsylvania -- meet Karl Kraus of Omaha, Nebraska, and Ruby Boyd of Soo City, Iowa...Oh, yes, and this is Mrs. Dann of Willoughby, Ohio...All set?...Then let's leap over to Broadway and straight down 7th Avenue to hear some peppy polkas and toe-ticklers.

ON WITH THE DANCE (WHISTLE) OKAY COOM-SANDERS!

SANDERS:

And the peppy polkas which will tickle your toes this
time are ---

(_____)

(_____)

(_____)

(_____)

SANDERS:

The Lucky Strike Magic Taxicab flies right over all the
New York Theatre traffic to Walter and his Winchellingo.

(WHISTLE) OK. WALTER WINCHELL!

WALTER WINCHELL:

Plenty nice, plenty nice, fellers...Go put some resin on
your fiddles while Howard Claney, Mr. Lucky Strike's other favorite
son -- tells our big tribe of tuner-inners about the one and only
cigarette that Walter Winchell has smoked for eleven years -- and
that statement isn't paid for, either!

Ladies and gentlemen, my buddy -- Howie Claney.

HOWARD CLANEY:

Mellow-mild! Whenever you think of mellow-mild -- think
of LUCKY STRIKE CIGARETTES! Mild...because LUCKY tobaccos are the
mildest that warm sunshine and fertile soil can grow! Mild ...
because Toasting expels certain harsh irritants naturally present
in every tobacco leaf! And mellow...because the tobaccos are aged
and mellowed up to three years by Mother Nature and Father Time!
Mellow because sunshine mellows...and Toasting includes the use of
modern Ultra Violet Rays! And that's why LUCKIES are mellow-mild.

(MR. CLANEY CONTINUES ON NEXT PAGE)

CLANEY: (CONTINUES)

No other cigarette can be so good because no other has made the progress LUCKIES have made! What other cigarette offers such big advances as the famous and exclusive LUCKY STRIKE TOASTING Process which includes the use of modern Ultra Violet Rays -- the two major improvements in cigarette making of the last fifteen years? What other cigarette offers the most scientific system of aging and blending ever devised by tobacco experts? What other cigarette has done as much for the smoker as LUCKY STRIKE? The answer is NONE...that's why we can sincerely and truthfully say: "There's none so good as LUCKIES!

--STATION BREAK--

WALTER WINCHELL:

Okay, Howie...I've a date with a lotta people again to take them for a ride through the clouds from wherever they are back to the Coon-Sanders boys...Harya Bernice Kelly of San Antonio, Texas! ...And how goes it by you, Mary Ross of Lakeside, California?... Here we go!..In the wink of an eye manner.

ON WITH THE DANCE (WHISTLE) OKAY COON-SANDERS!

SANDERS:

LUCKY STRIKE Magic Carpet!...Unload all your guests!

Now -- everybody dance, to --

(_____)

(_____)

(_____)

(_____)

SANDERS:

Now, here's the way we dial Winchell and his Magic Carpet on the phone in New York -

(WHISTLE) OKAY, WALTER WINCHELL!

WALTER WINCHELL:

That was good, too, Mr. Coon and Mr. Sanders...I put my second edition to bed right here -- and then you tootle your trumpets again....I'll catch you on the up-beat later.

Helen Morgan, the piano-sitter, and all around good fellow, was the innocent victim of a little domestic disturbance the other day...Mrs. Harold Kelton of New York City, the former Mildred Bryan -- a bride for 13 years, was reading the papers and nearly choked when she saw a picture of her husband, who is at Miami Beach, Florida...In that picture, Mr. Kelton and Miss Morgan appeared too happy to please Mrs. Kelton, who immediately got on the long distance phone to ask him What's The Big Idea?...So Mrs. Kelton, who so reported all this to me, added that when she asked to speak to her husband, she was told that Mr. K. was out with Miss Morgan...Well, sir, another New York attorney may have another case, But Walter has another paragraph.

Frank Fay and his adorable wife, Barbara Stanwyck are in our feverish midst and the lights along Broadway appear brighter because they are here....The other night when Frank was introduced at a theatre he got a svelegant hand -- and then the messer of ceremonies started to say: "And now ladies and gentlemen, I want you to meet----" but he never could finish it - for the 5000 people roared and pounded their hands in a deafening ovation manner, knowing he was going to say Barbara Stanwyck. (CONTINUED OVER)

ATX01 0031234

WINCHELL: (CONTINUES)

Barbara got up and looked her lovely self...She is one of the most refreshing person I've ever known...Still the same girl she was five years ago when she was in the chorus of a 54th Street night club...And the way she loves that Fay guy is something the love-story writers ought to know -- for then, perhaps, they could think up a new plot...Nothing else seems to matter to Barbara -- but Frank -- and vice versa -- which is the way it should be in all marriages... And when you find a pair like they are in this wild world of ours, it certainly is something to talk about, which is why I'm doing it now...And you'd never know how much they care about each other unless you looked at them...As George Eliot once epigrammed: There are two things that cannot be hidden -- love and a cough.

My pals in the new Ziegfeld show "Hot Cha" heard the last broadcast in which I said that I had read where June Knight said she wasn't going to marry James Dunn...and these pals of mine assure me that June and Jimmy will go hitchy-hiking down a middle aisle in 3 or 4 months.

The Man-A-Block-Plan is getting along swell...Every day I get more telegrams from Chambers of Commerce and citizens telling me of their home towns and what they are doing to give more men jobs.. The big idea, ladies and gentlemen, so far as I'm concerned, is to melt the breadlines, and it looks like there won't be any soon, with every able man working...So stand up and take your bows as I name your town. First -- Lafayette, Louisiana! I've heard about the work you're doing down there so OKAY, Lafayette, Louisiana! -- And you too, Shelby, Oklahoma!

(MR. WINCHELL CONTINUES OVER)

ATX01 0031235

WINCHELL: (CONTINUES)

...And you Piedmont, California! Kenmore, New York and Glens Falls, New York!...Consider your hands gripped hard in the sincere manner for being your brother's keeper.

Ladies and gentlemen, I am very proud to introduce to you tonight, Mr. Mark McKee, Executive Secretary of the American Legion. His entire organization is going over the top in the great fight to give a million men jobs. Mr. McKee!

MR. MCKEE:

I want to speak a word or two in support of the Man-A-Block idea, which the American Tobacco Company, manufacturers of LUCKY STRIKE Cigarettes, has so actively and so effectively promoted.

The American Legion is with you, LUCKY STRIKE.

The Man-A-Block idea is also incorporated in the great drive of the American Legion, the Legion Auxiliary, the American Federation of Labor, and the Association of National Advertisers - to put one million persons back to work.

The greatest peace-time army in all history has been organized for the great drive -- nearly twenty million men and women.

We have spent eleven weeks in preparation. The drive has been on just three days. In these three days our combined efforts have put back to work _____ persons. I repeat _____ persons.

Won't you, too, join us?

If you are an employer, won't you please add at least one man to your payroll?

(MR. MCKEE CONTINUES ON NEXT PAGE)

MR. MCKEE: (CONTINUES)

If you are a housewife, won't you please, when we ring your doorbell, tell us you will give a man or a woman a half hour's work a week, or an hour, or two hours?

What a fine way to remember and honor the birthday of the Father of our country.

Okay, America.

WINCHELL:

Thank you very much, Mr. McKee.

And here's something you probably never knew till now. I only learned it last night...That this is the 100th Anniversary of the Cigarette, which was born by accident. During a war in Syria, in 1832, the French Army received a supply of tobacco. But the pipes which had been sent along -- were destroyed by a cannon ball... So there was no way of smoking the tobacco.

In those days the gunners primed their gun pieces with powder enclosed in little tubes of India paper...One of the soldiers stuffed a tube with tobacco instead -- lit up and the cigarette was born!...You're welcome, Mr. Ripley.

Your New York correspondent has been pelted, bombarded, praised, abused, and showered with both scallions and orchids since he stated on these air-waves that Lilyan Tashman is conceded to be the best dressed woman on the screen. And I still think she is. Moreover, I've seen Lilyan's husband -- Edmund Lowe -- with her in some of the stay-up-late places recently, and here's where I nominate him as the best dressed man on the screen. It's not only the glad-rags he wears, but it's the way he wears them. Lowe's a 100% real guy! When you first see him, you don't say "How well-dressed!" You say "What a distinguished-looking man!"

CLANEY:

Excuse me a minute, Walter, but if you read today's Boston Herald, the Philadelphia Public Ledger, or any one of hundreds of papers you'd see this statement under Edmund Lowe's picture:

WINCHELL:

You mean the one about a LUCKY after a cup of coffee? Sure I read that!

CLANEY:

Mr. Lowe says: "It's that delightful taste after a cup of coffee that makes LUCKIES a hit with me."

WINCHELL:

How come that coffee business, Howard?

CLANEY:

That's a good time to discover the true taste of a cigarette because the taste buds in your mouth are alert, refreshed... and that's a good time to discover the truly unusual flavor of a LUCKY STRIKE...To enjoy its mellow-mild tobaccos...it's pure tobaccos ...scientifically pure because Toasting expels certain harsh irritants naturally present in every tobacco leaf. In LUCKY STRIKE you get the most tender, most fragrant leaves that Smyrna, Sansoon, Zanthe, our own Southland and other rich tobacco fields can grow! Today...more than one hundred million dollars worth of this choice mellow-mild tobacco is being aged and further mellowed for your LUCKY STRIKE! Many of these expensive tobaccos will not be used for one...two...three long years...perhaps not until February 1935... for it takes three years for a LUCKY to be born! Then science joins hands with Father Time to give your LUCKY STRIKE the purifying benefits of Toasting, and the mellowing benefits of modern Ultra Violet Rays. (MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

It takes time...it takes money...it takes science to make your LUCKY STRIKE the finest, the purest of cigarettes! Reach for a LUCKY instead!

WALTER WINCHELL:

That brings us back to the Hotel New Yorker where the Coon-Sanders Crew is marking time...Let's go America!

ON WITH THE DANCE (WHISTLE) OKAY, NEW YORKER!

SANDERS:

Coonie and I thought that just about this time, you'd like to hear ---

(_____)

(_____)

(_____)

(_____)

SANDERS:

Now back to Walter Winchell goes the Lucky Strike Magic Carpet -- with a flash and a (WHISTLE) OKAY, WALTER WINCHELL!

WALTER WINCHELL:

A splendid show, Mr. Coon and Mr. Sanders -- and please tell your boys that for me....This is where Mrs. Winchell's so-called bad little boy, Walter, acknowledges some of his love-letters. You all may look over my shoulder.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

What a letter this is -- I mean the thrill that goes with it when you think of how far away the writer is, and we reach him in a second. It's from Charles Cutheson and he writes: "We only get mail once a month up here, but your LUCKY STRIKE stuff comes in fine and clear every Tuesday, Thursday and Saturday night. Will you please get me the exact date of the premiere performance of the show "The City Directory," It opened in either 1887 or '88 -- Chas. Cutheson of Copper Center, Alaska." I learned, sir, that The City Directory opened at the _____ on _____ . Okay, Copper Center, Alaska!

Enid Franklin, Asbury Park, N.J.: Irving Berlin's newest score is in the "Face The Music" show which opened here last night... I think his melodies are the best in town.

Gene Marshall, Wesley Hospital, Wichita, Kansas...Sorry you are so ill, Gene...The Palace Theatre where you haven't been forgotten, had a big fire last night just as Sophie Tucker was singing her songs. Sophie, you know, bills herself as "The Last Of The Red Hot Mamas"...The Theatre was emptied in less than 3 minutes, nobody hurt, but heavy damage to the ace vaudeville house in the land, the slogan of which is: "You haven't arrived on Broadway until you've played the Palace"...But that's not so, Gene... The Palace Theatre is where, when you flop, they never let you forget it -- and where, when you go good, the average head swells up to the size of you know what movie star's shoe! Get better, kid.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

And that ladies and gentlemen concludes another LUCKY STRIKE show...Don't forget to reach for a LUCKY and a LUCKY STRIKE Dance Hour on Saturday night when our magic carpet is going to do tricks again and go to Cuba -- to the Nacional Hotel at Havana to hear the delightful arrangements of La Corona Orchestra, under the direction of Manolo Castro.

Until Saturday night at the same time, then, I remain, your correspondent on the Eastern Front, Walter Winchell, who warns you that the only dependable tips in Wall Street these days are on shoe laces...(Good night! and pleasant dreams.)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

The LUCKY STRIKE Dance Hour has come to you from New York City, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chilleen
2/13/32

ATX01 0031241

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 20th, 1932 SATURDAY

(THESE SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and tonight, we bring you two great orchestras, one from Havana, Cuba, and one from New York City; also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States, and greetings again, Havana, Cuba! Tonight's long Winchelleap down to President Machado's country is among the thrills Mr. Lucky Strike affords me - and I trust you find the ride in the sky aboard our Magic Carpet just as spellbinding.

Our short leap tonight is to Joe Moss, and his swlegant ensemble of syncopaters, here in New York City, whom you've all applauded before.

I'm ready if you are, Margaret Bond of Nashville, Tennessee and Jeanne Thornton, of New York City ... Move over a little Sue Baren of Dallas, Texas and meet John Patterson of Montgomery, Alabama!

(MR. WINCHELL CONTINUES NEXT PAGE)

RTX01 0031242

MR. WINCHELL: (CONTINUING)

All set? That's swelegant! ... Throw it in high,
Frank!

HERE WE GO! Harya, Mrs. Hoover! ... Whoopcee!
World
Roanoke, Virginia Times/News, and Columbia, South Carolina Record!
We're on our way to Cuba to hear the La Corona Orchestra!

ON WITH THE DANCE, SENYOR CASTRO! (WHISTLE)

OKAY, HAVANA!

FIRST GROUP:

HAVANA ANNOUNCER:

All of Cuba welcomes you to Havana, the city of
thrills - where the romance of old Spain is combined with the
carefree gaiety of the tropics, and where, at the National Hotel,
Manolo Castro and his La Corona Orchestra will play ...

(_____)

(_____)

(_____)

(_____)

HAVANA ANNOUNCER:

The Lucky Strike Magic Carpet now sails out of Havana,
over the famous Morro Castle and up the Atlantic Coast to Walter
and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Grahthias, Saynor Cahstro, very all right, very okay! This is where Sanyore Walter puts the first half of his airagraphs to press - and then we return to you, again, Saynor. Hahsta La Veesta.

- - - - -

Whenever I think of Will Rogers, I am reminded of his buddy, Fred Stone, to whom I want to toss a bouquet of posies right now for his thoughtfulness and consideration of others ... Last week, his mother passed on - and Fred closed his show "Smiling Faces" for three days ... The entire cast of chorus girls and others in the troupe thought that they'd lost three performances ... but Fred Stone, with all his heartache - didn't forget his company - and paid each and every salary - digging down into his own pockets to pay them, too ... Consider your shoulder patted, Fred Stone, and please know I'm telling millions and millions of your admirers about it, now ... The girl who doubles for La Garbo now looks more like Greta for she has taken off some tonnage ... Her name is Jeraldine Dvovak, and her eyes and mouth are exactly like Garbo's... She hasn't as yet been able, however, to wear her hair like the actress whose visit to New York kept me so busy ... Among the telegrams that cheered Jack Dempsey in his defeat the other night, was one from Estelle, his former frau ... The Donald Cook-Evalyn Knapp romance is beyond control! ... And even the closest pals of Sydney Fox who is courting with Jay Negulesco will tell you that it's all over - but the shouting ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031244

MR. WINCHELL: (CONTINUING)

When the front pages finally break with the story about a notable Hollywood couple - the chief complaint will be that the woman has a twenty-seven year old son - that she didn't tell her husband about when they cake-walked down the middle-aisle.

- - - - -

The newest "discovery" for the stage, and most likely for the magic lanterns is the gorgeous Elizabeth Young, 19, of the social register here...Miss Young, who is very much like the gorgeous Joan Bennett, is the daughter of Justice Young of the Children's Court and she has been engaged for the new Peggy Fears' production "Child of Manhattan." This is the play by Preston Sturges, whose "Strictly Dishonorable" was such a knockout in New York and it will mark Miss Young's debut behind the bulbs.

She is a Spence School grad and hers was the outstanding debutante party of the season. The play, which is due soon, deals with the life of a ten-cents-a-dance taxi dancer...Miss Madeline McGonigle, a taxi dancer in real life, from the East Side of New York -- will also appear in "Child of Manhattan" and already Madeline from New York's East Side and Elizabeth from the social sector are buddies....Okay! Madeline and Elizabeth!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Loretta Young now tells intimates that she doesn't want to marry again until she's twenty-five ... when she will retire from the screen - and while she doesn't deny she is secretly engaged to Mr. Sonborn, west coast deputies report that the former Mrs. Grant Withers is plenty that way over a young and handsome crooner who warbles pretty nothings into her dainty ears out there ... Joan Bennett is getting all merced'd and everything for her betrothal to Gene Markey - whose mammy arrived out in Hollywood to join her son the other week-end ... There is some talk that the Bennett-Markey wedding will not come off - and if this is so - then how come Joan's girl friends and the so-called "400" of Hollywood threw that "shower" for her? ... I'm only asking? ... I have had my wrists spanked again because when referring to George Arliss, I didn't call him Mr. George Arliss ... It seems that in the magic lantern sector only a few big-timers rate the "Mr." business, and they include Mr. Arliss, Mr. John Barrymore, Mr. Douglas Fairbanks, and Mr. Conrad Nagel ... Izzatso? ... You don't say? ... Well, if I were asked to make up a list of four stars who should be given the title of Mr. - those four would include Mr. Charlie Chaplin, Mr. Jimmy Cagney, and Mr. Eddie Robinson, and Mr. Clarkie Gable ... Mister? ... Huh! ... I know of men who were adored by the nation who were affectionately known as "Abe" - "Teddy" - "Al" - and "Cal" ... If you called Will Rogers, Mr. Rogers, he'd bust out laughing!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Lois Moran and Douglas Montgomery have kissed and made up ... Another reason why "The Cat and the Fiddle" show in New York is doing such a good business is that half the first row is sold almost nightly to persistent wooers of the leading lady - a gorgeous person named Bettina Hall ... The Ernest Lubitsch-Ona Munson combination is ice cold - as has been long expected ... Lubitsch is here doing the stay-up-late spots without a femme escort ... Madam Sherry, who certainly isn't a Mary Pickford - is wearing curls at this day and age, and Norma Talmadge and George Jessel do not care who knows it now.

- - - - -

Hello, there, Grace Brinkley, over in that Broadway smash, "Of Thee I Sing"! Say, Grace, you've been holding out on me! I've just heard that it was a microphone like this, that gave you your first toe-hold on Broadway. They tell me Harpo Marx heard you sing "The St. Louis Blues" in a broadcast direct from St. Louis, Missouri- and immediately burned up the wires to Missouri until he got you to come to New York for "The Cocoanuts". Say it's true, Grace - microphones have been mighty kind to me, and I'm willing to believe that that broadcast was a magic carpet for you, too! Which reminds me, Mr. and Mrs. Tuner Inner, that the LUCKY STRIKE Magic Carpet has a date to carry all of you to this show's box office! All right, Howard Glancy - sell 'em two on the aisle!

HOWARD CLANEY:

When you light a LUCKY, consider its rich, delicious fragrance and aroma ... Remember when you taste its mellow, mild goodness, that you're enjoying the benefits of the largest tobacco investment in the world. Up to 100 million dollars' worth of the choicest, richest, finest Turkish and Domestic tobaccos ... the Cream of many Crops ... are constantly stored and aged to maintain that unequalled tobacco quality in every LUCKY STRIKE. But we don't stop there! We add more rich goodness through the "TOASTING" Process ... It is this famous and exclusive LUCKY STRIKE Process that safeguards your cigarette enjoyment by driving out certain harsh irritants present in all tobacco leaves. When you reach for a LUCKY, you never have to worry about throat irritation. Grace Brinkley, whom Walter Winchell was just talking about, knows how important that is! "Everyone knows an actress simply must take care of her throat," she writes, "In selecting a cigarette, she has to be sure to side-step harsh irritants. That's why ^{I say} I'd rather have a LUCKY. And here's to that delightful "TOASTED" flavor!" These are the words of Miss Grace Brinkley. So for complete smoking enjoyment, ladies and gentlemen - reach for a mile, a mellow-mild LUCKY! Enjoy the purest of cigarettes - LUCKY STRIKE!

WALTER WINCHELL:

And now, while Havana, Cuba, rests for a few minutes, Joe Moss and his society favorites take the stage. All right, Joe Moss, tell them your tunes.

JOE MOSS:

Good evening, Lucky Strike dancers. We will play
first ...

(_____)

(_____)

(_____)

(_____)

JOE MOSS:

Now, Walter, you can take the Lucky Strike Dance Hour
back again, just as soon as I say, OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Excellent, Joe Moss ... We'll hop back to you in a
few moments ... This is where Mr. Lucky Strike's little boy,
Claney, gives me a chance to catch my breath.

Ladies and your gentlemen friends, Mr. LUCKY STRIKE
is sending you these programs so he can tell you something I'll bet
a lot of you know already: - how good it is to smoke LUCKIES. For
those who don't know - here's Howard Claney to tell you all about
it.

HOWARD CLANEY:

Before you put a cigarette to your lips, think: is it pure? If your cigarette is LUCKY STRIKE, it is the purest of cigarettes - the "TOASTING" Process assures you of that! Heat purifies - sunshine mellows - and so the modern scientific "TOASTING" Process drives out certain harsh, throat-rasping impurities hidden in every tobacco leaf. When those impurities come out, ladies and gentlemen, they make room for an extra measure of pure, rich tobacco goodness. Every LUCKY STRIKE brings you fragrant, mellow-mild tobaccos - the Cream of many Crops, made more delicious and tempting by kindly beams of Ultra Violet Rays. And you get an extra helping of this rich tobacco quality! That extra goodness in your LUCKY STRIKE doesn't cost you a penny more than ordinary, old-fashioned cigarettes. It's smart to get the most for your money ... it's smart to reach for the modern cigarette - It's smart to smoke LUCKIES!

- STATION BREAK -

WALTER WINCHELL:

Come on, America! ... That's our cue, no time to tarry - this Magic Carpet of ours is a leaping Lena and gets very restless ... Oop! Sorry you were late - Jean Pepper of Omaha and Kenneth Nagel of Pittsburgh - no can wait ... I nearly missed it myself! There goes Huntington, West Virginia - hello, Herald Dispatch Advertiser!!!! Right down over Dixie into Mianah following the airline that Lindy opened for the Pan American Airways!

ON WITH THE DANCE, SAYNOR CAHSTRO! (WHISTLE)

OKAY, HAVANA!

HAVANA ANNOUNCER:

(_____)
(_____)
(_____)
(_____)
(_____)

HAVANA ANNOUNCER:

WALTER WINCHELL:

That was very good, Saynor Cahstro ... Thank the National Hotel for being so nice to Mrs. Winchell when she was there recently ... She told me Havana was a beautiful city and how grand the weather was there.

Hahsta La Veesta to you Saynor Cahstro and to all Cuba from Uncle Sam. Hear your contagious crew sometime soon, again, Adios!

This is where I have work to do and words to juggle.

(MR. WINCHELL CONTINUES NEXT PAGE)

WALTER WINCHELL: (CONTINUING)

A group were chinning about Skeets Miller the other day. Skeets, who became a radio notable in New York was the brave reporter for a Louisville paper - who crawled into that cave that trapped Floyd Collins several years ago ... It was a sensational front page yarn - you probably recall ... Skeets risked his life and because he was so slim - he managed after a long struggle to get into the trap to Collins who later perished. His bravery and the story he penned, won for Skeets the Pulitzer Prize, and later the late New York World which awarded that honor added him to its staff.

Not long after, however, when the order came to use the ax - Skeets, the hero, was among the first to go ... But it was the best thing that could have happened to Skeets Miller ... He might have been pounding a typewriter yet, and anyone will tell you that a reporter is a person with one foot on a banana peel.

- - - - -

I'm sure it will please Gene Tunney to learn that I have received a number of letters from people who have read his current magazine article and who wrote me that they like him lots better - because now they understand him ... I'll never forget the time Tunney was being kidded a lot because the story broke in the rags that he had lectured on Shakespeare at Yale ... A reporter at the time, asked Tunney why he didn't do a hook. "They make fun of me," said Gene sadly, "because they think I can read. What would they say if they thought I could write?"

Well, Gene Tunney - they seem to like you because you can!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Frank Fay tells me the one about the hill-billy whose neighbors had been trying to kill him for years, and they had fired at least a thousand bullets at him, without even bruising him.

The other day, he committed suicide. Before doing so, however, he left this farewell note: "To Whom It May Concern," it began, "I'd rather die than live in a community of such terrible marksmen!"

- - - - -

The Man-A-Block-Campaign and the War against Depression has caught on like a forest fire and is blazing the way so that thousands of unemployed gentlemen are back at work ... And naturally, my boss, Mr. Lucky Strike is proud because they tell us that our Magic Carpet has helped a lot to make the plan better known ... Here's a fine letter frinsdance: "Dear Walter Winchell," it says, "please send the plans for the Man-Block-System. The Dubuque Telegraph-Herald and the public spirited citizens of our city are behind you all and we will begin organizing as soon as we have the definite information from you - William Olson, Dubuque, Iowa" ... Okay, Dubuque, Iowa! ... It's in the mails, thank you.

- - - - -

And in the War Against Depression plan, I want to doff my chapeau and bow low to the State in the Union which is leading all the others in getting jobs for its unemployed ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Wisconsin is that State, which in only a few days gave employment to 4,457 people - with the city of Appleton, Wisconsin leading with 3,710 jobs ... What state will battle Wisconsin for first honors? Come on, America! ... Wisconsin is leading - let's give it a stiff fight for first place! Tell Winchell who'll tell it to the world!

- - - - -

One of Ben Bernie's fans demands to know why I keep picking on Benjamin. Well, there are dozens of reasons including these: Because Bernie is the kind of guy who takes off his hat in elevators containing ladies - after the other fellow takes off his. When he takes a girl to the movies, he likes to look at the picture. He never returns borrowed pencils ... He's the sort of dope who kisses girls with his eyes open ... He wastes a lot of time advising others not to waste theirs ... and because Bernie always wears a flower in his buttonhole - because it won't stay in his hair!

- - - - -

Here's a tip for those Broadway managers who have been crying the blues all season. Boys, you can count the plays that survive on the fingers of one hand - with two fingers crossed - but operas go on packing 'em in forever! For instance, they've played "The Tales of Hoffman" over at the Metropolitan Opera House hundreds of times. They're playing it again this Monday night - and they tell me the house is almost a sell-out. Great music - sung by great artists - is always a wow at the box office!

HOWARD CLANEY:

From the Metropolitan Opera House program: On the list of great artists who will sing in "Tales of Hoffman" Monday night are Swarthout - Wakefield - Basiola - DeLuca - D'Angelo - Wolfe - Bada ... And everyone of these artists, ladies and gentlemen, is a smoker of LUCKY STRIKE - and no other cigarette! They have a very good reason - let me read you what just one of them writes to us - a statement from Signor Mario Basiola. "In Grand Opera, one cannot be careless of one's voice," he writes. "When it's so easy to reach for a LUCKY, why should I risk throat irritation? I have smoked LUCKIES for years!" ... "For years" ... ladies and gentleman - certainly a thorough test of that unique smoking enjoyment only LUCKY STRIKE gives you! In your LUCKY STRIKE you get the finest of delicious, mellow-mild tobaccos, enriched by modern Ultra Violet Rays - and you get the assurance that your throat is safe from irritation. When you choose a cigarette, always remember: When that exclusive TOASTING Process expels certain harsh impurities, it makes LUCKY STRIKE the purest of cigarettes - and it makes room for more of LUCKY STRIKE'S rich tobacco goodness. That's the extra value only LUCKY STRIKE can give you!

WALTER WINCHELL:

Now, we only take a short hop, but, here's a comfortable cushion for you, Mrs. Samuel Frenkel of Galveston, Texas. Glad to have you with us! ... You sit here, Willard Mack of Hollywood! Now none of your tricks, Mack - I remember your practical jokes. And don't forget Willard a practical joke is the kind a magazine buys!

Are you ready? OKAY, JOE MOSS!

JOE MOSS:

And we're all ready, too, Walter. Ready to play ...

(_____)
(_____)
(_____)
(_____)
(_____)

JOE MOSS:

Walter is waiting, so I must say, OKAY, WALTER

WINCHELL!

WALTER WINCHELL:

Very fine, Joe Moss, I'm sure everybody likes your boys. And now for some of the mail.

- - - - -

To the Crew of the U. S. Destroyer Hovey somewhere in the Pacific Ocean ... Thanks, fellas, for your nice letter. I've turned it over to Mr. Lucky Strike who certainly will be glad to know that ninety percent of the crew smoke Luckies ... It took me six months when I was a gob to find out that a sailor's hat was worn in the salty manner slanted down over the right eye. I thought at first, it should be worn on the back of the bean to hold my hair in shape. Was I a sap! ... Now I'm sap-histocated!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Edward J. McKeogh, the National Secretary of the Fleet Reserve Association ... Thanks, sir, for all that your 47 branches have done for the Man-A-Block-Plan ... When you're in town, give me a ring, will ya?

- - - - -

Lucien Wilson of Centralia, Illinois! Yes, the newspaper photographers have their own slang ... A mugger is a camera-wise person who tells you how to take his picture ... A lens pirate is the type who always crowds into a picture when he isn't wanted ... Frenching a plate is what the hocus-focusers do to such pests - meaning that they snap the picture without a plate in the camera, and "Cheese-cakes" are what the boys call these pictures of actresses who always show their legs when they pose on the rails of steamers.

- - - - -

Kingsley Oliver of Bellevue, Pennsylvania. Yes, Nick the Greek is a real person. The legends tell it that Nick, has won and lost millions in a night. Wilson Mizner is now in Hollywood. It was Mizner who once advised his friends. Always boost a booster, knock a knocker and take a sucker, and that I know is true ... It's hard-boiled stuff, but so far as Hollywood and Broadway are concerned, you either Ride the Town, or the Town will Ride You!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031257

MR. WINCHELL: (CONTINUING)

And that, ladies and gentlemen, winds up another Lucky Strike Dance Tour ... Next Tuesday, we hop to Los Angeles, California, for Jimmy Grier's Orchestra playing in the Cocoanut Grove.

Until Tuesday night at the same time, then, I remain your New York Correspondent - who just found out that a co-ed is a young lady who will go out with anything in a racoon coat - except a RACCOON!

(SIGNATURE)

CLOSING ANNOUNCEMENT:

(OPTIONAL)

HOWARD CLANEY:

"WINTERGREEN FOR PRESIDENT" from the show "OF THREE I SING" was played by special permission of the copyright owners.

The Lucky Strike Dance Hour has come to you from New York City and Havana, Cuba, through the facilities of the National Broadcasting Company.

AGENCY: WINCHELL: CC/Chilleen
2/ 20/32

ATX01 0031258

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 23, 1932 TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes with the world's finest dance orchestras, and your New York Correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Coast to Coast and Border to Border. And a salute to Lois Moran, formerly of the magic lantern and now a leading entertainer in "Of Thee I Sing", the New York musical comedy ... Because after I printed an item about the Union Church on 48th Street just this side of the Grandest Canyon - where, when anyone buys a meal - it automatically buys one for an actor or actress who is in need - Miss Moran - brought twenty of her colleagues in that show to that church to dine ... Meaning that twenty other ladies and gentlemen, who are having a tough time of it, were able to eat a square meal, too ... To so those in New York who want to do a good turn, please follow the lovely Lois Moran's example, and give The Other Guy and Gal a break - for which thank you!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031259

MR. WINCHELL: (CONTINUING)

Tonight's long leap, Mr. and Mrs. America - is back to Jimmy Grier's grand Crew of bandmen out there in Los Angeles, California ... So hop aboard, Mr. Lucky Strike's famous Magic Carpet, and sit beside Mrs. Winchell's Walter, who is varin' to go gay, again!

Here we go! Taking the Southern Route all the way from this New York of Mine over those eye-filling Rockies! ... Hello, Al-ber-kerk, New Mexico! Harya, Phoenix, Arizony - Hey, there! San Bernardino, Cali!

ON WITH THE DANCE, JIMMY GRIER! (WHISTLE)

OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

You're on the other side of the continent, now, in Los Angeles, California, where, at that great Cocomat Grove of the Ambassador Hotel, Jimmy Grier and his Orchestra will play ...

(_____)
(_____)
(_____)
(_____)
(_____)

LOS ANGELES ANNOUNCER:

Now from the Pacific, back to the Atlantic coast flies the Lucky Strike Magic Carpet for Walter and his Winchell-lingo ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Good to hear you, again, Jimmy Grier! ... You pack plenty of melodious "It" and this is telling it to the North American Continent! While you're waiting for your next cue, Jimmy - please hug Marie Dressler for me - and tell her I got her very nice telegram - and that she's perfectly welcome ... This is where I put the first few pages to press, James - I'll chuck you a signal in a while.

- - - - -

Pittsburgh right now is being inspected by Lupe Vellis, who dropped out of the skies there yesterday, after a swift ride from Hollywood ... Flo Ziegfeld urged Lupe to come and look at his new show "Hot Cha" which the Washington, D. C. critics asserted was hot charming stuff, and I'm glad to repeat it ... The show deals with a Mexican romance ... and Ziegfeld would be happier if Lupe took the leading Mex Appeal assignment ... In the meantime, her new sweeten-hearten, Randolph Scott, would like it a lot better if Lupe didn't ... Matthew Brush, the president of the American International Corporation, and Herbert Bayard Swope, another great business executive, are about to close an important deal which will cost them a mere five million smackers ... I reported yesterday (in the column) that it's a girl over at the Clark Lees of the Associated Press - congrats, Mr. and Mrs. Lee! ... But what I neglected to add - was that the Associated Press man's pappy was formerly the chief of the A. P.'s rival - the United Press ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

It was also one of my Monday morning announcements that Mary Mulhern who is dropping the name of Jack Pickford - has a new heart already ... He is Edward McCarthy, a Wall Streeter, but better known along the White Wayside as one of the New York Athletic Club's better heavyweights ... McCarthy is too handsome for a heavyweight ... and Mary, who will return to New York and her new love very soon will go window-shopping, for youknowwhat!

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After a long struggle for the recognition he certainly deserves, George Jessel, will be starred in the big way in December ... the Shuberts are plotting to reward Jessel with the best production they can buy - and the scene will be the Winter Garden, Main Street's most Broadwayish amusement temple ... Meaning that in December, the Winter Garden, where Jolson climbed up the slippery ladder, will no longer be a magic lantern showplace ... Richard Keene and Adelaide Kaye, who were happier in the Hollywood sunshine, both returned to Manhattan recently, and have been melted by little cold New York ... In other words, Richard and Adelaide are now back in circulation ... His home-town, Spokane, Washington, will be happy to learn, I am sure, that Bing Crosby, was honored in the manner befitting a Regular Guy on Saturday night by the Friars Club of which George M. Cohan is Abbott ... Mr. Cohan's salute to Bing was grand ... He said that he had never before had the pleasure of knowing Bing - but that he had enjoyed his warbling on the airwaves ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And that somehow, he delighted in the very American name that Crosby has for a first handle ... "I don't know," said Mr. Cohan, "I can't explain it clearly, but there's something delightfully U. S. A., in the very name of 'BING'" ... Then he reminded Bing that the Friars only honor fellows ... who prove that they are gentlemen and regular guys ... which Bing Crosby certainly is, and when Bing responded with a nice speech of thanks, he had all he could do to stifle that something that comes up into any fellow's throat ... no matter how much of a he man he happens to be.

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When William S. Hart honored Mr. Lucky Strike and Walter the other night by joining this dance-and-chatter show, something happened out on the coast that might amuse you to hear ... Mr. Hart had telegraphed his sister at his Horsehoe Ranch, New Hall, California, to be sure and tune in ... After the show, Hart's sister wired him that she had put on the loud speaker so that PINTO (the horse that has starred with Hart in the flickers) and all the other gee-gees could hear Mr. Hart.

And when his voice came over, she said - that PINTO who recognized it first, and who loves Bill so - couldn't be handled at all ... and that Pinto went so wild, he almost caused a stampede. Well, sir, I can imagine what happened ... I know a lotta people, Mr. Hart, who go just as crazy when I get on the razzio.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Genevieve Tobin's sister, Vivian, and Pat De Seeko of the Long Island polo playing crowd are Looking at Each Other That Way ... I had a good chuckle out of that story about the Jap who was caught on the west coast passing phoney checks ... He has a sense of humor, at any rate ... He signed the checks: "I. N-O-G-O-T-2", which spell: "I. Nogotta" ... William McFee, the controversy maker, will probably lose a lot of potential girl friends by his most recent remark: "He said that New York women are like fancy motor cars with cheap engines - beautiful, but unintelligent!" ... Sic 'em, girls, sic 'em! McFee, fi-fo-fum, I smell an English-mun.

- - - - -

They're planning a cake with twenty-five candles on it for Angelo Bada, who has been singing at the Metropolitan for nearly a quarter of a century. Bada was a shoemaker when Leoncavalli, the composer of Cavalleri Rusticana, suggested that he sing in one of his operas. Bada thought he was being ridiculed and refused to believe the offer was true, until he was almost pushed onto the stage to sing.

HOWARD CLANEY:

When we strolled into Angelo Bada's dressing-room at the Metropolitan, we didn't have to ask him if he smoked LUCKIES - for there LUCKIES were right before us, and Mr. Bada was in fact, smoking one.

(MR. CLANEY CONTINUES NEXT PAGE)

MR. GLANEY: (CONTINUING)

Of course, we were interested and so, in reply to our question, here is the statement that Angelo Bada gave us - "Of all the cigarettes I have ever smoked, I can honestly say I prefer LUCKIES - they are really friendly to my throat - their flavor is delightful."

Folks, it is certainly of interest that out of fifty Metropolitan Opera stars, who returned the questionnaire telling what brand of cigarettes they smoked, thirty-seven state that they smoke LUCKIES, and of course, this is mighty significant when you consider that there are more than forty different brands of cigarettes on the American market, and that these famous artists can afford to import, if they preferred them, from their own country, the many more brands that are made there. But after all, it is not surprising when you consider that out of the other many brands, LUCKY STRIKE alone, in all this wide world, offers you the throat protection of that secret and exclusive LUCKY STRIKE Toasting Process which expels certain harsh irritants naturally present in every tobacco leaf. No matter how much you are willing to pay for a cigarette, you will find that only LUCKIES are toasted, and that means that you get not only throat protection, but also/^{the}added mellowness, the added mildness, the added nut-sweet flavor that Toasting imparts to the finest tobaccos that money can buy - The Cream of many Crops - and so when you reach for a LUCKY, you reach for the mildest, the mellow-mildest, the purest cigarette in all this wide world - the finest cigarette you ever smoked!

WALTER WINCHELL:

Okay, Claney, make room for some of our pals on the next ride through the sky. You sit here, Mrs. C. A. Hickman of Corsicana, Texas ... And Gloria Thybony of Chicago, you sit yourself here ... Right next to the Quinlan Girls of Utica ... All set for California? ... Me, too! ... Let 'er go, Mr. N. B. C.!

Look, that was Topeka, Kansas!... Harya, Salt Lake Telegram! Here comes, I mean there goes, Carson City, Nevada ... Hello, Stockton, California!

ON WITH THE DANCE, JIMMY GRIER! (WHISTLE)

OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

Here in Los Angeles, Jimmy Grier plays, this time ...

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LOS ANGELES ANNOUNCER:

Holt tight, now; we're headin' East from California, to Walter Winchell ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Plenty dandy, Jimmy - hold it a moment or two - while Mr. Howard Claney of the Lucky Strike Counter, jots down a few words about my favorite cigarette. Ladies and gentlemen, Mr. Claney!

HOWARD CLANEY:

Let me drive home what we mean by the "Cream of many Crops". From Smyrna, from Samsoon, from Zanthia - all points in far off Turkey - from the golden tobacco fields of our own southland, and from countless other rich tobacco fields throughout the world - come thirty-seven different kinds of tobacco for your LUCKY STRIKE. In the Far East, these fine tobaccos come to market by mule back, by ancient ox-cart. In some districts, here, in our own southland, they are still drawn to market, by the cousin of the old army mule, but thanks to American initiative, thanks to American progressiveness by far the largest portion of this tobacco, now, in America, comes to market over good concrete roads, in the modern American motor, that is the proud possession of our American farmer. Every leaf of this fine tobacco is carefully selected by a staff of over one hundred experts - experts who are responsible for LUCKY STRIKES' famed one hundred million dollar supply, and that supply, my friends, carefully gathered, carefully selected, as I have described, is what we mean when we speak of the "Cream of many Crops". It means just what it says. The most tender, the most fragrant, the most select portion of every tobacco harvest - the cream of many crops - the mildest, the mellow-mildest tobaccos that money, any amount of money, can buy.

And so you see that Mother Nature, Father Time, and modern science all put forth their greatest efforts to make LUCKY STRIKE, the finest, purest cigarette you ever smoked!

WALTER WINCHELL:

And now, Mr. Chimer-inner, Give me that clutch! This Magic Carpet of ours is going back to Grier out on the west coast in the flash of lightning manner! ... O'mere, Gladys Moore of Seattle. You sit by Walter ... You, too, Dorothy MacIsaac of Boston, howz my paper up your way, - I mean the Record? ... Harya, Charlie Austin of Simcoe, Ontario? ... Meet Henry Syford of Tacoma, Washington.

Here we go in and out of the clouds right over Chicago making faces at that Bernie, who named an alligator after me. I'll get even, though. Oop! Be careful of Pike's Peak, Tom ... let's circle San Diego, and Hollywood to say hello. That's fine. Hello, San Diego and howdy, Greta Marlenah.

ON WITH THE DANCE, JIMMY GRIER! (WHISTLE)

OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

The Lucky Strike Magic Carpet is unloading all its dancers on the floor of Cocconut Grove where Jimmy Grier and his Orchestra will play ...

(_____)
(_____)
(_____)
(_____)
(_____)

LOS ANGELES ANNOUNCER:

Now another three thousand mile jump in a jiffy - from Los Angeles to Walter and his Winchell-lingo...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That was fine, Jimmy ... I've got to wrap up another bundle of wordage here for the last edition - and circulate into every state ... Hear you later, Grier. Stand by.

- - - - -

The only thing that Broadway hasn't offered yet is a Museum for some of its better known exhibits ... Some day I'll start one ... In it, I will feature such things as the little black bow tie that George White always wears ... The velour hat/^{that}is synonymous of Morris Gest ... the original manuscript of George M. Cohan's song, "Mary Is a Grand Old Name" ... The high heels on Lee Shubert's boots ... The flaming red evening gown by which you always can tell Fannie Hurst ... The ton of grease on Harry Richman's hair ... A scroll containing all the names of girls who have been told that they will be the star in the "Red Headed Woman" movie, and a few of Miss Joyce's wedding rings.

- - - - -

And here are some of the things and persons that make my days and nights brighter ... Broadway between four and five-thirty in the yawning ... When the town is sleeping and night-loafers like me stand against corner buildings so that they won't fall down ... The prettiest of the hat check girls is Ann Rising who doesn't tear your coat hanger at the Stroller's Club, a stay-up-late hot-spot ... The midnight movie shows which is when the audience talk back to the characters on the screen when they consider something ridiculous ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The natural pretending of the lovely Frances Dee who got me just like that, when I first enjoyed her play-acting in "American Tragedy" ...

- - - - -

Then there's that scene at dusk or at sun-up of Central Park South when you're motoring through the Park and watch the dawn, which doesn't come up like thunder, make a silhouette of that sector ... It's among the minor thrills, believe you Walter ... Or when you see the Paramount Theatre building lit up like a bon-fire - on week-end nights ... I found out that the reason it is lit up only on week-end nights is so that the visiting population will be awed ... Well, so am I - it's an eye-filling sight ... I get a kick out of seeing people like Gene Tunney, Lindbergh, Ruth Nichols, General Pershing and other notables walking along Broadway unrecognized by the throngs ... Or when people like Eddie Cantor are stopped by traffic cops and told to get over to the curb ... And watching Eddie go crazy trying to convince the cop that he really is Cantor! ... And even when he does convince him, he gets a ticket anyway!

- - - - -

I thrill, especially on rainy nights, watching the fire-wagons come tearing down our Main Street, better known as Broadway ... The one lad who gives me more of a kick than all the dare-devils in town is the fire-fighter who manipulates the rear wheels on Hook and Ladder Truck Number 4 ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031270

MR. WINCHELL: (CONTINUING)

You ought to see him juggle that rear wheel as they speed through West 47th Street and turn up or down the Main stem at a wild clip ... He gets a measly wage for risking his life, too, and the acrobats at the Palace get five times or more his salary ... But that's one of life's little jokes ... Broadway, probably, is a nice place in the day time, too - but I wouldn't know about that ... In the daytime, I imagine - everybody is too much in a hurry to get some place - looking for a job, or coming away from one, too weary to be bothered with reporters ... And so I do my chores after midnight ... And from the boys and girls with whom I rub shoulders in the Broadway asylums comes my daily column ... The tales about their struggles, their defeats, their achievements, and their lovesickness ... I'm glad I'm one of them - Few of them are New Yorkers, you know ... Ten out of every dozen are from your home town - all here on a Merry Go Round - trying to catch the brass ring - that leads to the heights - where - for many - it is so lonesome.

- - - - -

After playing to a flock of Kleig lights, and a crew of studio workers, the flicker folks certainly do get the urge to play before a real audience! Now Sue Carroll has it. She's now doing her first turn in vaudeville, and doing very nicely. Tonight, she's on the Loew Circuit in Brooklyn! Here's wishing you, Sue Carol, the best break that any vaudeville entertainer can get - a nice long run at the Palace.

HOWARD CLANEY:

Sue Carol is also playing a part in the sale of LUCKY STRIKES. In thousands of stores, you will see a window display which carries a fascinating picture of Sue Carol and her opinion of LUCKIES. These appearances you may be sure, are given as a benefit performance. Not one cent was paid to Miss Carol ... or to any other person whose experience with Luckies we tell you about on this hour! And so it is genuine enthusiasm which leads Miss Carol to say: "I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked Luckies that I discovered the only cigarettes that did not irritate my throat. Now I use Luckies only." Millions of other smokers insist on Luckies, because they, too, find they get more for their money in Luckies than in any other cigarette in the world. Only in Luckies do you get that mellow mildness the Toasting Process brings. Heat Purifies, sunshine mellows - as nobody can deny. Only in Luckies do you get the mellowing benefits of modern Ultra Violet Rays. And only in Luckies do you get the extra goodness that comes in when Toasting drives out certain harsh irritants that Nature allowed to remain in every tobacco leaf. Lucky Strike is the purest, the mellow-mildest, - the finest cigarette - you ever smoked!

WALTER WINCHELL:

And now back for another ride in the heavens - with a snap of the fingers for the elements! ... Come on, J. F. Binton, of Florence, Alabama, it's your turn this time ... You, too, Arline Judge of Hollywood.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Happy birthday and tell Wesley Ruggles to get better in a hurry ... You sit here, Mrs. Frank Hughes, of St. Albans, Long Island. Meet Dr. and Mrs. Nelson of Waterloo, Iowa. Let's fly!

ON WITH THE DANCE, JIMMY GRIER! (WHISTLE)

OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

Here you are in the sunny clime of California at the Coccoanut Grove. Everybody dance -as Jimmy Grier and his Orchestra play ...

(_____)

(_____)

(_____)

(_____)

(_____)

LOS ANGELES ANNOUNCER:

And now the Lucky Strike Roller coast-to-coaster flies back to Walter Winchell ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Very well done, Grier ... Pat all the boys on the shoulder for Mr. Lucky Strike. I've only a few moments left to go into the mail.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The Man-A-Block-Plan certainly is the most constructive thing going on to relieve the jobless and the distressed ... And it is Mr. Lucky Strike's desire and Master Winchell's, too - to salute the American Legionnaires throughout these United States for being of such great service in this cause ... My latest report is made by my paper in New Haven, Connecticut, the New Haven Register - which chronicles that Post 47 in the City of Elms has launched the Man-A-Block Plan there ... Okay, New Haven! And that goes for Evansville, Wisconsin, another city on our side to melt the breadlines ... What city will I mention next? ... Come on, America! ... A job for every man who wants to work! Whether it's the man a block system or what have you?

Irene Leslie of Chicago, this is for you ... Yes, in the current Vanity Fair on Page 35.

L. L. Bishop of Saxonburg, Pennsylvania ... You have been misinformed, sir ... Floyd Gibbons is certainly the top man in that field, and I doff my lid to him!

Ruth Durham of Evansville, Indiana ... Thank you, Ruth ... But I knew that such words as Boob - Toot - Noon and Level could be spelled the same backward as forward ... Tut-tut, Ruth!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Marion Bensa of New York City: Tomorrow's birthday among the movie stars is Bert Lytell's. He is now in a New York show ... Joan Bennett's is on the 27th. You're certainly welcome, Marian.

- - - - -

Clark Pingree of Baltimore! Thank you, Clark. No, Bernie is not a Scotchman but he'll do until one comes along ... For when Ben was a waiter in a night club many years ago, and he totaled up the check, two and two to him, always made twenty-two..

- - - - -

And that, Mr. and Mrs. Tuner-Inner brings another of our shows to its asbestos ... Don't forget and reach for a Lucky and a Lucky Strike Dance Hour on Thursday night when we feature two headliners, Ted Weems, playing from Milwaukee, Wisconsin, and Jimmy Joy and his Orchestra from Cleveland. On Saturday night, we tune in on Jack Denny at Montreal who will split the honors with the Coconut Grove Crew at Boston ... Until Thursday night, then, I remain your New York correspondent, Walter Winchell, who just received a wire from a chap named Hooperman who saw my picture in the paper and wants to know how much I'll charge to haunt a house. Well, Mr. Hooperman, that depends - How much have you been getting? Good night!

(SIGNATURE)

cc/2/23/32

ATX01 0031275

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"THAT'S WHY DARKIES WERE BORN" from "SCANDALS 1931"
was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York
City, and Los Angeles, California, through the facilities of the
National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
2/23/32

ATX01 0031276

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: () WEAF

LUCKY STRIKE DANCE HOUR

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

FEBRUARY 25, 1932

THURSDAY

(THEME SONG....One Chorus of "Happy Days Are Here Again", with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes....sixty modern minutes with the world's finest dance orchestras, and tonight, we bring you two great orchestras, one from Cleveland, Ohio, and one from Milwaukee, Wisconsin; also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow.

MR. WALTER WINCHELL:

WALTER WINCHELL:

Good evening, Mr. and Mrs. America...Mr. Lucky Strike's magic carpet is sky-bound again -- this time to pick up a new son, Jimmy Joy and his orchestra representing one of our favorite ports of call -- Cleveland, Ohio...Then we reach over to the original leader on the War Against Depression List -- the good old State of Wisconsin -- to hear Ted Weems in Milwaukee -- the newest of the cities to join the Lucky Strike Dance Hour.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031277

WINCHELL: (CONTINUES)

So let's go to town, ladies and gentlemen, and affectionately greet Jimmy Joy -- whose music is just as contagious as his easy-on-the-ear-name!....After that we'll put the first edition to press, (you know the way we do it) and then we'll be Milwaukee, Wisconsin-bound, for Ted Weems and his boys.

Let's ride high and wide, you net-workers!....All the way from Bagdad-on-the-Subway, as O. Henry christened this New York of mine -- across the Palisades and right over Pennsylvania -- to shout:

ON WITH THE DANCE, JIMMY JOY! (WHISTLE) OKAY! CLEVELAND!

ANNOUNCER:

Here we are in Cleveland, Ohio at the Lotus Gardens where Jimmy Joy and his orchestra start the Lucky Strike Dance with -----

(_____)

(_____)

(_____)

(_____)

ANNOUNCER:

And now the magic carpet tears out of Cleveland, back to Walter and his Winchell-low-down.

(WHISTLE) OKAY! NEW YORK!

WALTER WINCHELL:

That was fine, Jimmy Joy -- welcome to our big tribe of tuner-inners!...They must have gone for you in the tremendous manner, fella -- they always do -- over rhythm like yours....I do my air-a-graphing here, Joy -- and after we have called on Ted Weems in Milwaukee -- we'll be back for you. And listen, here Joy-boy -- please thank that little lady on the Cleveland Plain Dealer for me -- for that fair break in her column last week...Tell her a guy appreciates it all the more, considering that it was published in a newspaper that is opposition to the Cleveland News which calls me one of the staff...Stand by, Jim.

Speaking of gossip -- as nearly every one seems to be doing nowadays, whether it is about the quarrel in the Orient, or the woman next door, here is something to comfort those who feel badly about what any one may say of them.

If you listen too fast or if I gab too quickly, look for it in the column where I certainly used it this morning in New York...It comes from the pen of that grand poet, author and critic, Richard Le Gallienne, who had this to say about gossip. I am now quoting Mr. LeGallienne:

"Gossip is the social reward of personality. Whether it be playful or poison-ganged, it is a recognition, a tribute -- one of the most gratifying forms of success...So long as one is gossiped about, it is immaterial what shape or color the gossip takes...The ugly kind is perhaps to be preferred as having more vitality -- more motive power of circulation...That is why it is gossip...Gossip neither means that you are very great, nor even very bad; all it means is that you are interesting!"

(WINCHELL CONTINUES OVER)

WINCHELL: (CONTINUES)

As I once told you, the height of something or other would be for Walter Winchell to get sore -- because some one said something about him!...I don't care, really, what fibs they tell about me...I'm tickled silly that they never tell the TRUTH ABOUT ME!

If Joan Bennett is really going to marry any one the face of the leading fortune teller of Hollywood will get very red... For he is quoted as predicting that the stars portend no marriage for Miss Bennett in 1932, nor in the coming few years...Nor is there, he added, any sign of an important ROMANCE...No?...Let him find out the name of John Gilbert's new Favorite Person and Sylvia Sydney's...And anyway I always considered Tom Mix important...and look at the swift one that Elsie Janis put over!

Helen Morgan, heard that broadcast recently...In which I reported that she was the innocent victim of an unusual argument... It seems that the wife of a man now holidaying down at Miamah Beach had posed in a newspaper photo with Miss Morgan...The Mrs., here in New York, saw that picture and immediately placed the matter in the hands of an attorney...Miss Morgan would be much obliged, she says, if I told you all, that she never met the man before -- and that she was asked by newspapermen there to be a good fellow and pose with the group...When the picture appeared in the New York gazettes, all the others in the picture had been blocked out -- and look at all the trouble it aroused...Very well, Helen...And when are you and Arthur Loew going to ankle down a center-aisle together? ...Or did you both do that ages ago?

(WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031280

WINCHELL: (CONTINUES)

Not all the worth-whiles in New York's social sector are known by their neighbors in the blue book...One of the most interesting gentlemen of them all, if you asked Winchell, is George Plimpton, of Park Avenue, who is nearing the four-score age...He is the pappy of two grandchildren, by the way, born within the last dozen years. His present wife is the former Fanny Hastings, daughter of General Hastings, the late Bermuda Easter Lily king. But what I started out to report was that Mr. Plimpton has one of the most valuable collections of original schoolbooks in the world... It ranks with that owned by J.P. Morgan...One of his priceless Chinese manuscripts is torn in two; Mr. Morgan has the other half.

When last heard of, neither of them would budge an inch, about terms -- for one or the other to sell his half...Boys will be boys.

On festive occasions, Mr. Plimpton's guests are made up of friends from all parts of the world. At the end of the meal, this charming man of 80 proposes to a toast to the President of these United States, and the rulers of the countries whose subjects the guests happen to be...Then, for the last, he waves his glass high again, and offers a beautifully prepared toast to his ancestor, Isaac Allerton, a passenger on the Mayflower. He certainly is an interesting person. Long may he wave.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The most touching story that came out of the Washington's Birthday festivities was reported from Westport, Conn., but most of the local rags overlooked it....Because the Stars and Stripes flew upside down all during Washington's Birthday over the home of old John Milgarese, State Troopers went to deliver an official reprimand -- on the ground that it is against the law to let the flag fly upside down...But once inside -- the trooper's felt pretty remorseful. For they discovered that the patriotic old gentleman -- was blind.

Here we go, Mr. and Mrs. Tuner Inner -- we're off to the LUCKY STRIKE Cigarette Counter -- Howard Claney is waiting to give you some facts about my favorite cigarette -- and I hope it's yours!

HOWARD CLANEY:

Tomorrow afternoon there's a big event in the grand opera season -- the Metropolitan presents "Das Rheingold" with one of the world's most famous casts. And ladies and gentlemen, five of the world-renowned artists singing tomorrow have told us they smoke LUCKY STRIKE -- and no other cigarette! We invite you to join that great LUCKY STRIKE fraternity of millions of wise smokers who demand LUCKY STRIKE'S extra value! Enter that celebrated realm of smoking enjoyment -- reach for a LUCKY and get the mildest, mellowest tobaccos you ever smoked -- the Cream of many Crops!

(MR. CLANEY CONTINUES ON NEXT PAGE)

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HOWARD CLANEY: (CONTINUES)

Enter that famous haven of throat protection afforded by the exclusive LUCKY STRIKE "TOASTING" Process...get the benefit of that mellowing-purifying process which includes the use of modern Ultra Violet Rays...the process that expels certain harsh, irritating impurities and makes LUCKY STRIKE the purest of all cigarettes. Let me read you what one of the famous artists of "Das Rheingold" wrote to us -- Madame Marie Von Essen: "I must be so careful, for opera audiences are indeed critical. Harsh irritants tell on fine voices. So I guard my voice with LUCKIES." To that sincere and emphatic statement, ladies and gentlemen, we can only add: when you reach for a LUCKY, you, too, safeguard your throat. That's why it's so good to smoke LUCKIES -- the purest of cigarettes!

WALTER WINCHELL:

And now to salute the State of Wisconsin which led the way in the War Against Depression by running off with first honors for a while...Come on, America -- get aboard this happy-go-Lucky Strike magic carpet and have yourselves a time dancing to the rhythms of Ted and his crew.

Throw it in high, Mr. N.B.C! Here we go! Over the national network from border to border and ocean to ocean to gather our army of friends.

ON WITH THE DANCE, TED WEEMS!(WHISTLE) OKAY! WISCONSIN!

TED WEEMS:

This is Ted Weems welcoming all you Lucky Strike Dancers to Milwaukee. We're here at the Schroeder Hotel, where we're going to play

(_____)

(_____)

(_____)

(_____)

TED WEEMS:

Hold on everybody we're dashing right across the widest part of Lake Michigan. Here we come, Walter Winchell.

(WHISTLE) OKAY! NEW YORK!

WALTER WINCHELL:

That's slapping it right on the button, Ted Weems...Your orchestra and Jimmy Joy's in Cleveland are making it a lively show... (Be sure, Ted, and call on the staff of the Milwaukee Journal, that's my paper there -- and tell them all hello for me)...

WINCHELL:

Today's papers spread the news that there are already nineteen candidates for President -- imagine it! But have you noticed that nobody ever announces he's going to run for Vice President? Well, here's Winchell's candidate for Vice President -- Victor Moore, who takes the part of the Vice President to perfection -- in that grand Broadway satire, "Of Thee I Sing". Lad-ees and gentlemen, the boys and girls of today are the vice-presidents of tomorrow...my candidate -- oh, gee whiz, I almost made a political speech myself! I'd better quit and let Howard Claney carry on!

CLANEY:

A message from Victor Moore: "In my trouping days I've played in many an out-of-the-way village," writes Victor Moore, "but wherever I've gone, LUCKIES have always been there to greet me. I've never been without LUCKIES, and never without their friendly throat protection, and never without that delicious TOASTED flavor. Wherever I buy LUCKIES, I find your new cellophane wrapper keeps them fresh as daisies." Why, ladies and gentlemen, do we go to the great extra effort of wrapping your Lucky Strike in its unique humidor package of moisture-proof cellophane? Why? Because we want you to get every precious bit of Lucky's delicious "TOASTED" flavor -- every precious bit of that rich, mellow-mild goodness of the world's choicest tobaccos -- the Cream of many Crops ... Every bit of that precious throat protection we give to Lucky Strike through its purifying, mellowing TOASTING Process! And because Lucky Strike's exclusive TOASTING Process expels certain impurities naturally present in every tobacco leaf you get more for your money in every package of Luckies!

CLANEY: (CONTINUES)

For when those impurities go out, they leave room for us to put in extra tobacco goodness. So when you choose a cigarette -- vote for your pocketbook -- vote for your enjoyment -- and vote for your throat! Reach for a Lucky and win!

WALTER WINCHELL:

And now back to the magic carpet...The next stop is Ohio, ...See that P.J. Griffith of Shamokin, Pee-A gets a seat...Put him right next to my pal there, Al. Balding, a cowboy on the XJ Ranch of Ridgeway, Colorado; Ride 'it cowhand'....Don't let it throw you!....Oh, yes, Balding, meet Alfreda Deck, a nice girl from Perry, New York...There now, that's fine!....Let it go!

ON WITH THE DANCE, JIMMY JOY! (WHISTLE) OKAY! CLEVELAND!

ANNOUNCER:

Well here's the magic carpet safe in Cleveland. It nearly went right over our heads, to Milwaukee again, but Jimmy Joy will entertain you here with

(_____)

(_____)

(_____)

(_____)

ANNOUNCER:

Look out you air mail pilots, the magic carpet is leaving Cleveland, and it's Winchell-bound.

(WHISTLE) OKAY! NEW YORK!

WINCHELL:

That's bonging the gong a second time, Joy-boy...Consider you and your outfit ace-high on the long list of swelegant bands my boss has put to work. Glad to have met you this way, Jimmy. Winchell we meet again?

And now I peddle my papers: One of my favorite item-collectors is Mr. Gillingham Pathfinder of Washington, D.C., who wonders if you and I remember when Ricardo Cortez danced at Reisenweber's in New York under the name of Jack Grandall?...Yes, but it wasn't Grandall....Or when Lew Cody delivered groceries in Waterville, Me.?.....Neil Hamilton posed for collar ads?...When Raquel Torres was an usher in a Hollywood magic lantern theatre?... When Marie Dressler made her stage debut playing Cupid?...When Anna May Wong was a phone operator in the Chinese exchange in Los Angeles and when Cecil B. DeMille washed carriages in Pompton, N.J.? Well, I must admit I don't...But I remember when Jackie Coogan's father used to do a song-and-dance routine before his boy became a millionaire...And when Nancy Carroll was walking down West 46th Street on her way home...And Anne Nichols, who was looking for a pretty Colleen for "Abie's Irish Rose" stopped Nancy...And Miss Nichols said: "Do you want to be an actress? and Nancy said: "Do I? When do I start?"....I remember too, when Barbara Weeks was helping to glorify Mr. Ziegfeld, and now look how well she's doing in the flickers!....I remember the time in a certain Broadway night club when a no-good manager pressed a burning cigar against the chest of Ruby Stevens until she fainted, because she wouldn't go out with him...Today she is known as Barbara Stanwyck and that scar is still there to remind her of the bad old days.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I remember when Will Rogers was working at the Keith Theatre in Union Square, New York....Where the policy of the theatre was two performances a day for the better acts and three times daily for the small-timer...And Will insisted upon doing as many shows as the smallies, because he didn't realize how big-time he was even then...And when Ruth Etting designed costumes for Chicago night club chorus girls until they discovered that she was a better canary than the leading lady...I can also remember the time when there was a great difference of opinion between the Palace Theatre in New York and Ben Bernie, the Old Microbe of Chicago...It seems that Bernie wanted \$5,000 a week to play the Palace and the Palace didn't wanna pay him anything.

The Man-A-Block-Plan is going stronger than ever, I'm sure you all will be happy to learn....Over 100,000 unemployed fellows are now back to work and at decent wages, too...And it thrills us all who are helping to make it better known when this or that Chamber of Commerce or newspaper asks us for the details on how to adopt the Man-A-Block System.

Here's a letter from J.E. Howe of Shreveport, Louisiana. He says he has discussed it with the managing editor of a Shreveport paper and that he is willing to adopt the plan as soon as they hear from us. It's in the mails, Mr. Howe! Thank you for asking and for wanting to help the Other Fellow.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I am indebted to Senator Kessinger for this interesting item. It deals with the money that New York spends to welcome returning heroes and heroines...The town only spent \$333.90 to welcome home Ruth Elder, the first woman to serve as an air passenger across the Atlantic....It cost \$1,000 to welcome back Clarence Chamberlin and Mr. Levine. -- \$12,000 to embrace the President of the Irish Free State, \$26,000 for gripping Byrd by the hand, and \$71,000 to yell: "Okay, Lindy!"

I wonder how much they would give me to leave town?

I wish Kent Cooper, general manager for the Associated Press, would make up another list of Big News Stories of 1931.... His 1930 list was most interesting....In the order of public interest, he said, these were 1930's outstanding news events, as follows: "The finding of what was left of the Andree Expedition... Coste and Bellonte's flight from France to America...the Bobby Jones golf victory...Gandhi and India...The Lindbergh baby, which if you don't mind, Walter first announced -- the Columbus, Ohio prison fire...The drought in America....The finding of the new planet,...King Carol of Roumania, and the burning of the British Airship, R-101.

If Mr. Cooper of the Ap wants to know what some of us consider the biggest news of today -- it is this consolation -- that these days a bell-hop now considers a dime a tip -- instead of an insult!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Boy, turn the spotlight on Howie ClaneY -- here's where he tells our audience about LUCKY STRIKE.

HOWARD CLANEY:

Compare LUCKY STRIKE with any other cigarette in the world. Examine them - smoke them and right then and there you will find out what we mean when we say that LUCKY STRIKE alone gives you more for your money than any other cigarette. When the exclusive LUCKY STRIKE "TOASTING" Process removes certain impurities naturally present in every tobacco leaf it makes room for more tobacco goodness - more tobacco goodness than you will find in any other cigarette regardless of price. That's extra value for you - extra value that no other cigarette offers - extra value that starts with the world's choicest, mellow mildest tobaccos, the Cream of many Crops - extra value that comes from a vast One hundred million dollar supply of the mildest, the mellow mildest, the most tender, fragrant tobaccos that Mother Nature can grow and that Father Time and modern Ultra Violet Rays can mellow. And that is why in LUCKY STRIKE you get more tobacco quality - more tobacco purity - you get more for your money in LUCKY STRIKE than in any other cigarette in all this wide world.

WINCHELL:

That's the signal, Mr. and Mrs. Tuner-Inner, to get ready for another flight to Wisconsin ...Come on Walter Winchell Chlopan of Highland Park, Michigan, who just arrived on this earth the other day -- take a ride with your namesake...I hope my name doesn't prove too much of a handicap, little fellow...Hold tight now! And don't let the bottle slip out of your mouth...Give it a fast ride, boys!....Right over Broadway -- northwest a little and right into the Schroeder Hotel to chirp:

ON WITH THE DANCE, TED WEEMS! (WHISTLE) OKAY! MILWAUKEE!

WEEMS:

Your directions were perfect, Walter, that lightning-fast magic carpet of yours is unloading its passengers right now on the dance floor here at the Schroeder Hotel. We'll play for them.....

(_____)
(_____)
(_____)
(_____)

WEEMS:

All right, Walter Winchell. We're sending your magic carpet flashing back from the shores of Lake Michigan to the Atlantic.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's clicking, Master Weems. Very well done. Thanks again for everything. Hear you and Joy again soon, Ted. Best to your crew. I have a few salutes to acknowledge here.

Fisher Hall of Pedro, South Dakota: "Thanks for your nice letter, Mr. Hall. Yes, I knew that Pauline Frederick likes dogs so much she has all her ash trays and other knick-knacks patterned after them in her home....That wasn't Tallulah Bankhead's husband, it was her sister's. The Lester Vails, she was Elizabeth Bruce, are listed among the few happily wedded Hollywood pairs.

Peggy Ginniff of Dormont, near Pittsburgh: "Very interesting, Peggy. I had never heard of any one saving the cellophane from their LUCKY STRIKE packages that way...Ladies and gentlemen, Peggy writes that her sister has saved 75 pieces of cellophane paper and out of it all made a smart-looking belt for her suit. And that belt resembles mother-of-pearl, and plus a pretty little buckle, makes an attractive decoration. There now, Peg, maybe your sister has started a new fad.

Walter F. Breuckman of D'TROIT: Jesse James, the noted bandit was killed by Robert and Charles Ford and they were found guilty of murder...The Government, however, pardoned them. Sing Sing in Indian means Stoney Place. You're welcome, sir.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031293

WINCHELL: (CONTINUES)

Eben Chapman of Norwich, Connecticut: The daily sale of the Bible is about 80,000 copies. It still remains the best-seller of them all. No, I wouldn't say that Americans were great readers. It has been estimated that of the 120 million of average American spends about 40 cents a year on books...More books have been written about Lincoln than any other man. Napoleon once held the record.

Dorothy June of San Francisco, California: As a matter of fact, Dorothy, that couple are closer than 9 and 10. It's real love, and don't you believe what the legend-spreaders are saying. Tom Mix borrowed his name from his home town, Mix Run, Pennsylvania.

And that Dorothy, and all you swelegant people, brings another LUCKY STRIKE Dance Hour to its denouement (finish to you, Ben!)

On Saturday night our magic carpet is going gay again --- leaping between New York, Boston and Montreal to hear Jack Denny in Canada and the Coconut Grove Crew in the Hub City...Don't forget now, that's a date....Until Saturday night at the same time, then, I remain as incorrigible as ever, your New York correspondent, Walter Winchell - who signed a contract yesterday to wrestle Jim Londos on March 1st...Please omit flowers on March 2.

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

The LUCKY STRIP Dance Hour has come to you from New York City, Cleveland, Ohio, and Milwaukee, Wisconsin, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
2/25/32

ATX01 0031295

note p. 3

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

() ()
10:00 - 11:00 P. M. February 27th, 1932

SATURDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and tonight, we bring you two great orchestras, one from Massachusetts and one from Canada; also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Star Spangled Banner! How goes the daily grind? Me, too - and that's why Mr. Lucky Strike's Magic Carpet is at your disposal - to divert you for a while - So that we all may go places via the route of imagination - and hear appealing melodies, and shake the usual problems that confront us - at least for an hour.

So come on, tuner-inner, and bring along all your adored ones! Let's toy with the skies, and stick pins in the clouds and go gay - the way we always do at the expense of my boss, who likes to have a lotta fun, too.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031296

MR. WINCHELL: (CONTINUING)

Tonight's tour takes us to Boston, Mass., for the horn-tooters and drum-busters at the Cocoanut Grove there, and then we Winchell-leap a bit farther to swap salutes again with Jack Denny and his delightful musickers up in Montreal, Canada.

Into the first notch, fellas! ... Now into second! Let 'er ride! Goodbye, Broadway, and HELLO, COCOANUT GROVE!

(WHISTLE) OKAY, BOSTON!

BOSTON ANNOUNCER:

Welcome to Boston, Massachusetts, and the Cocoanut Grove where the Cocoanut Grove Orchestra, directed by Joe Solomon, will play ...

(_____)
(_____)
(_____)
(_____)
(_____)

BOSTON ANNOUNCER:

The Lucky Strike Magic Carpet now flies down that famous "rock-bound coast" of New England, from Boston to Broadway - to Walter and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Coconut Grove , that's living up to the rating that Steve Fitzgibbon gave you in the Boston Record, fellas ... Glad to have you on our show. They all must have liked you ... This is where that Winchelloafer puts his first few air-a-graphs to press, and after we contact with Montreal, we return for you, Joe. Keep Happy!

- - - - -

If Mary Brian, who now is touring with Ken Murray , the comedian, is tuning in - I wish pretty Mary would wire me yes or no ... I mean, about the romantic chatter that she is supposed to have started in Chicago, and which now is swiftly making the rounds of Times and Longacre Square ... Say, it's not true, Mary - I thought your favorite person was Russell Gleason ... The Newest of the socially registered love sparks is the one ignited between Cornelius Vanderbilt, Junior, and Isabelle Callahan ... Isabelle met Cornelius at Reno last summer, where she legally shook off the name of Mrs. Alexander Phillips ... Wiley Post of the Post-Gatty combination, has completed his plans for another round-the-world flight ... which he hopes to do in half the time... Mary Pickford arrived here without any mystery - summoned the boys and girls on the papers, posed for pictures, and then was left alone to have herself a good time ... As a result, Mary didn't rate one-tenth the publicity received by Greta who tried so hard to avoid it, which just goes to show you what it goes to show you ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Congratulations are due Joan Bennett and Gene Markey, regardless of what that fortune teller in Los Angeles predicted ... Remember what I told you on Thursday night? ... How he said - in referring to Joan - that the stars portend no wedding for her in 1932? ... Well, ever since noon today, Mrs. Reginald Denny and Sally Eilers sponsored a pre-wedding shower for Joan Bennett, whose birthday it is, too - and the affair still is going strong - so join me in wishing them every happiness.

- - - - -

Among other things I never knew till now, is that Will Rogers was christened William Penn Adair ... That when you enter Flo Ziegfeld's home at Hastings, on the Hudson, three parrots call you names ... One of Mr. Z's little jokes, don't you know ... That in one of her most recent statements, Lupe, who has the reporters a little goofy, said: "I will loff no other man but Gareee. I will loff him forever. But I'm a little crazy. Marriage is not for me. I want my freedom, which is more important than anything. I merely stopped loving Gareee - that's all!" ... First she will love Gareee forever, and then she merely stopped loving him ... Now do you see why some of us have hair which is getting gray like a squirrel? ... Florabel Muir reports that "Frankenstein" was the marvel of 1931, shattering box office records wherever it played ... It was Florabel's observation, too, that Carl Laemmle, Junior, tried to end the depression by scaring everyone silly ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And H. I. Phillips, another amusing clown, argues that so many salaries out in Hollywood have been reduced - that most of the screen players don't know where their next divorce is coming from! ... George White, the producer of many musical shows, has a middle name ... It is Alviel - which he only uses on checks, thank goodness ... George only cried once in his life ... And that was when Burns Mantle, the critic, saw White's first "Scandals" and reported: "The Scandals of 1919, proves that a hooper like White should stick to his dancing!" ... Well, Master White again proved that critics are like some fortune-tellers - by producing eleven smash hits in a row ... How embarrassing, Mr. Mantle!- To the local yokels I have this warning to make ... Look out for the latest racket ... Mary Astor, a chorus girl in Ed Wynn's show, was ankling and along Broadway this afternoon, when a man rushed at her/excitedly said: "Look out, look out! Your coat's on fire!" And then he pounded out the alleged flames with his hands ... She thanked him and he disappeared in the crowd ... A moment later, she discovered that her purse wasn't dangling off her arm.

The last time I ran into Will Rogers, I told him that they were saying of him, "Give Will Rogers enough rope - and he'll hang anybody!" Rogers responded that somebody had once asked him how he got away with kidding big men, and he replied: "The query answers itself, for I only kid BIG men!..."

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Everybody raved over the last Marx Brothers movie, particularly that line in it when Groucho said to Harpo: "How much would you charge me to buy back my introduction to you?" ... As a matter of fact, that funny gag was taken from an incident that really happened to Groucho ... One of those think-they're-great celebrities was in New York, and wanted to meet Groucho ... He finally called on him at the theatre and got by the stage doorman - "Groucho", said the hambo, "Why do you dodge me? Surely, you've heard of me?" "Lissen here!" barked Groucho, "I've heard of you for years, and I'm darn sick of it!" ... And that's how his brother Zeppo's nose got broken!

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031301

WINCHELL: (CONTINUES)

The Metropolitan Opera Company tells me that Marek Windheim is one of the greatest comedians that opera has known. Besides being a great singer, he can ACT. In fact, that's how he got his start - as an actor in a little troupe that did one-night stands through Poland. Perhaps you heard his grand voice over these air-waves just six hours ago in the opera "Lakme" broadcast from the stage of the Metropolitan. His acting, of course, didn't cut much ice with you radio listeners, but just wait until television comes around the corner!

HOWARD CLANEY:

If television were here, I would like to show you the actual statement Marek Windheim of the Metropolitan Opera has been kind enough to give us. You will be interested to know that Mr. Windheim has been smoking LUCKIES for five years, and so he knows whereof he speaks. Listen -- "I think of my voice as a delicate instrument requiring the best of care always. How good it is to know that LUCKY STRIKE will always give my throat the best of protection." You too, get that throat protection in LUCKY STRIKE, my friends, because you don't get certain impurities which are naturally present in every tobacco leaf. And the reason you don't get these impurities is that they're out -- the secret and exclusive LUCKY STRIKE "Toasting" Process expels them - drives them out. What you do get is mild, mellow-mild tobaccos - the Cream of many Crops throughout the world....Tobacco that has been aged and mellowed as long as three whole years... When you reach for a LUCKY, you reach for the finest, purest, mellow-mildest cigarette that money can buy. And those facts are exact, so is it to be wondered that more millions reach for a LUCKY than any other cigarette in the world.

WALTER WINCHELL:

That's fine, Howie...Now let's hop over the Canadian border for Denny. Make room for Corporals James LaRue and Paul Pieringer of the Marine Corps at San Diego...And for Ella Young of Des Moines!...Harya Ella!...Boys meet Ella, and Faith Johnson of Milwaukee, and this is Harry Guthrie of Boulder, Colorado...I'm rarin' to go to town, too!...We're off! I mean we're off for Canada!

ON WITH THE DANCE, JACK DENNY (WHISTLE) OKAY! MONTREAL!

DENNY:

Here you are in Montreal at the Mount Royal Hotel where we're going to play.....

(_____)
(_____)
(_____)
(_____)

DENNY:

The border-jumping Lucky Strike Magic Carpet again hops back to Walter Winchell.

(WHISTLE) OKAY! NEW YORK!

WINCHELL:

Very good, Denny...They tell me that after five successful years in Montreal, you're returning to New York....Well, Denny, that's a pip of a record for any orchestra to hang up, and I congratulate you, sir. Stand by, Denny---

HOWARD CLANEY:

And now, ladies and gentlemen, we have a very important announcement to make. The manufacturers of LUCKY STRIKE, the sponsors of this hour, have always been alert and eager to bring to their great American audience those things in which all of you, Mr. and Mrs. America, are most interested -- those things which you most want to hear on the air. This is 1932, the year of national conventions, presidential nominations, great political campaigns -- politics is in the air. We believe that Americans today are most interested in the burning questions of the hour -- in the outstanding National figures of the day -- in the discussion and explanation of those questions by these great personalities.

And so, as a matter of public service, the manufacturers of LUCKY STRIKE Cigarettes have offered to the two great historic parties a special place in the LUCKY STRIKE Hour on Tuesday and Thursday evenings for a discussion of the vital political issues of the day by the outstanding political leaders of each party.

LUCKY STRIKE is non-partisan -- LUCKY STRIKE belongs to the entire public, regardless of political views, and so LUCKY STRIKE will bring you both sides of these questions, through speakers representing both sides. Every Tuesday night, on this LUCKY STRIKE program, you will hear from the Republican Party -- every Thursday night from the Democratic Party -- each with an equal opportunity to reach this tremendous LUCKY STRIKE audience. Next Tuesday is the first night of this great bi-partisan political forum, and we shall have the honor and pleasure of introducing to you the Honorable Simeon D. Fess, United States Senator from Ohio and Chairman of the Republican National Committee.

(MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

Next Thursday it will be an equal honor and pleasure for us to present to you the Honorable Jouett Shouse, Chairman of the Executive Committee of the Democratic National Committee.

--STATION BREAK--

WINCHELL:

The Lucky Strike Magic Carpet's next stop is the Capitol of Massachusetts, where the Cabots and the Lowells won't even talk to the Winchells!....As who will?....At any rate -- climb aboard our magic carpet again, and ride high!....O'mon Mr. and Mrs. Hillier of Victoria, British Columbia! Sit here next to this grand lady, Clara Tidgemeyer of Shaker Heights, Ohio....Mrs. Tidgemeyer meet Ida Daly of Erie, Pennsylvania and Herbert Parker of Cape Cottage, Maine...That's swell...Let's ride!

ON WITH THE DANCE COCOANUT GROVE! (WHISTLE) OKAY! BOSTON!

BOSTON ANNOUNCER:

From the Cocoanut Grove in Boston, Joe Solomon directs his boys to the rhythms of.....

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

BOSTON ANNOUNCER:

Come again to Boston and the Cocoanut Grove! Now the LUCKY STRIKE Magic Carpet dashes back to Walter and his Winchell-ling (WHISTLE) OKAY! NEW YORK!

WINCHELL:

Consider yourself saluted again, Joe Solomon. Plenty thanks for all things while tooting your trumpets for Mr. Lucky Strike....This is where I jot down a few more items before flashing to Montreal.

And here's a slap on the back and a grip on the hand to those gentlemen who are doing so much to keep the Man-A-Block-Plan clicking....This New York City of ours is a little late, perhaps, but nevertheless it is going at it in the huge manner...Within a month, they promise, 100,000 citizens here will be back at work and the papers have finally fallen in line and given it plenty of promotion too -- for which -- thanks!....And the American Legion of Uniontown, Pennsylvania has started it going there -- so Okay, Uniontown, Pee-A!

And the following letter will give you an idea why Mr. LUCKY STRIKE and the rest of us are proud of the results and grateful for the privilege of being of service in helping...Let's not mention names, I'm sure the writers would prefer that I didn't...But this is typical of the countless thousands we've received: "Dear Winchell: You probably have received hundreds of letters like mine, nevertheless: I want to add my sincere thanks and my family's -- for the job I got through the Man-A-Block-Plan...It has given us all new hope, for it looked mighty miserable month after month, and I just want to thank the entire lot of you who started this fine plan, or who have kept it going..." And thank you Mister for your nice letter.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

If Sylvia Sydney is listening this probably will amuse her...It interests me, of course -- because Sylvia has promised faithfully to keep me informed when she did anything drastic...A number of tuner-inners have sent the same observation, and it goes this way: They ask me if I noticed that in "American Tragedy" -- "Ladies of the Big House" and "Street Scene" that Miss Sydney wore a very thin chain about her neck -- the end of which fell into her dress....And what puzzles them all, and me, too, for that matter, is this: Is there at the end of that thin chain any sort of a ring -- I mean a plain gold one -- or is it merely what most entertainers wear -- a "grouch" bag -- in which to keep 1000 dollar bills?....I wouldn't have mentioned it Sylvia -- except that this is Leap Year, so don't write, TELEGRAPH!

To those of us who are on the "inside", it is very funny... I mean the real comedy that is taking place on a certain stage in west 45th Street these performances...The leading man and his mis-leading lady, who are seen in several blazing scenes together, out-distance Garbo and Gable when it comes to that thing called stage Love...But they had a fierce fight a few weeks ago over something and now they get along like a mustache and a cold, in the nose...And they have a number of kissing episodes to go through but the audience never suspects what misery it is for the actress.... Because every time a hot scene is due -- he drives her crazier, by smearing his face and lips with limburg cheese!!!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

My favorite story on Nick, the Greek, one of the most famous sportsmen in the world, is this one....Nick, as any of his historians will testify, never dodged any sort of a wager...He'd bet on anything, and is a good loser, too. I mean, he has never been known to complain or grumble when he had been clipped, taken or flim-flammed.

One dawning after a long night at the game of Nothing Ventured, Nothing Gained -- Nick found one of the other sports walking his way through Central Park. "Say lissen, Nick," said the other chap, "I'll betcha \$2500 that I can put a dime at the trunk of a tree, take 15 paces, and put a bullet thru it with one try."

"That's a bet!" snapped The Greek...The fellow placed the dime at the tree trunk, took 15 paces, aimed his revolver and pierced the dime just as he threatened he would.

"That's pretty good," said Nick as he handed over the money.

"Now, I'll give you a chance to win it back," said the bargain-hunter, "I'll betcha the same amount, I can hit a dime while it's tossing in the air!"

"No," renegged Nick for the first time, "I never turn down a bet on luck -- but I know better than to bet on skill!"

And now stand by folks while Howard Clancy takes you behind the scenes with LUCKIES.

HOWARD CLANEY:

All America - and that means you and you and you - wants the most for every penny it spends! This modern demand for greater value leads you straight to LUCKY STRIKE...the cigarette that gives you more for your money than any other cigarette in the whole wide world! Yes, more for your money...it gives you an extra measure of quality...an extra helping of tobacco goodness...a bonus of added enjoyment! And here's the reason: When "Toasting" expels certain impurities naturally present in every tobacco leaf, it leaves room for that extra measure of tobacco quality....that extra purity...that extra mildness...and hence that extra smoking pleasure! Now, please mark my words...no other cigarette is so pure as LUCKIES...no other gives you so much real tobacco goodness.. no other gives you such delicious flavor...because no other cigarette is "TOASTED." No other cigarette is "TOASTED." And no other cigarette in America offers you the mellowing benefits of that secret process including the use of modern Ultra Violet Rays! And so we repeat: No other cigarette in the whole wide world gives you as much -- or anywhere near as much for your money as LUCKY STRIKE...The finest cigarette you ever smoked.

WINCHELL:

Now back to those happy-go-lucky-strike-up-a-tune-lads in the St. Lawrence sector...Make yourself to home, Mrs. Charles H. Dart of Grand Rapids, Michigan!....Meet Mayor and Mrs. Edward H. Ford of Reedsport, Oregon...See that they're comfortable, Claney -- they're lovely people....Here we come, Canada! Right over Bridgeport, Hartford, New Haven and Providence to greet our orchestra with:

ON WITH THE DANCE, JACK DENNY! (WHISTLE) OKAY! MONTREAL!

DENNY:

The Lucky Strike Dance goes on in Montreal with -----

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DENNY:

This may be the last time I hurl back a cue to Walter Winchell -- that is, the last time from Montreal, so I'll make it a good one (LOUD WHISTLE) and then ALL MEN OF ORCHESTRA: (in unison):

OKAY -- NEW YORK!

WINCHELL:

Ace-high, Montreal -- your Denny crew did you all proud again....Thanks for letting us borrow them...They have class....See you on Broadway, Jack....This is where I let the crowd look over my shoulder while I inspect my mail!

This is for John C. Williams of the U.S. Post Office at TaHunga, California -- Thanks, Mr. Williams -- I keep trying. Besides doing a column in the paper there is Mr. Lucky Strike to serve, too. Yes, I know I'm lucky. But for a mighty long time I wasn't. Good luck to you, too.

Marshall Hyde of Orofino, Idaho: Helen Kane was the creator of the Boop-Boop-a-Doop style in songs. After five years Helen and her husband reconciled.

William Lamb of Red House, New York: Another good plan to relieve the poor, Mr. Lamb goes this way: Whenever a housewife is marketing she can buy an extra bar of soap, or loaf of bread or some sugar, potatoes, or anything and drop it into a special barrel that the shopkeeper puts there for the purpose. And every day the officials can collect these barrels, and distribute the stuff to the needy of the town....They're doing it with great success in Grand Rapids. Maybe we can spread the work and get more towns to copy it.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031311

WINCHELL: (CONTINUES)

William Lorenz, Mattoon, Illinoy: Yes, it really happened and I didn't feel so hot, about it, either. The trouble with anything happening to me, Bill, is all the trouble it might cause. Because at least half of New York would certainly be held under suspicion!

And that Mr. and Mrs. America winds up another of our coast-to-coasters.....Our bill of fare for next week takes us to Anson Weeks grand band at San Francisco, and Vic. Meyers and his orchestra at Seattle, Washington. On Thursday, we leap to Toronto, Canada for a new Lucky Strike Dance Master, LOO-WEE'-GEE ROMANELLI, who will share honors with our older friends Coon-Sanders in New York -- and on Saturday, the Magic Carpet will be pah-lenty busy hopping to Tulsa, Oklahoma for Ted Florito, and to Chicago, Illinois for Gus Arnheim. So don't forget -- and reach for a Lucky and a Lucky Strike Dance Hour.... Until Tuesday night, then, at the very same time, I am, your New York correspondent, Walter Winchell, who found out --

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

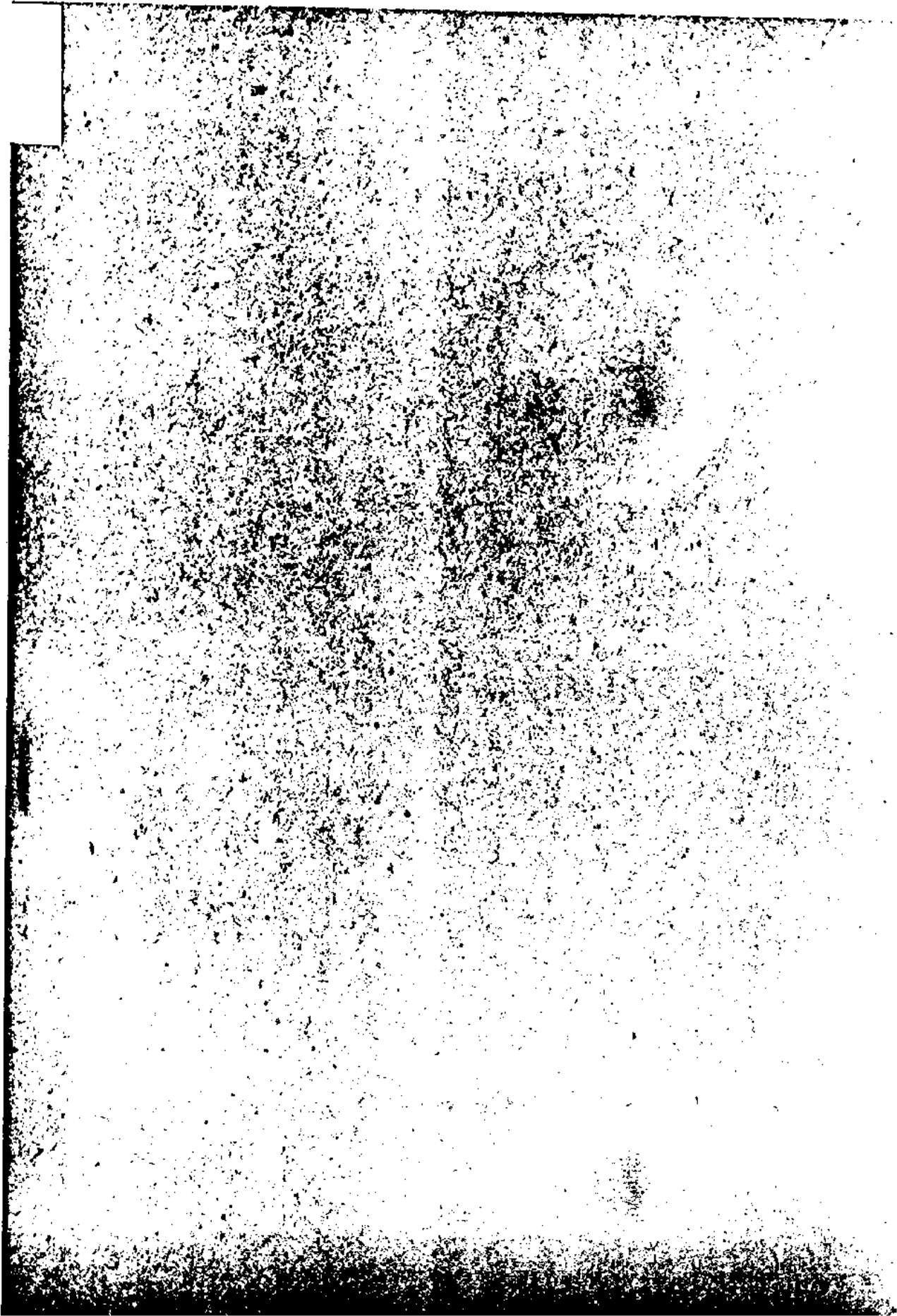
"DO THE NEW YORK" from "FOLLIES 1931" was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City, Boston, Massachusetts, and Montreal, Canada, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/OC/Chilleen
2/27/32

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MARCE



NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs, which depend on a succession of thought.)

TEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

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

March 1st, 1932

TUESDAY

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and tonight, we bring you two great orchestras from two great States, Washington and California; also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States of America! Hello, there, Anson Weeks in San Francisco! Welcome to Mr. Lucky Strike's magic carpet, Vic Meyers and your crew in Seattle! Tonight's long leap across the continent, ladies and gentlemen, promises more excitement than ever. We stop for a minute in every crossroads and hamlet in these United States. For this is the year of 1932, with its presidential nominations and election. Politics are in the air. Everywhere, the burning questions of the hour are being discussed. It won't be long before we will have big political meetings all over the country, conventions, red fire and torchlight parades.

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031315

MR. WINCHELL: (CONTINUING)

Your distinguished speaker later tonight, under the auspices of the Republican National Committee, will be Senator Simeon D. Fess of Ohio, Chairman of the Republican National Committee. On Thursday night, we will go to the Democratic Party, and, under the auspices of the Democratic National Committee, the Honorable Jouett Shouse, Chairman of the Executive Committee of the Democratic National Committee, will speak to you. So climb aboard our Magic Carpet and let's ride the skies. Here we go to Seattle, Washington, following the Northern Air Route. Hello, Yellowstone Park - Hello, Mt. Rainier - Harya, Tacoma! On with the dance, Vic Meyers. (WHISTLE) OKAY, SEATTLE!

SEATTLE ANNOUNCER:

Welcome to Seattle, Magic Carpet passengers. Vic Meyers and his orchestra will play for all you Lucky Strike dancers ...

(_____)
(_____)
(_____)
(_____)
(_____)

SEATTLE ANNOUNCER:

The Lucky Strike Magic Carpet flies out of Seattle to land in its home port, right at Walter Winchell's feet.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Congrats! Vic Meyers - that's giving the show a swift pace, for which plenty thanks ... Be back with you in no time, Victor ... I'm going to try and deliver a pen photograph of Broadway after sundown, for our big tribe of listeners ... Stand by, please.

* * * * *

I made these observations / ^{while} pounding the Broadway pavements an hour ago ... It was nearly curtain time ... Or eight P. M., in New York ... There go chorus girls hurrying down West 45th Street to their respective stage doors ... That's Charlie Ray, who starred in so many enjoyable movies a few years ago, until the sour breaks came, poor chap ... There go Frank Fay and Barbara Stanwyck in a taxi ... And that was Johnny Broderick and Johnny Cordeez, two of the shrewdest and bravest detectives on the New York Police Force ... They nabbed a murderer the other day, who was wanted for killing a crippled girl six years ago ... He will go ^{to} the chair for that crime, because Broderick and Cordes remembered his face and spotted him in a crowd, and caught him after a wild chase. Gee, that Jeanne Aubert gal is lovely ... Look at her hurry to her stage entrance! ... Jeanne came from France two years ago, and clicked in the big time style in New York ... I like her a lot more for what she did the other evening ... She bought 1200 packages of assorted brands of cigarettes ... And had some gentleman friends distribute them to the unfortunate fellows in the long breadline at 47th Street on The So-Called Hardened Artery ... And she didn't even tell her press agent about it - think of that! ...

(MR. WINCHELL CONTINUES NEXT PAGE.)

ATX01 0031317

MR. WINCHELL: (CONTINUING)

That's refreshing in this day and age of hogging the center of the stage ... And so I'll make a note of that - and broadcast it to America ... so that others who can afford to be generous in the Jeanne Aubert manner may copy her act.

* * * * *

Here comes Dorothy Hall, who opens in "Child of Manhattan", Broadway's newest play, tonight ... Good luck , Dorothy! Hope you have a longer run than your last show, "The Greeks Had A Word for It" ... Meet Frank Craven, Dorothy ... He's one of the real gentlemen of the theatre ... Craven, you know, got rich writing and starring in clean plays, Dot, but so did George/^{M.}Cohan ... I'm going to say that on the Lucky Strike Hour tonight, Frank ... Have your friends tune in - we reach a tremendous number of listeners - and you're very welcome ... Gee, if Marlenah Dietrich saw that billboard painting of her on the Rialto Theatre - I'll bet she'd tear her lovely hair out ... The guy who painted that, probably is a Garbo fan ... Look at those electric lights! ... They mean so little for most of the stars who are here today and gone the next ... Wonder if Edward G. Robinson knows that his name is in larger lights than any other actor's in the world right now ... I hope he doesn't take it too seriously ... For all I keep thinking about is Mary Nolan - whose name was in the biggest lights last season this time ... And then things went sour for Mary, who certainly doesn't rate all that hard luck ... Wonder how many people know that the first speakensy in New York was born right there East of Broadway on 45th Street? ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And now look at 'em! ... Good old Broadway ... The best line I ever heard about it was penned by a Baltimore guy ... He hit it right on the nose when he said: "Broadway is merely a Main Street with the spotlight thrown on it"!

WINCHELL: (CONTINUES)

A report just given to the New York legislature says that there's just as much crime in the country districts as in the big cities. BUT -- it's the big city that gets the reputation -- and the big city lawyer who makes the name for crime-fighting. There's a show on Broadway now -- "Counsellor At Law" -- that pictures the whole thing -- and what a swell piece of acting Paul Muni does as the big city lawyer! And now, Mr. and Mrs. Grand people -- whether you live in the city or the country: get this news about LUCKY STRIKE -- the finest cigarette you ever smoked!

HOWARD CLANEY:

It takes an investment of more than one hundred million dollars in the world's choicest mellow-mild tobacco leaves -- the Cream of many Crops -- to make LUCKY STRIKE the finest cigarette you ever smoked! But even after this vast supply is gathered, it takes three years of aging -- of mellowing -- so that Mother Nature and Father Time can bring out the best that's in that fine tobacco. But even then those tobaccos must be given the benefit of the modern scientific "TOASTING" Process -- the process that takes out certain impurities naturally present in every tobacco leaf. With the benefit of purifying heat ... and the benefit of mellowing modern Ultra Violet Rays, the "TOASTING" Process makes LUCKY STRIKE the purest the /mellowest, the most delicious of cigarettes. No wonder LUCKIES are so good -- so kind to your throat! No wonder a great stage star like Paul Muni -- whom Walter Winchell just mentioned -- has been a LUCKY smoker for 9 years! "An actor must always protect his voice and throat," he writes. "And especially in roles as long and strenuous as those I play, he must consider carefully which cigarette he can smoke. That is why my choice is LUCKY STRIKE." Ladies and gentlemen -- if you want the purest, mellow-mildest, finest cigarette in all the world -- you too will reach for a LUCKY instead!

ATX01 0031320

WINCHELL:

That's the signal for your cue, Anson Weeks out there where the Pacific embraces your shore...I'm bringing another great army of tuner-inners with me to hear your tunes, Anson -- so catch us on the first bounce. Come on, Harold J. Wendt of Lander, Wyoming, sit here next to Walter....Meet Earl J. Weadock of Hammond, Louisiana, he's a swelegant guy...Throw it in high, Claney! And look out for those Rockies! The Magic Carpet speeds away.

ON WITH THE DANCIN', ANSON! (WHISTLE) OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

Through the Golden Gate dashes that great army of "Tuner-inners" to the Mark Hopkins Hotel here in San Francisco where Anson Weeks and his Orchestra are waiting to play (TITLES)

(_____)
(_____)
(_____)
(_____)

SAN FRANCISCO ANNOUNCER:

Again the Lucky Strike Magic Carpet streaks through the Golden Gate and high over the towering Rockies to Walter and his Winchell-lingo.

(WHISTLE) OKAY! NEW YORK!

WINCHELL:

Fine, Anson, you and your boys certainly know how.... Stand by for another little while, Anson.

WINCHELL: (CONTINUES)

And now the formal opening of our national political forum. Tonight's speaker is a Republican. Thursday night's speaker will be a Democrat, for Lucky Strike is non-political. Lucky Strike is all-American. We now take you to Washington, D.C., where you will hear the Honorable Simeon D. Fess, United States Senator from Ohio, and Chairman of the Republican National Committee. You think of Senator Fess as a Statesman in Washington. He is a typical American, for he is happiest when he can get away from pomp and ceremony and return to the little town of Yellow Springs, Ohio, where he can don a pair of dilapidated old overalls, put a red bandana around his neck and a broad-brimmed hat on his head, and start for his garden. Born in a log cabin in Allen County, Ohio, Senator Fess had to struggle for an education. He overcame many difficulties. He has always been keenly interested in politics, and as a schoolboy took for his declamation the famous speeches of Webster, Henry Clay, and to this day he can give from memory the nominating speeches of great men in national conventions which have gone down in history as great pieces of oratory. We have great pride and extreme pleasure in introducing to you Senator Simeon D. Fess, Chairman of the Republican National Committee.

SENATOR FESS:

(CLOSING OF PROGRAM AFTER FESS HAS SPOKEN:)

WALTER WINCHELL:

Thank you, Senator Fess. On Thursday night, ladies and gentlemen, we shall have the pleasure of presenting the Honorable Jouett Shouse, Chairman of the Executive Committee of the Democratic National Committee.

--STATION BREAK--

WINCHELL:

And now Mr. and Mrs. America -- let's Winchelleap from Washington to Washington. Back to Vic Meyers and his delightful orchestra. Here we come, Vic! Waving a Howdy-doo to those who smoke Luckies, and to those who will some day, we hope.

Harya, Minneapolis Journal! Denver Post and all the other gazettes that syndicate my sins. The magic carpet is West Coast-bound again!

ON WITH THE DANCE, VIC MEYERS (WHISTLE) OKAY SEATTLE!

SEATTLE ANNOUNCER:

The Lucky Strike Roller-coast-to-coaster is here in Seattle none the worse for its speedy trip over the northern route. Vic Meyers and his orchestra salute its arrival with (TITLES)

(_____)

(_____)

(_____)

(_____)

SEATTLE ANNOUNCER:

Seattle invites all you Lucky Strike dancers to visit us again, as we send you back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's ringing the bell, Vic Meyers! You're a winner every time with me. I've heard what you're doing in Seattle. Live up to your front name, Victor. You have my best wishes. And now this is where I go into the second stanza!

The next battle in the Southwest probably will be between Nevada and Arkansas....Because a corporation has been formed in the latter state to start a new town, which will be named, RENO, ARKANSAW"....I just found out that one of his pals presented Paul Whiteman with a new bass fiddle, but Paul can't get it under his chin!....To the admirers of certain movie favorites, I want to remind them that today is the birthday of John Loder...March 3rd marks the birthday of Edmund Lowe, Edna Best and Jean Harlow.... Eddie Cantor is the proud possessor of an unusually addressed letterHe received it without any delay, although his name and address are not on the envelope....An admirer in Greensboro, North Carolina merely pasted a newspaper picture of Eddie on the envelope and Eddie says he wouldn't part with it for a million dollars, which of course, he would.

If you are a bookworm or a magazine addict then this probably will interest you....It is a paragraph dealing with the real names of some of the better known authors...Frinstance: Gabrielle D'Annunzio is really Gabrielle Rampagnetto....Clemence Dane is Winifred Ashton....Babette Deutsch is Mrs. Abraham Yarmolinsky ...Jake Falstaff is Herman Fetzner...Elinor Glyn is Mrs. Clayton Glyn.. Tom Graham is Sinclair Lewis...Anthony Abbott is Fulton Oursler... Ralph Irons is Olive Shreiner...Nancy Boyd is Edna St. Vincent Hilley and Dorothy Dix is Elizabeth Meriweather Gilmer!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Talk about wild rackets -- the latest around the Broadway night clubs stars the son of a well known and socially registered family. He dolls himself up in his dress clothes almost every night and patronizes the cafes that feature girl revusicals....He always comes alone -- sits at a corner table and waits for the show to end to buy the girls champagne...Then he says to a girl: "I'll bet you a dollar I can kiss you without even sitting near you!".... As a rule, the girls says: "Why that's crazy, of course I'll bet you a dollar you can't kiss me without being near me." And she puts up the dollar...Then the fellow plants a steaming hot kiss right on her pretty lips and after he has had his kiss -- he laughs and says: "Well, I lose!".....In fewer words, for one dollar he goes around kissing the prettiest girls along Broadway!

It happened at a recent party that Beatrice Lillie attended...Miss Lillie, in case you've never enjoyed her adroit comedy on the stage, has a delightful manner of squelching pests, who get in her hair. Off stage she is Lady Peel, but she'd rather you wouldn't bring that up.

At this party, one such annoyner cornered Beatrice, and he said to her: "My dear Miss Lillie. Do you know that I spent \$6 just to see you in your show?"

"Pah-leez!" replied Beatrice (as she gave that indefinable toss of her head, " refunds are made at the box office -- not here!"

And now, Mr. and Mrs. Boston-to-Hollywood -- here's Howard Claney to tell you why you get more for your money when you reach for a LUCKY!

HOWARD CLANEY:

Extra effort -- extra care -- extra time and money -- that's what makes LUCKIES extra good! Extra effort in gathering for your LUCKY STRIKE the finest tobaccos from all over the world -- the mellow-mild tobaccos -- delicious tobaccos -- the Cream of many Crops. It takes extra time, to age and mellow those choice tobaccos for three whole years, until Mother Nature has added all her full, rich flavoring. The tobaccos in your LUCKY STRIKE must be fully matured before we let science step in and complete the job -- by the exclusive "TOASTING" Process. It is the extras in LUCKIES that make them so popular. That's why LUCKIES are the purest of cigarettes -- That's why LUCKIES are always kind to your throat.

WINCHELL:

That brings us back to the Golden Gate, State, Anson Weeks....Howz Governor Rolfe and Mayor Rossi, Anson?.....Please give them both our fondest regards, will ya?....All right, America..... let's ride high! Come on, Sime Silverman of Palm Springs, California -- I'm reaching out for you now, grab my paw!

ON WITH THE DANCIN' ANSON! (WHISTLE) OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

You certainly must have been riding high, Walter. We never saw your magic carpet until just this minute when it settled down on the dance floor of the Mark Hopkins Hotel where Anson Weeks and his orchestra will play (titles)

- (_____)
- (_____)
- (_____)
- (_____)

SAN FRANCISCO ANNOUNCER:

It's a long trip from the Pacific to the Atlantic, across this broad land of ours, but this is the way the Lucky Strike Magic Carpet takes it in one stride.

(WHISTLE) OKAY! NEW YORK!

WINCHELL:

Splendid, Anson Weeks -- you and Vic Meyers of Seattle helped a lot tonight to make it a lively show....Say hello to Medbury for me, Anson, and all the boys in your crew. This is where I acknowledge a few letters.

Geraldine Cunningham of Los Angeles: I'm not sure -- because I never knew his middle name. If he's a member of the N.Y. Athletic -- then it's the same McCarthy. Yes, he's very much in love with Mary Mulhern and she with him.

Arline Shukan of Lowell, Mass....We can't repeat orchestras too often, Arline -- we are trying to cover the entire country, you know....We'll have him again, however, in the summer, I'm sure. Yes, his orchestra went big.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Walter Sullivan of Austin, Texas: Yes, I know about that Woman's Sewing Club in Utica, New York, naming their club after me....You see what happens? You'd better not become a newspaper man, Walter.

John Kerwin of Bridgeport, Connecticut -- Yes, "He Loved her but the season closed" is an old theatrical expression. So is "Meet the wife -- but not too often!" You're very welcome, John Kerwin.

And that, ladies and gentlemen, brings down the asbestos on another of our air squadrons....On Thursday night we inherit another new orchestra -- Loo-wee-gee Romanelli, whose orchestra comes with high marks from Toronto, Canada. Loo-wee-gee's crew will split the honors that night with the Coon-Sanders Orchestra playing from New York City. And don't forget the National Political Forum will continue Thursday evening -- tonight we heard from the Republican Party -- on Thursday night we shall hear from the Democratic Party. The distinguished speaker will be The Honorable Jouett Shouse, Chairman of the Executive Committee of the Democrat National Committee.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

So until Thursday night at the same time, I remain Your New York correspondent, Walter Winchell, who was riding in the subway an hour ago, and a man got up to give a lady his seat. The woman was so surprised she fainted...However, when she recovered consciousness, she thanked him. THEN HE FAINTED!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

The LUCKY STRIKE Dance Hour has come to you from New York City, Los Angeles, California, Washington, D.C. and Seattle, Washington, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Chillien
3/1/32

ATX01 0031329

NOTE TO ANNOUNCER: (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought.)

TIME: () WEAF

THE LUCKY STRIKE DANCE HOUR

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

MARCH 3, 1932

THURSDAY

(THESE SONG -- One chorus of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes, with the world's finest dance orchestras - tonight we bring you two great orchestras - one from Toronto, Canada, and the other from New York City -- also, your New York Correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States, and cousin Toronto, Canada, the newest of the cities to join the Lucky Strike Dance Hour!

And welcome to our big tribel, Loo-wee-gee Romanelli and your orchestra! It looks like a lively music show with you across the Canadian border and the Coon-Sanders group playing from this town of ours, New York City.....From Manhattan to Los Angeles -- from border to border -- politics is on every tongue...the presidential campaign with its vital questions is the big issue of the day.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031330

WINCHELL: (CONTINUES)

Nominations for the Presidency of these United States will soon be on the front pages of every newspaper in the land. This is an all-American program -- we believe that every American is interested in the burning questions that confront this mighty land -- and in the outstanding national leaders of both historic political parties. And so, later tonight, we present the second speaker in the great National political Forums. Last Tuesday you heard from the Chairman of the Republican National Committee. On tonight's program our distinguished guest speaker will be the Honorable Jouett Shouse, Executive Chairman of the Democratic National Committee.

So come on, you dial-jugglers from all over the North American continent.

Let's go gay on this magic carpet of ours -- and toe-and-heel it to the rhythms of those lads in the Great Dominion across the border-line.

Here we come, Loo-wee-gee in the snap of a finger manner!

ON WITH THE DANCE, ROMANELLI! (WHISTLE) OKAY, TORONTO!

TORONTO ANNOUNCER:

Good evening, Toronto. Welcome all of you Lucky Strike Dancers to The King Edward Hotel, where Luigi Romanelli and his orchestra will play (TITLES)

(_____)

(_____)

(_____)

(_____)

TORONTO ANNOUNCER:

The Lucky Strike magic carpet is heading south out of Toronto and the Province of Ontario, back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK.

WINCHELL:

That's the big idea, Romanelli. Consider your crew among the best....I jot down a few notes here for the first edition, and then after the Coon-Sanders crew toy with their tunes, we salute you again, sir.

At the moment of flashing these news-notes, nothing new by way of a clue to the Lindbergh baby kidnapers has been discovered.....The world that adores the Colonel and Mrs. Lindbergh is grieving with them in their long hours of anxiety, and all of us keep hoping that the Lindberghs, who certainly have done so much for others, will be spared from further worry and heartaches....

The local papers here a few weeks ago told of the discovery of a young actress who claimed that her mother was the late Jeanne Egels...Now, I learn that this young lady, who calls herself Julie Egels, lost her job with a theatrical firm -- because the late Jeanne Egels' mother, who also is named Julie -- has engaged attorneys to restrain her from using the family name...It is the assertion of this actress that she can prove that Jeanne Egels was her mother -- and so another court battle will soon be due.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031332

WINCHELL: (CONTINUES)

William Nichols, brother of Ruth Nichols, the flier, is plotting to make some preacher \$2 richer....His bride will be Katherine Parker...Since she broke off her engagement to Ernest Lubitsch, Ona Munson says that she will go in for no more foreign entanglements...Some of the Hollywood crowd really believe that Jeanette MacDonald's favorite person is Robert Ritchie -- but some of us know that Ritchie has terrific opposition in the very rich owner of a Milwaukee department store...The wedding ring that the west-coasters saw on Jeannette's dainty digit was a ten cent store ring which she neglected to remove between scenes one day....

Now that Ward Morehouse of the N.Y. Sun is on the Hollywood movie payrolls to write scenarios -- Miriam Hopkins will have steady company, for Miriam and Ward are the best of pals, as the saying so amusingly goes....Randolph Scott, who awoke one morning to learn that he was listed in the papers as Lupe's newest arm decoration, prefers having it known that his favorite companion is none other than Florence Lake, who is Arthur's sister....Marie Dressler, who was more seriously ill than they admitted, is convalescing now.... Which is my idea of happy news....But what distressed me more than any of you will ever know was learning a month ago that my pals, Gladys Glad and Mark Hellinger were having their marriage Mexicanned., Of course their bust-up was a terrific shock to all of us who know them intimately....And none of us saw it coming....I didn't know until Mark told me a month ago -- and when I asked him why -- he explained that sour luck had trailed him since that horrible fire aboard that yacht last summer, when Helen Walsh, Glad's best girl friend in the Follies, had perished in the blazes...Gladys never seemed quite the same girl after that.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

She grieved and grieved about Helen and still does -- for it was Gladys who urged Helen to come and have some Sunday recreation, and poor Glad felt that it was her fault ...She never seemed to be able to find any happiness since that accident...And when she told Mark that perhaps she might be happier with her freedom -- Mark swallowed the lump that leaped to his throat -- and agreed to step aside...That's the low-down on their faded romance and I never dreamed at their wedding (at which I was best man and poor Helen was Glad's bridesmaid) -- that all this sadness was to enter their lives....I hope something happens to bring them together again -- for they loved each other so devotedly a long time...Come on Cupid, old kid...Let's see how good your aim is! Mark is in Pittsburgh right now -- and Gladys is making believe she is happier in Cincinnati -- without him.

All in 36 hours, Whirlwind Sophie Tucker made up her recent vaudeville act for the Palace Theatre! She got the call in Buffalo, sat up all night on the train, worked with Harry Yellen next day while he wrote four new songs lyrics in four hours, rehearsed until four o'clock the next yawning, and then, not having had a wink of sleep in two nights, wowed the audience -- as only Sophie Tucker can wow them!

HOWARD CLANEY:

When we interviewed the famous Sophie Tucker in her New York Hotel, she told us with her characteristic vigor: "Sure I smoke LUCKIES. Why? Say, do you think I could put over one of my red hot songs if my throat had even a tickle in it? With LUCKIES, I can forget throat irritation!" You may be sure that LUCKIES' finer flavor is another reason why Sophie Tucker has stuck to them for ten years. For LUCKY STRIKE'S throat protection and richer taste go hand in hand. When "TOASTING" expels certain impurities that nature puts into every tobacco leaf, it naturally improves the flavor. And another thing -- when these impurities are removed, space is left for an extra measure of tobacco goodness... a generous extra helping of quality -- quality that comes from the world's finest tobaccos -- the most tender, most fragrant leaves that warm sunshine can produce! That's why LUCKY STRIKE tastes so much better. That's why it's the purest, mildest, mellow-mildest cigarette you ever smoked.

WINCHELL:

Thank you, Mr. Claney....That serves as the next flash to the Coon-Sanders orchestra playing from the New Yorker Hotel two miles from our mikes. Get your crew ready, fellas....That magic carpet of Mr. Lucky Strike's is bringing such delightful persons as Little Eva Talbot of Somerset, Kentucky -- Eunice Caldwell of Milwaukee, Wisconsin, and George Catlin of Peoria, Illinois,.... Turn on the heat, gentlemen:

ON WITH THE DANCE, COON SANDERS (WHISTLE) OKAY, NEW YORKER!

JOE SAUNDERS:

Carrying on from the Hotel New Yorker we'll do our best to turn on the heat with: (TITLES)

(_____)

(_____)

(_____)

(_____)

JOE SAUNDERS:

Climb aboard the Lucky Strike Magic Taxicab. It's the only one in New York that doesn't stop for traffic lights.

(WHISTLE) OKAY WALTER WINCHELL!

WINCHELL:

Thank you, Coon and Saunders...It sounds plenty peppy from where I'm tuning in. We Winchelleap to Washington from here and then back to Canada. Catch you on the late watch, boys.

And now, ladies and gentlemen -- we present as a great news service to the American people, the national political forum -- Tonight's speaker is a Democrat -- next Tuesday you will hear from a Republican -- Lucky Strike takes no sides -- it belongs to all America...and so we offer both political parties equal opportunity to address all you listeners. Tonight you will hear the Honorable Jouett Shouse, Executive Chairman of the Democratic National Committee. As a newspaper man I feel particularly proud to have Mr. Shouse on this program...for we still count him as one of the great newspaper fraternity...As a young man Jouett Shouse was a cub reporter on the famous Lexington, Kentucky, Herald.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

He rose to become managing editor, and when he moved to Kansas the story of his success was repeated in politics. Within six months he had won a State senatorship on the Democratic ticket, running in a rock-ribbed Republican district. Jouett Shouse loves a close race -- in politics as well as on the turf. Every year you'll find him returning to his first love -- Kentucky -- for the famous Kentucky Derby. It is with extreme pride that we introduce to you this great American, a leading Democrat -- The Honorable Jouett Shouse, Executive Chairman of the Democratic National Committee. MR. SHOUSE:

(MR. SHOUSE'S SPEECH FROM WASHINGTON, D.C.)

WINCHELL:

Thank you, Mr. Shouse. Next Tuesday evening, ladies and gentlemen, we will resume this National Political forum with a speech from one of the great leaders of the Republican Party. Remember, in this forum you will hear both sides of the vital political issues of the day.

--STATION BREAK--

WINCHELL:

And now, ladies and gentlemen -- once again to the Loo-wee-gee Romanelli crew playing from the Province of Ontario.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Loo-wee-gee, old boy -- meet some more of your fans....
This is Betty Parsons of Jackson, Michigan....This is Homer Brown
of Kansas City, Missouri, and this is Frank Andrews of Elk Ridge,
Maryland....They reach for a Lucky Strike Dance Hour instead.

ON WITH THE DANCE, LOO-WEE-GEE ROMANELLY (WHISTLE)

OKAY, TORONTO!

TORONTO ANNOUNCER:

As the Lucky Strike Magic Carpet comes to a stop in
Toronto, Luigi Romanelli and his Orchestra start with (TITLES)

(_____)
(_____)
(_____)
(_____)

TORONTO ANNOUNCER:

With a hop and skip the Lucky Strike Magic Carpet clears
the Canadian Border and starts back to Walter and his Winchell-low-
down.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Very well done, Romanelli....I'm sure they liked you and
your lads -- and that my boss Mr. Lucky Strike keeps getting to be
a better picker of bandsmen every other day. Hear you again soon,
Loo-wee-gee. Ad-ios! This is where I put another edition to
press.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The Man-A-Block Plan certainly has done much throughout the country to melt the breadlines -- for the American Legion and other groups have given it every support and, as a result, thousands and thousands of unemployed fellows are back at work...All of us in the Lucky Strike camp are grateful to those Chambers of Commerce which have fallen in line, and this is to salute some new cities that have responded nobly. Here's yours, Lowell, Mass! Waterbury, Conn., Elizabeth, N.J., and Tulsa, Oklahoma...What city will I name next? Come on, America -- tell it to Winchell, who wants to tell it to the world!

I see by Miss Florabel Muir's Hollywood dispatches to her New York paper -- that some one in the movie colony has presented credentials, showing him to be the representative of a Broadway columnist....This is to inform the magic lantern industry that the man doesn't represent Walter Winchell and I so state now because too many phoney boloneys have been posing as members of my staff, which I haven't and never had...Helene Costello's freedom from Lowell Sherman is now only a matter of moments....And while there appears to be a lot of fun in making the west coast fortune tellers miserable, I join with others, in reminding a clairvoyant that he predicted the Ben Lyon and Bebe Daniels baby would be a boy, which turned out to be a girl....And there is this comforting thought to pass along...Harold Lloyd, I am informed by Laurence Reid, a reliable item-collector, hasn't made a foot of film in a year -- nevertheless, Lloyd has kept his entire staff of stenogs, office boys -- stage mechanics and writers on the payroll at full wages....Put it there, Harold!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mrs. August Belmont, one of the grand ladies of the smart set, according to a colleague, has given up all social activities to devote her time and money to helping the jobless...For which I want to say thanks in behalf of the rest of us who are also trying to be of service.

Tomorrow, March 4, so that her admirers may know, is the birthday of the lovely Dorothy Mackaill, who began her vaudeville tour in Denver today....The most interesting report I've read in an age is the one released by Miss Dagmar Perkins, president of the National Association for American Speech....Miss Perkins announces that the ten most beautiful and charming women in these United States are as follows: Mrs. Reginald Vanderbilt....Mrs. Edward F. Hutton....Mrs. Oliver B. Jennings....Mrs. William Randolph Hearst, Mrs. Oliver Harriman, Mrs. AnnaCase Mackay, Jane Cowl, Elsie Ferguson, Lynn Fontaine and Irene Rich.

The last five are actresses, and none of the ten ladies is under thirty....Miss Perkins, who selected her list of beauties, explained that thirty "is the testing point when the great decision is made as to whether a woman is merely a pretty thing -- or a great beauty.".....Well, perhaps....But any list that leaves out Billie Dove or Joan Crawford is hardly complete -- or maybe I'm prejudiced?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

There's one thing that's always interesting -- new ways to get more for our money! And that's just what Howard Claney wants to talk to you about!

HOWARD CLANEY:

A famous automobile manufacturer is building an enormous number of new cars this year, in the belief that the American people will always buy a great value! This same response to greater value has led more millions of people to smoke LUCKY STRIKE than any other cigarette in the world! And LUCKIES do give greater value. First, they are made of the finest tobaccos that good American dollars can buy -- the mildest, most tender, most fragrant leaves that Mother Earth can grow! That's VALUE to start with! Second, for your throat protection, every LUCKY STRIKE IS "TOASTED", which means that certain impurities naturally present in every tobacco leaf have been expelled. When those impurities go out, extra tobacco goodness goes in! An extra measure of quality goes in! That's value for you! And so we say, no other cigarette in the whole wide world offers you so much for your money as LUCKY STRIKE, the greatest value on any cigarette counter in the world today.

WINCHELL:

Okay, Mr. N.B.C!....Give me back my magic carpet, there are places to go and music to hear as played in the Coon-Saunders manner.

MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Come on coast-to-coaster and have yourself a time with Walter as your pilot!.....Harya, Ted Brown, foreman of all those cow-punchers in the Salt Lake City sector -- Okay, Ted, sit here by me....Meet Mac Weems of Atlantic City, and Sam Wexler of Chicago! All set for a ride in the clouds? Then let's leap!

ON WITH THE DANCE, COON SAUNDERS! (WHISTLE) OKAY NEW YORKER

JOE SAUNDERS:

Again we carry on in the big Hotel New Yorker in little Old New York with (TITLES)

(_____)

(_____)

(_____)

(_____)

JOE SAUNDERS:

And now, Magic Carpet, go right across town to Walter, and don't bump into any sky scrapers.

(WHISTLE) OKAY WALTER WINCHELL.

WINCHELL:

That's bringing the music division to a snappy wind-up, Coon and Sanders. Thanks, again....I read my mail here before calling it another day.

Mrs. Grace Macken of San Francisco..The last reports had Tallulah and Joel MacRea as a new combination...She makes \$5,000 every week.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

George Carnahan of Zanesville, Ohio: The well-known legend about how the expression "The 400" started, George -- is that a chap named McAllister was once asked by a society lady just how many people to invite to a fancy dress ball...He prepared an exclusive list of names, 400 in all -- and there, as the saying goes, you are.

Earle Jones of Fayetteville, Tennessee: Evelyn Laye starred in Mr. Ziegfeld's "Bitter-Sweet" show about two years ago. She was the outstanding hit of the season, a lovely locker and a talented girl...At one time the talk had it that she would marry Ronald Colman, when he got his melting papers, but that chatter has since faded.

Mae Murphy of Brighton, Mass. Thanks for your nice letter, Mae! But I mentioned their birthdays on Tuesday night, Jean Harlow, Edna Best and Edmund Lowe are celebrating their's today -- send my good wishes when you send yours. And that, Mae Murphy, and all you other members of our great big tribe of tuner-inners -- brings me down to my postscript.....On Saturday night we're going to take you all to college again when we broadcast an affair given by "The Green Key" an organization of sophomores of Dartmouth College at Hanover, New Hampshire. The Barbary Coast Orchestra will play the music and they will share the spotlight with our old pal, Gus Arnheim and his crew playing from another favorite port of call -- Chicago, and need I add Illinoy?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUES)

And don't forget, Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Forum -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties. Tonight you heard the Honorable Jouett Shouse, Executive Chairman of the Democratic National Committee. On Tuesday night you will hear from a prominent leader of the Republican Party, (under the sponsorship of the Republican National Committee. Tune in and get both sides of the current questions of the day!

So -- reach for a LUCKY and a Lucky Strike Dance Hour at the same time on Saturday night. Until then, as heretofore, I remain your New York correspondent, Walter Winchell -- who

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

The LUCKY STRIKE Dance Hour has come to you from New York City, Toronto, Canada, and Washington, D.C., through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/3/32

ATX01 0031344

WEAF

TIME: ()

THE LUCKY STRIKE DANCE HOUR

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

March 5th, 1932

SATURDAY

(THESE SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes ... sixty modern minutes with the world's finest dance orchestras, and tonight, we bring you two great orchestras - one from Dartmouth College, and one from Chicago; also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Tuner-Inner and welcome back to the Lucky Strike Dance Hour, Gus Arnheim and your boys ... And just as affectionate a welcome to the newest of our orchestras - The Barbary Coast Crew, playing from Dartmouth College at Hanover, New Hampshire!

Before hopping aboard our magic carpet, ladies and gentlemen, I want to ask the help of the Hollywood newspaper fraternity, to watch out for an imposter, who is presenting himself at the studios there and offering what he calls credentials from me, as my West Coast representative ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATK01 0031345

MR. WINCHELL: (CONTINUING)

This is to say that I have never had and do not have now - any accredited news deputies. And thank you for anything you do about it.

All right, Mr. N. B. C.! How are all you new listeners in Shreveport, Louisiana, and welcome to our Lucky Strike Network, Station KTBS! Clear the way, please! ... This Happy-Go-Lucky-Strike crowd is dance-melody-bound, again, with the rhythms coming direct from Dartmouth College, on the first hook-up. Here we go - all the way from New York into the heavens to cry:

ON WITH THE DANCE, YOU BARBARY COASTERS! (WHISTLE)

OKAY, DARTMOUTH!

DARTMOUTH ANNOUNCER:

Welcome to the campus of Dartmouth College at Hanover, New Hampshire. You are going to dance in our gymnasium at the party of the Green Key, to the music of our own Barbary Coast Orchestra. The first numbers are ...

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DARTMOUTH ANNOUNCER:

Now the Lucky Strike Magic Carpet flies down the Adirondacks, to Walter and his Winchell-low-down.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Thank you, gentlemen. You were delightful ... This is where Reporter Walter wrecks another typewriter with an item or two or three - and then after we contact with Gus Arnheim's boys in Chicago - we signal you, again.

- - - - -

After a long-time ROMANCE - Lois Wilson, one of the lovelier ladies of the magic lantern profession, will middle-aisle it with a gentleman named Winslow Felix ... Kenneth Harlan, who recently won his freedom for the second time and who was reported altar-bound with Paula Johnson - isn't ... The decision to drop the subject happened suddenly the other night ... The report in the New York gazettes the other morning that beautiful Barbara Smith of the "Of Thee I Sing" ensemble - had parted from her recently new groom - turned out for the best ... For the next day, Barbara and the chap who wrote "Lady, Play Your Mandolin" decided that two can live happier than one ... It pained me to learn that Jess Willard, who starred in the prize-ring, is up against it now. It is old news to the west coasters that James J. Jeffries, who was once the favorite among the heavyweight champs, has been refereeing fights at Twenty-five Dollars a show ... But Willard, who made more money in his fights with Dempsey and Firpo - than Jeff got during his entire career - couldn't make good on a \$100 check he cashed the other day ... It seems that his bank out there, had folded up like an accordian and he told the court he is without funds to make that check good ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Perhaps this report will arouse the sympathy of his friends who can afford to help him out ... I know that a lot of you have been wondering why Mrs. Winchell's Walter hasn't been teasing his friendliest enemy - Ben Bernie - all week, as has been the custom ... Well, Bernie explained it the other night, and I'd like to repeat it now ... Just as we both feared - too many tuners-inners misunderstood our battle of the air ... They thought Bernie and Walter were serious about the jibes and flip cracks, when we weren't ... We thought such a war would amuse you all ... and so we sharpened our wits - and proceeded to give each other a piece of our alleged minds ... Please then - don't take us so to heart - and know that we really are good pals, and have been for a long time ... And that we are only kidding ... And that I just found out that in Chicago, where the Old Mice Trap is appearing, they are buying orchestra leaders like Bernie for one dollar the dozen - but what I should like to know, is when did the price go up????

- - - - -

Marian Marsh and Arline Judge, both sufferers from severe attacks of the flu, are now convalescing ... The most convincing of the screen's new villains, is Ralph Harolde, who has been reported by the California papers as being the new steady of the attractive Esther Muir ... Miss Muir, I am assured, still remains in circulation - and that they are merely good friends ... And that Mr. Harolde is making the telephone company richer by using the long distance lines for hours at a time - to swap pretty wordage with a Chattanooga, Tennessee schoolmarm.

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(CONTINUED NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The other morning in the column, I ran what I considered the most beautiful of the sentimental compositions I had ever read ... It is known as the Last Will and Testament of a lawyer known as Charles Lounsbury, in whose pockets they reported it was found, after he died in Illinoy several years ago ... I was told, too, that that will was considered legally perfect by expert attorneys, who finally had the Chicago Bar Association pass a resolution to place it in the records of the Probate Court in Cook County ... After I published it - numerous letters came from readers who were pleased ... Then I got a letter from Irving Berlin this morning ... In which Mr. Berlin also enclosed a song of his called "When I Leave the World Behind", which was inspired, he said, by that Will ... However, Berlin tells me that the Will was not written by Charles Lounsbury, but by a man named Williston Fish, who wrote it for a pamphlet for a banking house ... But what confuses me is this: Berlin says Williston Fish wrote it - yet this song is dedicated to a Charles Lounsbury - and I wish the members of the Chicago Bar Association would enter into the controversy and settle it once and for all, so that the records may be kept accurate.

- - - - -

Among other things that make big paragraphs like these is this: ... It concerns Prisoner No. 15122 (Howard Moore is his name) who is in solitary confinement at Leavenworth for being a slacker during the war ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Yet Prisoner No. 15122, who was jailed for being allegedly afraid to fight - received the Carnegie Hero Medal for risking his life to save another prisoner.

- - - - -

I have been having a little fun with a series of jokes on myself, but I suspect that my contributors have been having a lot more fun ... Recently I started a series of Epitaphs, or Pepitaphs, as I call them ... For instance: "Here Lies Walter Winchell - As Usual!" ... Another from a reader was: "Here Lies Walter Winchell - One Worm to Another" - but the best in a long spell was the one that came today from John J. Reid of New York City ... Here is John's suggestion for my pepitaph: "Here Lies Walter Winchell. OKAY AMERICA!"

- - - - -

And now, folks, here's Howard Clancy ready to give you the bill-of-fare for tonight - a package of LUCKIES!

HOWARD CLANEY:

Do you know why LUCKIES taste so good? ... Why they have that rich, delicious flavor you won't find in any other cigarette? It's because LUCKY STRIKE gives you real tobacco flavor, undiluted by impurities. LUCKY STRIKE starts with the world's finest, mellow-mildest, most expensive tobaccos - the Cream of many Crops. But - there's only one way to make a cigarette really delicious ... and that is to take out certain harsh, irritating impurities naturally present in every tobacco leaf. And LUCKY STRIKE does take out these impurities, for LUCKY STRIKE is the only cigarette that employs that "TOASTING" Process to expel them. That's why LUCKY STRIKE is so much better - better in real, tobacco flavor - better because it's always kind to your throat ... better because every LUCKY is chock full of the mellow goodness of modern Ultra Violet Rays ... better because it gives you more tobacco quality for your money! The finest, purest, mellow-mildest cigarette you ever smoked!

WALTER WINCHELL:

Thank you, Claney ... Dust off that cloud in the back of our Magic Carpet, will ya, Howie? ... So Henry G. Lancaster of Miami, ARIZONA, can have a seat ... Henry wired me that he hears our Lucky Strike programs 1400 feet underground in a copper mine and that's plenty Winchell-low-down! ... Henry Lancaster meet F. T. Myslinski of New Kensington, Pennsylvania, and Pearl Greenblatt of Roxbury, Mass.

Now let's ride the sky, again - to give an affectionate embrace to the Gus Arnheim Orchestra out there in Illinoy.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Here we go, Gus, right over the Susquehanna River -
look! That was Youngstown, Ohio; there's Toledo; there's Elkhart,
Indiana, and this is:

ON WITH THE DANCE, GUS ARNHEIM! (WHISTLE)

OKAY, CHICAGO!

CHICAGO ANNOUNCER:

At the Winter Garden in Chicago, Gus Arnheim and
his Orchestra will play ...

(_____)
(_____)
(_____)
(_____)
(_____)
(_____)

CHICAGO ANNOUNCER:

The Lucky Strike Magic Carpet now travels along the
familiar route back to Walter Winchell ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

You're still packing the same wallop, Gus Arnheim,
it's been too long since we heard your crew, first-rater ... Stand
by until the next cue, Gus ...

HOWARD CLANEY:

Ladies and gentlemen - politics is front-page news from Maine to California! Political rallies - speeches - debates in every town, crossroad and village throughout the land mark the preliminaries of the great Presidential Campaign of 1932. Soon the two historic political parties will hold their Nominating Conventions - meanwhile, all America is rallying to one banner or the other! Next Tuesday night again we bring to you the nationwide political forum - that unique news feature brought to all you listeners as a part of the LUCKY STRIKE program - the distinguished speaker on Tuesday will be the Honorable James E. Watson, United States Senator from the sovereign state of Indiana. Senator Watson speaks under the auspices of the Republican National Committee; and next Thursday night, you will hear the Honorable Joseph T. Robinson, United States Senator from the sovereign state of Arkansas. Senator Robinson will speak under the sponsorship of the Democratic National Committee. Remember - LUCKY STRIKE is non-political. It belongs to no party - it serves all America. Lucky Strike has nothing whatsoever to do with what is said during the time devoted by the Democratic and Republican National Committees to the uncensored expression of their views. We do not even know in advance what will be said, but Lucky Strike is proud again to be of service - Lucky Strike is proud, exceedingly, that it is able to contribute its facilities to the Democratic and Republican parties, those historic parties which have for generations built our country's policies. To be able to offer their great service to the American public is a matter of sincere pride and pleasure to the manufacturers of Lucky Strike Cigarettes.

WALTER WINCHELL:

Now let's go back to Hanover, New Hampshire to hear the Dartmouth Collegiates again.

Please move over, S. Spectre of Baltimore, and make room for Betty Jane Tucker of Conneaut, Ohio, and Jack and Betty Miller of San Francisco ... Throw it to the skies, fellas, we've got a tail-wind with us.

Whoopseeee! We're off! ... Harya, Springfield, Mass., and Manchester!

ON WITH THE DANCE, NEW HAMPSHIRE! (WHISTLE)

OKAY, DARTMOUTH!

DARTMOUTH ANNOUNCER:

Back at the Green Key party at Dartmouth, the Lucky Strike Dance goes on with the Barbary Coast Orchestra playing ...

(_____)
(_____)
(_____)
(_____)
(_____)
(_____)

DARTMOUTH ANNOUNCER:

With a salute to all Dartmouth Alumni, the Lucky Strike Magic Carpet leaves Hanover for Walter and his Winchellingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Two hits in two times at bat is 1,000 percent, Dartmouth ... I can't give you a better write-up than that, fellas. Thanks for the jolly moments - hear you sometime soon again on our tour of the world!

And now for the second edition - with millions of subscribers from all over the land making the job all the more interesting.

- - - - -

I presume that you've read the accounts in the papers about the dramatic critics being accused of destroying the Theatre ... What did not surprise me was observing that Arthur Brisbane, one of the better journalists, agreed that the dramatic critics were smart alecs, whose wisecracks, wrote Mr. Brisbane, are not helping the stage.

Well, I say I was not surprised about Mr. Brisbane's views for he has always been opposed to critics ... So much so - that for a long time, he refused to have any dramatic critic on the New York Journal, one of the papers he edits for Mr. Hearst... and he had a reporter write only notices of praise, no matter how dull the play was ... And that didn't help bring customers to the box office ... So Mr. Brisbane again hired a regular critic, who makes wisecracks and funny ones, too ... And his theatrical pages, as a result, are more readable than ever ... Trust Arthur Brisbane more than any other one man in America, to know when to change his mind.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

I don't believe that anyone should protect the managers, authors, producers and actors from the critics - so much as I believe that the critics should protect Mr. and Mrs. John Public from the army of incompetents who do not blush when they attempt to Barnum the average play-goer ... For trying to be an honest defender of the drama - as a servant of the public, your correspondent was barred from thirty-eight theatres for four years - but finally enjoyed the thrill of having those who exiled me, ask me back - And now I am pleased to report that - as pilot of the Lucky Strike Magic Carpet, my evenings are all taken up.

- - - - -

The Man-A-Block-Plan still is blazing the way for the jobless - and how! ... New York City, after a tardy start, is now high on the list ... And Mr. Shattuck of the Emergency Relief Committee here, following the plan of Grand Rapids, has already contacted with hundreds of local grocery stores to feature huge baskets - into which ladies who go to market, may drop foodstuff for the distressed and needy ... Lockport, New York, is another newcomer, because William Hernby, Commander of the American Legion there, got busy, so thank you, Lockport, New York, you too, Seattle, for the Star Sunshine Club which has fed 343,136 meals to its unemployed ... And to R. H. Martin of Niagara Falls - my boss, Mr. Lucky Strike, is heeding your request, sir, and is sending you the Man-A-Block-Plan ... Thanks for wanting it ... And another bravo to Dr. Nicholas Murray Butler, President of Columbia University, for joining the campaign to put 10,000 New York blacks on the list.

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(CONTINUED NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Getting back to my favorite subject - Actors versus Critics - I want to revive some of my favorites among the Capsule Criticisms ... There was the time, for example, when one cruel critic said of a certain actor: "All the lighting effects in the world couldn't stop you from thinking that this ham wouldn't look better between two slices of rye bread!"

Then there's the other caustic crack by a cruel critic, who stilletoes a well known actress by reporting as follows: "She threw her good knee out of joint last night by over-acting!"

- - - - -

However, there have been just as many nasty digs at dramatic critics ... There was the time, for instance, when a critic went up to Wilton Lackaye, the actor, who was sitting in his club reading a newspaper. Lackaye had appeared on a Lambs Gambol Show that night for the first time in an age ... The critic was tremendously impressed with Lackaye's adroit and artful performance, and wanted to please the actor. "I saw you act tonight at the show," said the affable critic; "Tell me, sir, how does it feel to be such a wonderful actor?"

And Lackaye, without even looking up from his paper, sarcastically groaned: "You'll never know - you'll never know!"

- - - - -

Voltaire called Shakespeare an inspired savage ... Poe had no appreciation of Wordsworth ...

MR. WINCHELL: (CONTINUING)

Coleridge spoke disparagingly of Gibson and Dante was slurred, too - according to his historians ... And it was Balzac who hit it squarely on the head when he said: "Mediocrity is never discussed! ... But Landor's advice is my guide. He said: 'To praise a fault is worse than to commit one!'"

- - - - -

I want to tip off my New York listeners right now, that the Metropolitan Opera is putting on a grand show tomorrow night - every artist is donating his services, and the money taken in, goes to the Musicians Emergency Aid Fund. Believe you Winchell, musicians have taken it on the chin in this depression, and I'm for anything to give them a helping hand. What's more, this is going to be a grand show - can't tell you all about it now, but one number is a wow. It's a parody on an actual musical tryout at the Metropolitan.

HOWARD CLANEY:

LUCKY STRIKE is glad to call your attention to this Metropolitan benefit program. We are pleased to cooperate with the Metropolitan Opera, and we are very proud that three out of every four of the great Metropolitan Opera singers we interviewed, are LUCKY STRIKE smokers. May I read you what just one of these great artists writes - Madam Ina Bourskaya, who will take part in tomorrow night's program: "When I sing in 'Carmen', the role calls for smoking a cigarette ... and for years, I have made very sure that the cigarette is always a LUCKY. For I know that LUCKIES will not irritate my throat." ... Not only stars of the opera - business executives - physicians - but millions upon millions recognize LUCKY STRIKE as the finest of cigarettes - for it gives the double value of rich, delicious tobacco, the Cream of many Crops - plus the throat protection of the famous LUCKY STRIKE "TOASTING" Process. It is this purifying, mellowing process that expels certain harsh impurities naturally present in every tobacco leaf. By expelling these impurities, it leaves room for more tobacco goodness. And so while making LUCKIES kind to your throat, the "TOASTING" Process also makes it more delicious to your taste and gives you more for your money than you will find in any other cigarette. For in Luckies, you get more value, more honest tobacco value than in any other cigarette in all this wide world!

WALTER WINCHELL:

That's the cue to go gay again, ladies and gentlemen - out there with the Gus Arnheim bunch of buglers and bass-drum busters ... Catch this sky-riding crowd for me, Gus - they've been letting me into their homes for over four months now - and I've promised them a Happy-Go-Lucky-Strike time!

ON WITH THE DANCE, GUS ARNHEIM! (WHISTLE)

OKAY, CHICAGO!

CHICAGO ANNOUNCER:

The Happy-Go-Lucky-Strike-Time goes on with Gus Arnheim and his Orchestra playing the dance music. The numbers are ...

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

CHICAGO ANNOUNCER:

The Lucky Strike Magic Carpet rolls up and heads east from Chicago, to Walter Winchell ...

(WHISTLE) OKAY, NEW YORK!

MR. WINCHELL: (CONTINUING)

So poor Dillingham carried out the orders one day - and wound up being sent to bed! ... Get better soon, Joe. Happier days!

- - - - -

Dorothy Randall, Los Angeles: Thanks - but there are so many nicknames for imitators, Dorothy ... On Broadway, imitators are called "carbon copies" or "echoes" ... And then there's "Dittoes" ... Imitation they say is the sincerest form of flattery, but more often is it the sincerest form of insult, as Oscar Wilde once chirped.

- - - - -

George Edwards of Oshkosh, Wisconsin, this is for you, sir. United States Senator Simeon D. Fess, is Vice Chairman of the George Washington Bi-Centennial Commission which is a big job. It was he, who eight years ago, introduced the legislation to make the official celebration of the two hundredth anniversary of George Washington's birth possible.

- - - - -

And that, Dorothy Randall and the rest of you swelegant guys and gals, brings down the curtain on another LUCKY STRIKE Dance Hour ... On Tuesday night next, we bring you an hour of music by Vincent Lopez and his great crew in New York City. And don't forget, Mrs. and Mrs. America, on that night, you will again hear that unique, news feature - the National Political Forum.

(MR. WINCHELL CONTINUES NEXT PAGE)

WALTER WINCHELL:

Thanks more than I have time to tell you, Gus Arnheim - and please share this handshake with all your crew ... I gotta look over a letter or so - and wind up the show right to the moment, you know.

- - - - -

Janet Lomborg, Nutley, New Jersey, this is for you, Janet ... The best lesson in tact that I know of is this - always remember a woman's birthday - but never her age!

- - - - -

Carl B. Kraus of Omaha says that there has been a controversy on the sports pages about what should baseball umpires wear, and Carl wants me to make a suggestion. How about spectacles, Carl?

- - - - -

Joseph Weitzner at the Red Cross Mt. Alto Hospital in Washington, this one is for you, Joe ... Charles Dillingham, a fine show producer, once was Charles Frohman's press agent ... And Mr. Frohman just couldn't be bothered about seeing a doctor when he felt ill ... So he always sent Mr. Dillingham after telling him where he had his pains. "You tell the doctor," said Mr. Frohman, "just where you ache, see? Then come back and tell me what he said to do for it."

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Your distinguished speaker on Tuesday, under the auspices of the Republican National Committee, will be the Honorable James E. Watson, United States Senator from Indiana; while on Thursday you will hear from the Honorable Joseph T. Robinson, United States Senator from Arkansas, under the sponsorship of the Democratic National Committee. So until Tuesday night at exactly the same moment, I remain, Your New York Correspondent, Walter Winchell, who just figured out that if one were to take all the radio masters of ceremonies and laid them end to end - that - IT WOULDN'T BE SUCH A BAD IDEA!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

The LUCKY STRIKE Dance Hour has come to you from New York City; Hanover, New Hampshire; and Chicago, Illinois, through the facilities of the National Broadcasting Company.

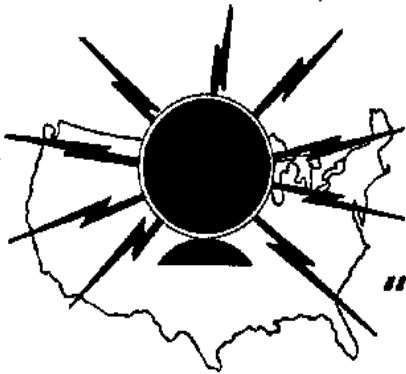
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The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, MARCH 8th, 1932.

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour,
presented for your pleasure by the manufacturers of Lucky Strike
Cigarettes - sixty modern minutes with the world's finest dance
orchestras, and your New York correspondent, Walter Winchell, of
the New York Daily Mirror, whose gossip of today, becomes the news
of tomorrow! Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. North, South, East and
West - and welcome back to The Lucky Strike Dance Hour, Saynore
Vincent Lopez!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

You clicked in the big-time style for us the last time you hopped aboard our Magic Carpet, Vincent - and the mail response from our tuner-inners demanded that we bring you back soon, again ... And this, sir, is what we call Soon! ... So come on, Lopez! We're North American Continent bound, once more - with your name in the lights. And the starting point is from the smart Hotel St. Regis in this New York of ours!

Here's your seat, Mildred Nixon of Forest Hills! Right next to Pilot Winchell ... And you sit here, Laura Snyder of Sharpsburg, Pennsylvania!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031364

MR. WINCHELL: (CONTINUING)

Throw it in gear, you Fifty-three Key Cities! That's covering these United States in the LUCKY STRIKE manner!

ON WITH THE DANCE, VINCENT! (WHISTLE)

OKAY, LOPEZ!

VINCENT LOPEZ:

Lopez speaking! We're starting the Lucky Strike Dance in the Hotel St. Regis with ...

(_____)
(_____)
(_____)
(_____)
(_____)
(_____)

VINCENT LOPEZ:

The Lucky Strike Magic Carpet flies back to Walter and his Winchell-low-down.

(WHISTLE) OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Thank you, Vincent Lopez ... You're familiar with the way we put our editions to press, I'm sure ... Right here, I juggle my wordage awhile - and then comes your second signal. Stand by, Vince.

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(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

I know that this will first startle the movie colony on the west coast - and then it will amuse them ... When I report that Lina Basquette, once a movie actress herself out there, now appears in Eastern cinema theatres, and Lina lectures - on of all things - The Evils of Hollywood! ... It was known all along that as soon as the "Band Wagon" show broke up, that Adele Astaire - would sail with her mother for the old country - London, as a matter of fact, - where Lord Cavendish is getting impatient ... Adele will depart this Friday with trunkloads of trousseau - but her brother, Fred, will not attend the wedding ... Because Fred is plotting his own - and her name is Phyllis Potter - of Manhattan's social sector ... Other romantic chatter in the local yokel places - is that the Eddie Buzzell - Susan Fleming combination has reached the serious stage - for Eddie and Susan have been keeping company for almost five weeks now - and that's the Hollywood deadline ... She is better described as one of the prettier girls who climbed out of the "Scandals" ensembles - or to be more specific - a recent George White Hope.

- - - - -

The newest pretty person to be signed to a long term contract in the galloping gelatins - is Helone Haskins, whose beautiful face and figure you see so often on the fronts and backs of almost any magazine... The illustrator who copies Helen's beauty and peddles it at fancy prices ... is McClelland Barclay - her husband ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031366

MR. WINCHELL: (CONTINUING)

At this moment, Mr. Ziegfeld's newest show is bidding for popularity at the temple of amusement that bears his name ... In it, Buddy Rogers and Lupe Velliss are making a stronger bid for New York esteem ... with Lupe netting herself a mere 4500 smackers every week - whether the critics like her or not ... The road indications are that Bert Lahr, the star comedian in it, will run away with the critical opinion ... He always does ... A writer for one of the motion picture gazettes, who pen-names himself "Beverly Hill" twits Mr. Lucky Strike's Walter because I recently reported that Greta Garbo had one favorite male pal in New York ... The writer refuses to argue about it, he says, because he observed Greta out there in a jewelry store buying a man's wrist watch ... And that when he urged the shopkeeper to tell him the name inscribed in the timepiece, the watch peddler said: "I want to stay in business a long, long time." ... That watch might have been for Robert Reud of the Charles Frohman and Gilbert Miller theatrical offices - but I'd bet even money, it was for the young assistant in the hotel flower shop ... A reward, no doubt, for the way he protected Greta when she was here, playing hide-and-seek with the press.

- - - - -

Among other last moment flashes among the romancers, are these: Graney Gratz and Paulette Goddard, who recently was among the Renotables ... Adrienne Ames, the new flicker player, and Al Kaufman - who was reported many times as being on the verge of reconciling with Rita Kaufman, his ex-squaw ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

This report now fades with the spark ignited by Miss Ames ... And the most arresting of the heartbeats is that one which links a prominent banker's son, who has finally given up all hope of ever getting Sylvia Sydney to listen to reason ... The son who is practically single again - and Maritza, Yurrop's newest contribution to America - are on fire ... Maritza is the pretty person who landed on the front pages after Charlie Chaplin did a rave about her to the European newspapers ... Then Famous-Players came along - and so did one of the wealthier banker's sons..

- - - - -

Take heart, you folks who think you're out of favor with Lady Luck - it may be all for the best! Take Edward Johnson, frizample, who for ten years has been sitting pretty as a tenor in the grandest of grand opera - the Metropolitan. . Johnson was a struggling young lawyer, and I mean struggling. . To keep body and soul together, he found a job singing in a church. And then his sour luck certainly turned out to be sweet!

HOWARD CLANEY:

That sets the stage, Mr. Walter Winchell, for me to read a statement Edward Johnson has kindly given us! Here's what he told us in an interview backstage at the Metropolitan: "After a strenuous performance, I enjoy LUCKIES' delicious 'TOASTED' flavor. When I smoke a LUCKY, I have no worries about throat irritation, thanks to your 'TOASTING' Process." Here's an interesting point, Mr. Johnson: When Toasting drives out certain impurities, it not only protects your throat, it also improves the flavor of the tobaccos. And that's a real achievement, for the tobaccos in LUCKIES are chock full of honest tobacco flavor to start with! They're the most delicate, the most fragrant, the mellow-mildest leaves on the face of the earth! And so it's LUCKY STRIKE's real tobacco flavor - as well as its throat protection - that has led more millions to smoke LUCKIES than any other cigarette in all this wide world.

WALTER WINCHELL:

Now for your second flash, Vincent Lopez over there around the corner at the Hotel St. Regis ... Let's go all over the States - and up to the Yukon and down to the Canal Zone.

ON WITH THE DANCE, VINCENT! (WHISTLE)

OKAY, LOPEZ!

VINCENT LOPEZ:

The Lucky Strike Dance goes on at the Hotel St. Regis with ...

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VINCENT LOPEZ:

Now we hop across the little canyon of 55th Street in New York to Walter of the Grandest Canyon ...

(WHISTLE) OKAY, WALTER WINCHELL!†

WALTER WINCHELL:

That was puh-lenty puh-retty, Professor Lopez. You get another chance to catch your breath here, Vince - Stand by, please.

- - - - -

And now the curtain rises/^{again} on the national political forum, our special news service for the American people! Tonight, the speaker is a leading Republican ... On Thursday, you will hear from a prominent Democrat. Lucky Strike belongs to no party. It serves all America. The speakers on these programs are presented under the direction and auspices of the two historic political parties. They speak their minds to you without absolute freedom. None of us know in advance what they are going to say. Tonight, we have the privilege of hearing the Honorable James E. Watson, United States Senator from the sovereign state of Indiana, who speaks under the auspices of the Republican National Committee.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Eight presidents have entered the White House since Senator Watson first entered Congress over thirty-seven years ago! Few men in public life can call more people by their first names than the amiable Senator. He's a great favorite in Washington, especially with the page boys in the Senate. James Watson "lasted" at De Pauw University until in his senior year. So he often says: "De Pauw has turned out many a good man." He has never been known to take a vacation, but is an ardent fan for the movies, opera and baseball - and also enjoys reading Shakespeare! His favorite relaxation is working out cross-word puzzles with his three sons and his daughter at dinner-time. And so we are proud to introduce this extremely human and home-loving American, this eminent Republican - Senator James E. Watson!

(SENATOR WATSON'S SPEECH HERE)

You have heard Senator Watson present the Republican point of view. On Thursday night, you will hear from the Honorable Joseph T. Robinson, United States Senator from the sovereign state of Arkansas, who will speak under the auspices of the Democratic National Committee.

- STATION BREAK -

And now back to the appealing rhythms and melodies as arranged by that long-time top-notch, Vincent Lopez, and his famous the-land-over orchestra.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Meet some of our tribe, Vincent, Mr. and Mrs. Joe Foster of Greenville, South Carolina, who want to go cloud-bumping on our Magic Carpet. Hal Jones of Utica, New York, Jack Winston of Chicago and Marion Schmidt of Davenport, Iowa!

ON WITH THE DANCE, ST. REGIS! (WHISTLE)

OKAY, LOPEZ!

VINCENT LOPEZ:

This time, we're going to play ...

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

VINCENT LOPEZ:

Now the Lucky Strike Magic Carpet, faster than lightning, makes the jump from the southeast corner of 55th Street and Fifth Avenue, to the northeast corner.

(WHISTLE) OKAY, WALTER WINCHELL!

WALTER WINCHELL:

Thanks again, Vincent, for selecting so contagious a group of tunes ... I know that they can't write new ditties for you fellas every day ... but no matter how old they are - your crew makes them sound new-born ... I put another edition to press right here, Lopez - and then you go to town, again!

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

You've probably witnessed her exciting act in the better picture houses ... Her name is Charlotte Ayres - and she's a bit of a thing - very attractive, too, in her white tights and long, blond hair ... She is the only girl in a foursome of adagio dancers - and the act excites any audience with its sensational acrobatic stunts ... They toss her from one end of the stage to the other - or they swing her about their heads as they would a lasso, or throw her about while they use her as a skipping rope ... It's a thrilling routine.

But what I started out to tell you about Charlotte Ayres was this ... That on the Sabbath, when she's in New York - for want of real excitement and a thrill - this pretty girl teaches Sunday School on Washington Heights.

* - - - -

It probably could happen in other towns outside of mine -- but this actually happened a week ago - and if ever there was a more severe form of torture, I've never heard of it ... A certain show girl has a terrible headache because some woman, who didn't sign her name to the card, sent her a lovely corsage of gardenias.

The card accompanying the posies merely let the show girl know that the wife was hep to her - for it contained this caustic message: "In appreciation of the care you took of my husband - while I was in the hospital."

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

The war against the dramatic critics appears to be getting louder, but it could hardly get any funnier ... Unless it is recalled that the critics who have had their own plays produced - received stiffer socks from their colleagues ... Take good old Bide Dudley, A Leavenworth Kansas boy, for instance - who has been a critic for over 25 years here in New York ... Nowadays, Bide is a radio editor, and he reviews shows on the air as a side line.

But oh, how his neighbors on the aisle seats roasted his play, which Bide called, "Oh, Henry!" ... One of the critics summed it up in two words like this: "Oh, Bide!"

- - - - -

Now let's stop off at the cigarette counter, and buy a pack of Luckies from Howard Clane!

HOWARD CLANEY:

Compare the value you get in an automobile today with what you used to get for the same money! That is because scientific genius has found ways to give you sweeping new improvements without increasing the price. Lucky Strike has done the same thing. It gives you many extras, much greater value, more for your money than any other cigarette, regardless of price. First, Lucky Strike gives you the finest tobaccos - the richest, most fragrant, most tender, the mellow-mildest tobacco that Mother Earth can produce! That's more for your money! Second, Lucky Strike gives you throat protection, which is one of the priceless benefits of the "Toasting" Process. That's more for your money!

(MR. CLANEY CONTINUES NEXT PAGE)

ATX01 0031374

MR. CLANEY: (CONTINUING)

Third, when "Toasting" expels certain impurities that Nature locks up in every tobacco leaf, it leaves room for an extra helping of real tobacco goodness. That's more for your money! Your taste will tell you - your throat will tell you - for no other cigarette in all the world is as generous as Lucky Strike in purity, quality, and value.

WALTER WINCHELL:

You're next, Vincent Lopez! ... Let's ride the clouds, again - and be everywhere on the Continent at the same time, big timer.

ON WITH THE DANCE, LOPEZ! (WHISTLE)

OKAY, ST. REGIS!

VINCENT LOPEZ:

We'll ride the clouds with everybody dancing to the strains of ...

(_____)
(_____)
(_____)
(_____)
(_____)
(_____)

VINCENT LOPEZ:

And now the Lucky Strike Magic Carpet takes you back to your New York correspondent.

(WHISTLE) OKAY, WALTER WINCHELL!

MR. WALTER VINCHELL:

Another masterful job, Lopez ... I'm sure they all were delighted with you, again ... I've only a few moments left to acknowledge some of the mail - see you along the Grandest Canyon, Vincent.

- - - - -

To the Boys of Cell House "D" at Leavenworth, Kansas: The Camorra of Naples, was originally formed by a band of old convicts. The person who desired to enter it had to prove that he was guilty of at least one assassination ... Once a member, there was no getting out of this powerful organization ... And the chief of the Camorra, by the way, (and I trust Mr. Bernie is listening) is called "The Maestro"!

- - - - -

Alene West of Warsaw, North Carolina: That's not quite true, Alene, but they will tell you that most of the marriages along Broadway are between people who want to get even with each other.

- - - - -

George H. Lawton of Greenwood, Maine: The night club business /is pretty flat in New York ... It went sour a year ago and hasn't caught its breath since ... No, George Gershwin is a bachelor.

- - - - -

(MR. VINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

T. A. Storey of Carcross in the Yukon: I'm glad that you get our programs so clear up there a few hundred miles south of the North Pole, Storey ... I wonder if the weather in the Yukon has been as cold and windy as we've had it in New York the past few days ... No, all the chorus girls on Broadway are not beautiful and dumb ... I met one last night, however, who was dizzier than a Scotchman who had dropped a dime in - a revolving door.

- - - - -

And that, Mr. Storey, away up there in the Yukon, and all you other tuner-inners, concludes another Lucky Strike Dance Hour ... On Thursday night, we Winchelleap to Bare-linn, Germany, for Dajos Bela's Orchestra who will split the honors that night with Joe Moss and his great crew playing from New York City. And don't forget the National Political Forum will continue Thursday evening - tonight we heard from the Republican Party - on Thursday night, we shall hear from the Democratic party. The distinguished speaker will be The Honorable Joseph T. Robinson, United States Senator from Arkansas, under the sponsorship of the Democratic National Committee. So until Thursday night, I remain as faithfully as heretofore, your New York correspondent, Walter Winchell, who thinks the best way to relieve the unemployment sitch-ee-ay-shun is to put a million men to work digging the hills away from in front of the poorhouses!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD GLANEY:

"THAT'S WHY DARKIES WERE BORN", "LIFE IS JUST A BOWL OF CHERRIES" and "THIS IS THE MISSUS" from "Scandals 1931"; "BETWEEN THE DEVIL AND THE DEEP BLUE SEA" from "Sea Rhythmania"; "LET'S HAVE ANOTHER CUP OF COFFEE" from "FACE THE MUSIC"; "OF THEE I SING" from the show of the same name; and "SHE DIDN'T SAY YES" from "Cat and The Fiddle" were all played by special permission of the copyright owners.

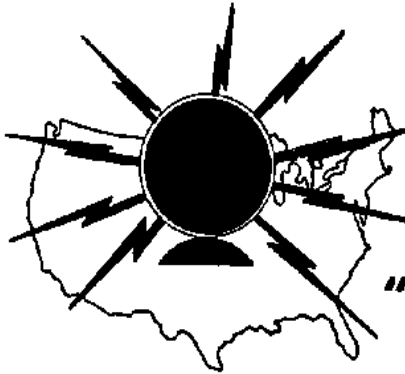
"The LUCKY STRIKE Dance Hour has come to you from New York City and Washington, D.C., through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/CC/Challien
3/8/32

ATX01 0031378

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. . . . WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, MARCH 10, 1932

(THEME SONG - One Chorus Of "HAPPY DAYS ARE HERE AGAIN" with Vocal Refrain. Immediately Followed By Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Tonight's Lucky Strike Dance Hour will again attempt to defy space and time - for tonight we are taking you thousands of miles away from New York, by short wave...over the Atlantic Ocean to Berlin, Germany, where you will hear the famous Dajos Bela Dance Orchestra - and from New York, one of America's dance groups -- Joe Moss and his Orchestra, also, your New York correspondent, Walter Winchell, of the New York Daily Mirror - whose gossip of today, becomes the news of tomorrow. Mr. Walter Winchell!

WINCHELL:

Good evening, America and Vee Gates, Doytchlahnt!

Tonight's exciting 4000 mile ride in the clouds, ladies and gentlemen, will mark Mr. Lucky Strike's second attempt to rivet Barelinn -- in the old country with the new....Provided, of course, Old Man Statio, and his fickle girl friends, the Elements, are as liberal with us, as they were the last time we crossed the Rhine! Where the time now is 4 o'clock tomorrow dawning.

Come to think of it, though -- Your Pilot Winchell -- really hasn't a complaint to offer about weather conditions...Only once -- out of the eight tries to connect with a foreign port, were we two-timed. You remember, don't you? The time we tried to get Paris and we got a headache!

So come on -- you magic carpet pals of mine -- let's hop! Here we go -- from The Borough of Manhattan in the City of New York right over the funnels of the Steamers Brittanic, Antonio and Doytchlandt now on the high seas!

ON WITH THE DANCE, HERR BAYLA (WHISTLE) OKAY, GERMANY!

BERLIN ANNOUNCER:

Welcome to Germany, ladies and gentlemen of the United States. We invite you to dance in Berlin as Dajos Bela and his orchestra play --- (TITLES)

(_____)

(_____)

(_____)

(_____)

BERLIN ANNOUNCER:

And now we will ride over Germany, the Rhine and the broad Atlantic Ocean, back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Nice, nice, Herr Bayla! Zare shane, zare shane. I speak German not so hot, Professor -- as Marek Vebber must have told you. But I mean well, I mean, sir, to tell you, for all of -- us on this side of the Big Creek -- that your music is delightful and that it was among the thrills to meet you this way.

Hear you again, Germany, after I put my first edition to press, and Joe Moss, and his boys -- represent America with a tune or two or three.

One of the more amusing tales making the rounds of Longacre and Times Square, deals with Richard Halliburton, the author and lecturer....Richard, who is a good looking chap, invariably gets a return date wherever he talks before Ladies Clubs....Because, it appears, he has a way with him, and because on the night he leaves the town, he sees to it, that the club secretary receives a boo-kay of eleven American Beauty roses....To which Halliburton attaches a card with these words: "Thanks for making my stay so pleasant. There are only 11 American Beauties in this boo-kay -- eleven, my dear -- because you are the twelfth!".....Isn't he the one, tho?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031381

WINCHELL: (CONTINUES)

You remember that famous will I told you about last week the one that was considered legally perfect and was entered into the Chicago Bar Association's records. Mr. Lucky Strike thinks it is something every one should hear...He suggested that I relate part of it to you tonight...So lend me your ears, my countrymen and women -- and let me treat them to a masterpiece...The Will follows: I give to good fathers and mothers, the world over, in trust for their children, all good little words of praise and encouragement, and all quaint pet names and endearments, and I charge said parents to use them justly, but generously....I leave to children exclusively, but only for the term of their childhood, all and every flower of the field, and blossom of the wood, with the right to play among them freely, according to the customs of children, warning them, at the same time, against thistles and thorns...And I leave to children the long, long days to be merry in a thousand ways, and the night, and the train of the Milky Way to wonder at, but subject, nevertheless to the rights hereinafter given to lovers.

I devise to boys, jointly, all the useful idle fields, the pleasant waters, where one may swim, all snowclad hills where one may coast, and streams and ponds where one may fish, or where, when grim Winter comes, one may skate...To lovers -- I devise their imaginary world, with whatever they may need, as the stars of the sky -- the red roses by the wall -- the bloom of the hawthorne -- the sweet strains of music, and aught else that they desire to figure to each other the lastingness and the beauty of their love.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031382

WINCHELL: (CONTINUES)

To young men, jointly, I devise and bequeath all boisterous and inspiring sports of rivalry, and I give them the disdain of weakness and undaunted confidence in their own strength... Though they are rude, I leave them the power to make lasting friendships, and of possessing companions -- and to them -- exclusively -- I give all merry songs and brave choruses to sing with lusty voices... And, to those, who are no longer children, or youths, or lovers, I leave memory -- and bequeath to them the volumes of Burns and Shakespeare -- and of other poets (if there be others) to the end -- that they may live the old days over again, freely and fully.

And to our loved ones with snowy crowns, I bequeath the happiness of old age, the love and gratitude of their children, until they fall asleep."

As a matter of fact, folks, after reading that beautiful will -- I am now convinced that columnists like myself are merely good listeners -- trying to be writers!

And now, Mr. and Mrs. Lucky Strike Tuner-Inners, here's where I hurl this microphone right over home plate to Howard Glaney, the man who knows his cigarettes inside and out. He's going to tell you why it is so wise to reach for a Lucky instead of a cough.

HOWARD CLANEY:

What's more embarrassing than a loud, booming cough in the midst of a thrilling scene on the stage or at the opera? Embarrassing to the cougher, annoying to the audience and of course to the artists. And how unnecessary -- every great singer knows how easy it is to guard against throat irritation...for instance, three out of four of the singers we interviewed at the Metropolitan Opera depend on Lucky Strike for throat protection. May I read you what one of these artists has written to us: Gustav Schutzendorf, who sang last night in the opera, "Lohengrin." "An opera singer's voice is a hard taskmaster," Mr. Schutzendorf writes. "It demands constant attention. I never irritate my throat. Lucky Strike and my voice are old friends." Millions, like Mr. Schutzendorf, started to smoke Luckies purely out of a desire for throat protection...and discovered that in addition Lucky Strike was the world's most delicious cigarette. It is only natural that these two virtues should go together. The only way to make a cigarette delicious is by starting with the finest tobaccos, and then driving out certain cough producing irritants which nature grows into every tobacco leaf. That's exactly what Lucky Strike's exclusive "Toasting" Process does. It not only makes Lucky Strike the purest, mellow-mildest^{of}/cigarettes -- it makes room for extra delicious flavor...it gives the choicest tobaccos the flavorful goodness of mellow Ultra Violet Rays. That's why Lucky Strike is always delicious to your taste...and always kind to your throat. Lucky Strike gives you more real, honest value for your money than any other cigarette in all this wide world.

WINCHELL:

Okay, Joe Moss and your grand band...This is where you star again, Joseph...Your Lake Placid reception was a honey -- and this big Lucky Strike family of ours go for your in the affectionate manner...Tell them the tags of your tunes, Joe.

MOSS:

Okay, Walter, they are -- (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

MOSS:

This is where you carry on, so Okay, Walter.

WINCHELL:

That's keeping the show going at a breezy clip, Joe Moss...Thanks for everything:....

And now, Ladies and gentlemen, the opening guns of the great presidential campaign of 1932 are being fired on every political front...And so Lucky Strike brings you again tonight radio's unique news feature -- the National Political Rally! Tonight the distinguished speaker is a leader of the Democratic Party.... next Tuesday night you will hear from a leading Republican. Lucky Strike takes no sides....Lucky Strike serves all America and offers the two historic political parties an equal opportunity to present their views on this radio program.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The speakers on these programs give their views with absolute freedom -- none of us know in advance what they are going to say to you. Tonight we bring you the Honorable Joseph T. Robinson, United States Senator from the sovereign state of Arkansas, who speaks under the sponsorship of the Democratic National Committee.

Senator Robinson has served the American people as a Congressman and as a Senator for 29 years. He is now the Democratic floor leader in the United States Senate. Although his time is taken up almost completely by public service, Senator Robinson is known to sportsmen everywhere as a great fisherman. Whenever he gets a chance you'll find him casting his rod in some of Arkansas' famous fishing streams. On camping trips he's a congenial companion -- in politics, a hard fighter. Senator Robinson was the Vice-Presidential candidate on the Democratic ticket in 1928 and since then has led his party in the Senate in many constructive measures ... his latest being to take a leading role in the non-partisan drive to end hoarding. We are very proud to introduce to you this great statesman and great American -- Senator Joseph T. Robinson.

(SENATOR ROBINSON'S SPEECH HERE)

WINCHELL:

You have just heard Senator Joseph T. Robinson present the Democratic arguments for the coming presidential campaign. Next Tuesday night you will hear from a leading Republican, who will speak under the auspices of the Republican National Committee.

---STATION BREAK---

ATX01 0031386

WINCHELL:

That's the flash for the next trip to YURROOP, ladies and gentlemen. Back across the Rhine where the more than four percent lager makes my eyes water, when I pause to think of it...But this is no time to reminisce, so let's ride!....Throw it in high, Mr. Lucky Strike -- I'm taking the same route that those fearless fellows followed in the air....Look! That was Newfoundland -- and there's Greenland -- here's the Irish Coast and there's Professor Bayla!

ON WITH THE DANCE, BARELINN! (WHISTLE) OKAY, GERMANY!

BERLIN ANNOUNCER:

Hertslichste Grusse! You are now our guests again in Berlin, Germany, where Dajos Bela and his orchestra will play (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)

BERLIN ANNOUNCER:

And now, we fly over the four thousand miles from Berlin, Germany, to the United States as we say "Come to Berlin again, everybody." Auf Wiedersehni

(WHISTLE) OKAY! NEW YORK!

WINCHELL:

Ahhh, dahss var gross-artig, Herr Bayla. Dahnk-a-shane, dahnk-a-shane! If you see Max Schmeling give him my regards, please -- and tell all of Germany that America wishes it well.... Good night, Herr Bayla in Barelinn, Germany -- Owf-Veeder-zane.

And now into the second edition...One of the better newspaper comedians is Arthur Bugs Baer....He has handed me more laughs than any ten comics you could name...The other night, frinstance, when Bugs was at a hot-spot he noticed that the messer of ceremonies, named Jean Malin, was being heckled by some rude ringsiders...."Why don't you squelch them with a mean come-back?" suggested Baer...."I'm afraid if I do," replied the timid Jean, "that some tough guy will pull out a gun and it will go click!"

Another Bugs Baer nifty is almost every baseball fan's pet story, and it concerns Ping Bodie, who was listed by most sports writers as the game's poorest runner -- the slowest man on his pedals when it came to circling the bags on the diamond...During one hotly contested game -- Ping Bodie attempted to steal home from third -- and he was caught with plenty of time to spare.... Bugs observed: "Bodie had larceny in his head, all right, but his feet were too honest!"

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I don't know what happened to George Jessel out in Hollywood, but apparently Georgie isn't a Hollywood fan....He was among others the other day -- who went to the Pennsy Station in New York to see a star off, who was returning to the movie colony.... Just as the train started out, she said to Jessel: "Is there anything I can do for you out there?"

"Yes," was his snippy snapper, "be sure and don't give anybody my regards!"

During all the seasons, Winter, Summer, Spring and Fall, that I have kept a night club corner seat warm, I confess what intrigued me most were the little terpsichorines who have to be affable to the drunks who come in....In most of the places along Broadway the cuties have to be sociable -- and it often made me groan to notice these stay-up-lates annoy the girls...The other night I said to one of the nicer kids, who comes from Texas -- "Doesn't this drunk stuff get on your nerves at all?"...."Sometimes," she replied, "but last night the chap I sat with gave me a check for \$1000 -- and he was very pleasant, not fresh at all."

"Gee," I said, "one thousand smakers! How in the world do you kids manage to get those fellers to kick in with so much coin like that?"

"I don't gold dig them," replied this 18 year old doll, "I never do. They usually insist on giving their money away -- just to show off, I guess. For instance, they say to you: 'How much money to you get here a week?'...So you come back: 'I get \$50 every week'...Then they say: 'Goodness, how can a pretty girl like you live on \$50 in New York?'.....(MR. WINCHELL CONTINUES NEXT PAGE)

WINCHELL: (CONTINUES)

So then you say, you don't, considering you have to send your mother half of it -- and all of a sudden you discover that you've been talking to Santy Claus, that's all."

Another of my favorite persons is the delightful Irene Castle, whose head still is the same size it was before she became a Somebody on the dancing stage and in the smart set...When Irene, who now is Mrs. Frederick McLaughlin, was in New York last -- she was at a smart night club where two young dancers were doing their act...They were scared stiff when they heard Irene Castle was sitting in the audience...They went on, however, and Irene Castle enjoyed their work immensely, and clapped her hands in the gallery manner...Later, the scared dancing girl told some of us how thrilled she was because Irene Castle said she liked their dancing...."I never dreamed she was so regular," she said...."Lissen here, little lady," counselled a Man About Town, "always remember this -- that the bigger the building -- the easier it is to see! And you can see an elephant a quarter of a mile from you -- but it's tough seeing an ant!"....I trust Irene Castle is a tuner-inner -- so she will know that she made two struggling kids happier by being so genuine, so real and so encouraging.

And now, ladies and gentlemen, you know my boss, Mr. Lucky Strike, want you to like his cigarettes as well as you like his radio programs...and here's Howard Clancy to tell you why so many millions like Luckies.

HOWARD CLANEY:

In every package of Luckies, there is extra value. It's an extra helping of quality, made possible by "TOASTING." When this secret process expels certain impurities found in every tobacco leaf, it makes a place for an extra measure of real, honest tobacco goodness...and it's not merely the goodness of the world's choicest tobaccos -- but also the goodness of these fine tobaccos -- purified. When impurities are removed, the flavor's improved, and
 → your throat is better protected against irritation.¹¹ That's why we say that Luckies give you more for your money than any other cigarette in the world.¹¹ Now, please remember, no other cigarette in All America employs that famous "TOASTING" Process which includes the mellowing benefits of modern Ultra Violet Rays. Hence no other cigarette can give you the extra mellow-mildness, the extra throat protection, the extra VALUE of LUCKY STRIKE. So reach for a LUCKY, and get the finest cigarette you ever smoked.

WINCHELL:

All right, Joe Moss...Go ahead, headliner -- make them happy, again. You know how....Ladies and gentlemen, Joe Moss and his Society Bandsmen.

JOE MOSS:

Happy to meet you all once more, Lucky Strike Dancers, and to play for you -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

MOSS:

And now, Walter's waiting at his microphone so here's his cue -- OKAY, WALTER WINCHELL.

WINCHELL:

Thanks again, Joe Moss. Consider yourself and your crew saluted.

And now to go into the mailbag and bring the show to its windup right on the nose -- as they say around the broadcasting studios.

A.J. Welch of San Francisco: But I have mentioned the very odd McIntyre in my column in the paper and on the airwaves, Mr. Welch....You're one of those inconstant constant readers they tell about...No, we've never met -- Mr. McIntyre goes to bed too early. Yes, he once worked on a Cincy paper."

Mitzie Oppenheimer of Chicago: March 11 is the birthday of Lois Moran...A message of greeting will reach Lois at the Music Box Theatre, New York....You're welcome, Mitzie.

Mr. A.C. Minot of Fullerton, California: Thank you for telling me about your town doing so much for the hungry with the plan set forth here...All of us in the Lucky Strike Camp are happy to know that our cooperation is helping others. I will make another report on the Man-A-Block Plan on Saturday night, Mrs. Minot.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Rene Canizares of Havana, Cuba: George M. Cohan is without any argument the best loved guy along Broadway...He hasn't one enemy -- and along this Main Street of ours, Rene -- it has been said that after 20 years -- if you can boast of three friends, you are indeed a success...Mr. Cohan has 33,000 of them, I'm sure... He was born in Providence, R.I. Yes, his son is a Georgetown University student.

To the boys in Ward 11 at the Walter Reed Hospital, Washington, D.C.: Thanks, fellas, for your nice letter...Yes, the Old Micetrap tried to be an actor once, but he found that it was easier on the radio -- where he could reach so many people and not one of them could reach him!...I'll never forget the time Bernie came to Broadway with a letter of recommendation from a Chicago manager who was kidding him, only Bernie didn't suspect it...For the letter read: Tomb it may concern (t-o-m-b) This will introduce to you Ben Bernie. He plays Hamlet, Macbeth Shylock, and billiards -- billiards best!"

And that, boys of Ward 11, and all you other swelegant tuner-inners, is the signal to conclude another Lucky Strike Dance Hour...On Saturday night we leap to Los Angeles for Earl Burtnett and his Orchestra playing at the Inter-fraternity Ball of the University of Southern California, and to Anson Weeks and his crew of blazing bandsmen playing in San Francisco.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And don't forget, Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties. Tonight you heard the Honorable Joseph T. Robinson, United States Senator from Arkansas, speaking under the sponsorship of the Democratic National Committee. Next Tuesday night you will hear a distinguished speaker, under the auspices of the Republican National Committee. Tune in and get both sides of the current questions of the day!

So until Saturday night at the very same time, I remain your New York correspondent, Walter Winchell, who urges you all not to worry too much, when things seem glum...Be like Chevalier -- and keep a stiff lower lip.

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"BETWEEN THE DEVIL AND THE DEEP BLUE SEA" from "SEA RHYTHMANIA" was played by special permission of the copyright owners.

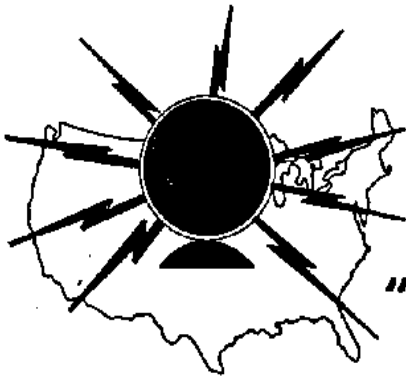
The Lucky Strike Dance Hour has come to you from New York City, Washington, D.C. and Berlin, Germany, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/10/32

ATX01 0031394

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY

10 to 11 P.M. · · · WEA and

ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

SATURDAY, MARCH 12th, 1932

(THESE SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour,
presented for your pleasure, by the manufacturers of Lucky Strike
Cigarettes ... sixty modern minutes with the world's finest dance
orchestra. Tonight, we bring you two great orchestras - and your
New York correspondent, Walter Winchell, of the New York Daily
Mirror, whose gossip of today, becomes the news of tomorrow,
Mr. Walter Winchell!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Coast to Coast, and border to border, and welcome home to the Lucky Strike family, Earl Burtnett of Los Angeles and Anson Weeks of San Francisco!

Tonight's Magic Carpet cloud-bumping takes us back to Governor Rolfe's Golden State - where two of the country's swellegant horn-tooting crews are waiting to swap signals with Mrs. Winchell's Walter.

So come on, Mr. and Mrs. America, and all your loved ones. Let's play leap-frog with the Rockies, again, and go gay in the Happy-Go-Lucky-Strike manner. The first of the non-stop-hops will be Los Angeles for the Burtnett crew and after the first edition has been put snugly to bed - we'll ankle up the coast to Anson Weeks at San Francisco.

All set? Me, too! Westward, ho! Mr. Lucky Strike! We're California-bound once more to shout:

ON WITH THE DANCE, EARL BURTNETT! (WHISTLE)

OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

You are now in Los Angeles at the Hotel Biltmore, where, tonight, Earl Burtnett and his Orchestra are playing for the Interfraternity Ball of the University of Southern California. The dance begins with ...

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

Back across the continent, from Los Angeles to
Walter and his Winchell-low-down.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Greetings, Burtnett - glad to have you back with us,
Earl! Howz the sunny city, kid? We're freezing here in this New
York of ours, you lucky guy! You know the routine, Earl ... This
is where I go into my first stanza - and after we embrace San
Francisco's little boy, Anson Weeks - we return to L. A., and you,
Earl. Stand by.

- - - - -

The newest visitor to our town is wearing smoked
glasses and doesn't want the reporters to know that she is here is
the very beautiful Marlene Dietrich. I saw her on Fifty-Seventh
Street, trying on new stockings ... The Charles Mortons (she is
Lya Lys who does foreign versions at the RKO in Hollywood) are now
a trio ... it's a girl! ... Frances White who sued Frank Fay for
thirteen years of yellimoney arrears, and asked for \$17,000 -
settled for 4 Grand and will take a Yurropean holiday - she told me
today ...

- - - - -

Perhaps it will make Molly O'Day happier to learn
that her old heart - Jimmy Dunn - tells intimates that he hasn't
ceased caring ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031397

MR. WINCHELL: (CONTINUING)

Joan Burgess, one of Mr. Ziegfeld's prettiest persons, and Nicholas Blair, the producer, are on fire, again ... after a good cry ... Via the long distance 'phone ... Pola Negri, one of the smarter-dressed women, hasn't changed the style of her hats in ten years ... No matter what fashion decrees, Pola knows that close-wrapped turbans are most becoming to her ... And so that the reporters all over the land won't be misled - when Pola carries out her threat to elope with that United Statesman, she will naturally use her real handle which is Ch&upiec - C-H-A-L-U-P-I-E-C.

- - - - -

Appaerently, Tom Gallery, who is being melted from Zazu Pitts - is Madge Evans' biggest thrill - for with all the reports of her numerous pursuers - pretty Madge - is seen more often with Tom ... He is a West Coast sports promoter---Jean Harlow wants it known far and wide that she will not marry again - while she is in the magic lantern business ... Jean doesn't believe that any couple can be happy when the wife makes a lot of money ... The 14½ year old son of the late Wally Reid is being groomed for the movies ... He's attending High School - and he recently had a screen test ... His mother, however, is still waiting for the studio decision ... The boy, they say, is a ringer for his handsome father ... Professor Dashiell of the University of North Carolina - startled all of us by asserting that most of the chin-ema favorites are morons ... That moron gag appears to be a pet argument with university professors who are hungry for publicity ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

At any rate ... Paramount snapped right back at the North Carolina teacher, and pointed out that eighty per cent of the movie stars went to college - and Delight Evans argues that it is just too bad how these colleges are turning out morons ... To which I hasten to subscribe.

- - - - -

I heard an amusing gag on Edward G. Robinson the other night ... Robinson is probably the only actor in the commotion pictures who isn't girl-crazy... Robinson still is nuts about his wife, which you will confess is big news ... If he can help it - Robinson tries to get the directors to keep him from kissing any of his leading ladies - and so the word got about Hollywood that Eddie was "poison" so far as the ladies were concerned - no sex appeal, they said of him ... And then came his most hectic day ... A scene demanded that Robinson kiss Lupe Vellizzzz, and give her one of those real movie kisses ... And to the amazement of all in the studio, particularly to Mrs. Robinson, who was watching the rehearsal, Lupe cried: "Gee whiz, by golly, Sacramento, how dot man can keeeecel!"

- - - - -

The rumors you may have heard about Ralph Forbes and Ruth Chatterton being on the verge - have been stifled by Miss Chatterton - who is contributing her talented advice to his newest picture, in which Rose Hobart will appear. And I have just discovered that among the Sioux Indians, swearing is unknown ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

But so is Golf ... You lovely ladies who would rather know what is going to be new in styles than anything else, will be very likely to welcome the latest thing in Easter decoration, which will be a hat and muff to match, made of artificial flowers, chiefly white violets.

And now, ladies and gentlemen - meet my side kick, Howie Claney, who will reach for a microphone and a Lucky Strike audience at the same time.

HOWARD CLANEY:

Who doesn't like an extra helping of something good! When you reach for a Lucky, you get an extra helping of rich tobacco goodness ... more than any other cigarette offers! There's a mighty good reason for that. We buy the world's choicest tobaccos - the Cream of many Crops - to make your Lucky Strike extra mild - extra delicious, but that is only the starting point. We give these choice tobaccos the benefit of the famous and exclusive Lucky Strike TOASTING Process. And that's what makes the big difference in real, honest cigarette value! For this modern, scientific process drives out - expels - certain cough-producing impurities which nature grows into every tobacco leaf. This not only protects your throat - it also makes room for that extra helping of flavorful tobacco goodness - purified goodness, made deliciously mellow-mild by modern Ultra Violet Rays ... and so when you reach for a Lucky, you get the purest, mellow-mildest cigarette in all this wide world.

WINCHELL:

And now back to California to grip Anson Weeks and his boys by the hand -- and to salute them in the style befitting a Lucky Strike star....Come on, tuner-inner from wherever you are!Here's your cushion, Ray Hemingway of Portland, Maine -- and yours, H.R. Bowden of Columbus, Ohio -- right next to pilot Winchell....Here we go! All the way from the biggest of the hick towns to affectionately say: "Howdy, Omaha! Hello there, Provo, Utah, Senator Smoot's birth-town! We'll be hearin' you soon, Oakland!

ON WITH THE DANCIN' ANSON! (WHISTLE) OKAY, SAN FRANCISCO!

SAN FRANCISCO ANNOUNCER:

The Golden Gate is wide open! Welcome to San Francisco again, where, at the Mark Hopkins Hotel, Anson Weeks and his orchestra will play --- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

SAN FRANCISCO ANNOUNCER:

Now the Lucky Strike roller-coast-to-coaster shoots back from San Francisco to Walter Winchell.

(WHISTLE) OKAY NEW YORK!

WINCHELL:

Thank you, Anson...Very fine...I hope you got all that mail that flooded our offices -- they like you a lot, boy -- but no wonder!.....Catch you on the last lap, Anson. Go catch your breath.

The great presidential campaign of 1932 is off to a flying start! Already the voters of certain states have decided on candidates they want to see nominated for the Presidency! Every day the two historic political parties are winning thousands of new adherents. Next Tuesday night, the Magic Carpet will again bring you the National Political Rally...that special news feature offered as a matter of public service to the listeners on these Lucky Strike programs. Our speaker on Tuesday will be the Honorable Bertrand H. Snell, United States Congressman from the state of Illinois, and floor leader of his party in the House of Representatives. He will speak under the auspices of the Republican National Committee. Next Thursday night you will hear the Honorable Henry T. Rainey, also a Representative in Congress from the state of Illinois, and floor leader of his party in Congress! Congressman Rainey will speak under the sponsorship of the Democratic National Committee. Remember -- on Tuesday nights a Republican -- on Thursday nights a Democrat. Lucky Strike takes no sides. It is neutral -- it serves each and every American citizen impartially! The views expressed on this Rally are uncensored. We have no more idea than the listener of what the speaker is going to say. That insures the great American principle of free speech. To be able to offer its facilities to the Democratic and Republican National Committees, and to bring this interesting news service to the American public, is a source of great pride and pleasure to the manufacturers of Lucky Strike Cigarettes.

ATK01 0031402

--STATION BREAK--

WINCHELL:

That's your second signal, Earl Burtnett -- lift that ba-tahn high! Our magic carpet has another army of Lucky Strike dance-mad-lads and lassies and they're rarin' to go gay, again!

Let's take the Southern Route this time, you gentlemen handling the controls in more than 50 key cities. Here we go -- circling the Empire State edifice before racing West over the plains and prairies!

Harya Muskogee, Oklchome, El Paso, Texas and Yuna, Arizona! This is W.W. and the Lucky Strike crowd riding the heavens to yell!

OK WITH THE DANCE, EARL BURTNETT! (WHISTLE) OKAY, LOS ANGELES!

LOS ANGELES ANNOUNCER:

Earl Burtnett, who plays the music for the Interfraternity Ball of the University of Southern California here in the Biltmore Hotel in Los Angeles tonight, keeps the Lucky Strike Dance Hour going with -- (TITLES)

(_____)
(_____)
(_____)
(_____)
(_____)

LOS ANGELES ANNOUNCER:

The Lucky Strike magic carpet which tonight is the lightning shuttle of the coast-to-coast loom shoots from Los Angeles back to Walter and his Winchellingo.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's to tin', Bartnett, plenty pretty Say hello to the Garbos and Gables and the Dresslers and Dietrichs for us all please. And tell that Jimmy Durante -- that he has a good nose -- but not for news ---....Hear you soon again, Earl.

MR. WINCHELL CONTINUES ON NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Among other things a feller finds among his notes on his editorial department desk are these: That Washington never threw a dollar across the Potomac ... The myth was exploded by Mason Locke Weems, a preacher ... Mr. Weems argues that no person could possible chuck a dollar coin across it - but a good pitcher could hurl a stone across the Rappahannock at Fredericksburg ... The Irish were the first Europeans to recognize the potato as a staple food product ... the peruvians, however, ate them in 1553 ... There is a speakeasy in the Furious Forties of New York which displays this sign over its bar ... "Anyone asking to have a check cashed here will immediately be pronounced intoxicated and thrown out on his ear!"

- - - - -

And another sign, they tell me, is displayed in a New Jersey business man's office ... It is a form of criticism and reads: "New Yorkers have hearts as big as ice wagons and just as cold!" ... There's a guy who's wasting a lotta time hating people. When a society magazine said that Clifton Webb was one of the few actors accepted by the society set, he fainted from delight - as did his mother for the same ridiculous reason! ... Bobbie Rosenthal, whose brother Charles, was kidnapped sometime ago for 50 G's, but whose abductors are now doing sixty years each at Sing Sing, suddenly changed her mind about eloping with Paul Moss ... After she returned from Havana the other day, she told Paul that she was sorry - BUT! ...

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031405

MR. WINCHELL: (CONTINUING)

Paul now goes about with his chin all the way down to here because he learned that Bobby had found new happiness with the Count who once was Tallulah Bankhead's shadow.

- - - - -

We have a Jack and Jill in New York ... Mrs. Jack Woodford's handle being Jill ... Scott Fitzgerald's new novel will put Censor Sumner's name on the front pages, again ... It's a boy over at the Robert Geoffrey's and a girl over at the Sampson Walkers (she was formerly Margaret Westley of the Ziegfeld choir) - Bernt Balchen is being urged to fly a famous explorer's plane for him over the African jungles at a fancy salary ... Dr. F. K. Rossiter, whose new book, "Torch of Life" will certainly be barred by the Massachusetts Watch and Ward Society, will visit New York incognito on Monday. It is the most daring book ever published - and there is talk in the literary set that, perhaps, many other States will exile it, too.

- - - - -

And here are some items which I've christened "These Charming People" ... There is no questioning George Jean Nathan's ability as a critic, and anyone will admit Nathan is a dapper dresser (he has 148 overcoats, 73 canes, 51 suits and 1000 handkerchiefs) but he doesn't know how to let a champagne cork pop ... J. Brookes Atkinson, the eminent drama critic for the New York Times is a nice guy, who came from Harvard, but his first name is JUSTIN! ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

There probably isn't a better writer in all America than Henry L. Mencken of Baltimore, but he wears collars that were in style twenty-five years ago ... Commodore Vanderbilt wears the duckiest naval uniforms and he has the nicest yacht, but he is always nervous at sea ... Robert L. Ripley, of whom a wag once said "Believe It or Not - or change the subject!" ... will have a million dollars soon (he didn't have ten dollars two years ago) ... But he had dozens of imitators - who helped Ripley become successful ... For when newspaper editors wanted the real thing, they sent for Rip - whose wage every year is a flat sum of \$75,000 - but his profits on syndication, movies, advertisements and what not have already passed the six figure division - Once I asked Rip why he didn't expose his echoes and the other pirates, and he dismissed it all with this nifty: "Oh, Winchell - why not live and let LIFT!"

- - - - -

Say, you people out in Minneapolis, that grand symphony orchestra of yours is going to give you a treat one of these days - three classical compositions by Harriette Lake, that beautiful young beautiful who sang and danced on Broadway this season in the musical comedy "Everybody's Welcome". When Harriette Lake was only seventeen, she proved she's as smart as she is good looking. Harriette composed a song that won the highest annual award of the National Society for Instructors of Music. At eighteen, she won it again - and at nineteen, she repeated the trick all over.

HOWARD CLANEY:

We are proud to read you this message about Lucky Strike from that talented young actress, Harriette Lake: "In selecting a cigarette, one has to be sure to side-step harsh irritants. That's why I say so often 'No, thanks, I'd rather have a LUCKY'. Here's to LUCKY STRIKE'S throat protection, and here's a toast to that delightful 'Toasted' flavor." Thank you, Harriette Lake!

Ladies and gentlemen - Here's the big reason why millions feel the say way about LUCKIES as Miss Lake does. When impurities are removed, the flavor is improved! When the exclusive LUCKY STRIKE "TOASTING" Process drives out certain impurities which are found in every tobacco leaf, it leaves room for extra tobacco goodness. So you can easily see why LUCKIES not only give you that priceless throat protection...but extra flavor,...extra mildness - mellow-mildness. No other cigarette offers you these extra benefits, → because no other cigarette is "TOASTED." "And so, as the facts clearly reveal, no other cigarette gives you so much for your money as LUCKY STRIKE!"

WINCHELL:

Once more to Winchelleap across these United States and back to these first-ratin' synoopatin' Anson Weeks boys.

Here we come, California -- with millions of Lucky Strike gentlemen and gentle-women! All of whom are magic carpet veterans!

Let 'er ride, Claney -- and keep Patricia Caron of Hollywood and Dorothy Eagon of Little Falls, New York right here next to me.

ON WITH THE DANCIN' ANSON! (WHISTLE) OKAY, SAN FRANCISCO!

ATXO1 0031408

SAN FRANCISCO ANNOUNCER:

The Lucky Strike Magic Carpet unloads those veterans onto the dance floor of the Mark Hopkins Hotel here in San Francisco as Anson Weeks plays -- (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

SAN FRANCISCO ANNOUNCER:

From the Golden Gate to the statue of Liberty -- here goes the Lucky Strike Magic Carpet!

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's bringing the melody division to a snappy finale, Anson Weeks...You and Bartnett certainly delivered a dandy deal.... I thank you both for Mr. Lucky Strike and his tribe of tuner-inners.

And now to read some of the mail while the nation peeks over my good shoulder.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

To the man from Pasadena, California, who wrote me about changing the title from Man-A-Block Plan to Citizens-A-Block Plan... I don't agree with you, sir...In times like these even those who aren't citizens (but will be some day) get just as hungry as the Patriotic....Think that over, old boy -- and keep in mind that even when enemies meet on the battlefields, they do what they can to relieve the other fella's suffering.

To Arthur Halliburton of the Little Rock Arkansas Democrat: I can't reveal the source of my news, Halliburton... Nor am I at liberty to tell you what you want to know about that thing in your State. Sorry.

Miss Lou Blue of Houston, Texas (Hyuce-ton). Jack Oakie began his career as a chorus boy in the "Peggy Ann" show in New York at the Vanderbilt Theatre in 1927....They had to fire Oakie because he kept tickling the principals of the show as they went on stage...He got even by going to Hollywood, and becoming a favorite, and recently had that thrill of meeting the man who fired him and asking him if he had change of a \$5,000 bill.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Miss Grace Liell of Flint, Michigan: Thanks, Grace Liell -- It was nice of you to send along that posey... No, I do not subscribe to any press clipping agency -- for I can always depend on those who do not like me to send me the roasts. You probably have heard, Grace, that the school of hard knocks has very few holidays....Keep happy, Grace.

Mary Cecil Morrison of Nashville, Tennessee: Bernie is coming to New York in the summer for a long run at a leading theatre...Yes, I am trying real hard to get Ben and his grand band on the Lucky Strike show....I heard the funniest gag on Bernie again yesterday....A chorus girl had been called on the phone, it seems, by a newspaper man, who asked her to dine with him. She said: "Oh, I can't....I've just had lunch with Ben Bernie." "Then c'mon!" snapped the chap, "you must be starved."

And that Mary Morrison of Nashville and all you other grand guys and gals all over the land closes tonight's show..... We're leaping to new towns and countries next week, so don't forget and reach for a Lucky and a Lucky Strike show on your razzio.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

On Tuesday night, frinstance, we Winchelleap to St. Paul, Minnesota, for the Bert Lown Band. On the same night we also tune in on Ted Weems and his boys at Milwaukee, Wisconsin....On St. Patrick's night -- and here's real leaping -- we fly to Dublin, Ireland, for our dance music -- with Joe Moss and his tuneful toe-ticklers splitting the headline honors from New York....And on Saturday night our magic carpet will go to Philadelphia to hear Charley Kerr's orchestra, who will share the spotlight with the Coon-Sanders outfit, from New York....And don't forget, Mr. and Mrs. America, on next Tuesday night you will again hear that unique, news feature - the National Political Discussion. Your distinguished speaker on Tuesday, under the auspices of the Republican National Committee, will be the Honorable Bertrand H. Snell, United States Congressman from Illinois, while on Thursday, you will hear from the Honorable Henry T. Rainey, United States Congressman also from Illinois, under the sponsorship of the Democratic National Committee. Both of these distinguished speakers are the floor leaders of their respective parties in the House of Representatives.....So until Tuesday night, I remain your New York correspondent, Walter Winchell -- who found out a long time ago -- that a wife who talks in her sleep -- is not nearly so aggravating -- as one who merely keeps smiling. (GOODNIGHT).

(SIGNATURE)

ATK01 0031412

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"SHE DIDN'T SAY YES" from "Cat and Fiddle" was played
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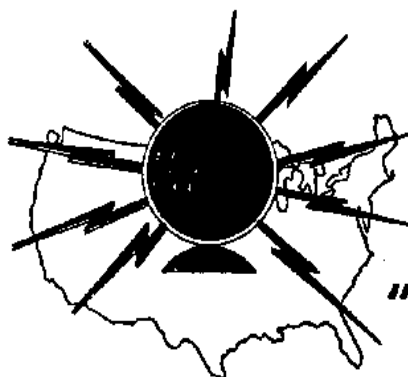
The Lucky Strike Dance Hour has come to you from New York
City, ~~Washington, D.C.~~, Los Angeles and San Francisco, California,
through the facilities of the National Broadcasting Company.

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3/12/32

ATX01 0031413

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, MARCH 15th, 1932

(THEME SONG ... ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN", WITH
VOCAL REFRAIN. IMMEDIATELY FOLLOWED BY ANNOUNCER.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour,
presented for your pleasure by the manufacturers of Lucky Strike
Cigarettes - sixty modern minutes, with the world's finest dance
orchestras - tonight we bring you two great orchestras - one from
Minnesota, and the other from Wisconsin - also, your New York
correspondent, Walter Winchell, of the New York Daily Mirror,
whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!

WALTER WINCHELL:

Good evening, Mr. and Mrs. Star Spangled Banner - and greetings to the twin cities - Minneapolis and St. Paul, Minnesota - the newest of the Yankee Doodle cities to join Mr. Lucky Strike's cheerful little airfuls ... And a salute to you, too, Milwaukee, Wisconsin - it's nice to have you back again... That's the big thrill for me, tuner-inner - the way my boss, Mr. Lucky Strike, lets me take you Winchelleaping all over the world - so that you may hear the top-notchers among the melody-magicians.

We've been everywhere, it seems, for our music - to Bwayness Aires, South America, Cuba, England, Florida, Canada, California, France and Germany and on St. Patrick's night - we're going to ride the heavens to hear Dublin in good old Ireland ... Which is my idea of a happy thought.

Okay America! ... I'm ready if you are! We're Twin-Cities-bound now - to hear another contagious crew. So brush those clouds to one side, Cloney - we're all going gay, again - and we want the world to know it!

ON WITH THE DANCE, BERT LOWN! (WHISTLE)

OKAY, ST. PAUL!

ST. PAUL ANNOUNCER:

Welcome to the Twin Cities! You're in St. Paul, where Bert Lown strikes up his band in the Lowry Hotel, with ...

(_____)
(_____)
(_____)
(_____)
(_____)

ST. PAUL ANNOUNCER:

The Lucky Strike Magic Carpet heads east now from St. Paul, Minnesota to Walter and his Winchell-low-down.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

That's the big idea, Bert Lown! ... Thanks for the zippy manner in which you kept the show going ... I do my chores here, as you know, Bert, and then after we magic carpet our way to Ted Weems and his boys in Milwaukee - I'll flash you, again.

- - - - -

Here's a short, short story ... His name is Willard Robison ... and for a long spell, Willard suffered terribly from what we prefer calling - "Broadway Poisoning" ... I mean that the breaks turned pretty bitter ... and nothing pained him and his tribe so much as being forced to sell their cottage out here in the suburbs.

When things looked so glum, however, Robison sat down and scribbled off what proved to be a hit song - you remember it - "Cottage for Sale" ... He wrote it to immortalize the unhappy event ... And then the sun broke through ... He was appointed director of two nationally known radio hours, signed a contract to write for Warner's and then accepted a tour of the RKO ... A week later, he bought back his cottage - and has been pounding out contagious ditties ever since... Out of long suffering, as the sages said, comes the most beautiful melodies.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Among other romantic news notes that Mrs. Winchell's Walter happened across - since he talked to you last, include these items: Bettina Hall, one of the loveliest looking leading ladies on Broadway - and now a feature in the "Cat and Fiddle" show - is plotting to Mendelsohn-March down a middle-aisle with a concert canary - christened John Upman ... Bonnie Glass, who was adored for years on the stage - has been secretly married for a week, now - to one of the richer Broadway restauranteurs ... Jose Ruben - of the stage and chin-e-mas - and his ex-wife, Mary Nash, the star - are courting, again ... Gypsy Markoff, a real gypsy baby doll, who now represents Russia in the International show starring Pola Negri, at the Paramount Theatre here - has been the secret bride of Nikki, the gypsy violinist for nearly three months.

- - - - -

Mary Mulhern, who just applied to the California courts for her melting papers from Jack Pickford is in our feverish midst - gayer than she's ever been, she told me, with her new heart-beat - Edward McCarthy of the New York Athletic Club, but just as well known in the Wall Street sector ... They will make some preacher Two Dollars richer - but not for a year - which is how long California makes one wait, who wants to be really happy.

- - - - -

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Ted Healy, the comedian, now starring along with Fannie Brice and Phil Baker in the "Crazy Quilt" revusical - will marry again - just as soon as the statutes permit ... Her name is Marion Bonnell, a pretty thing, and she is in the chorus of the same show which is breaking box office records in the West ... Genevieve Tobin, who stranded the New York stage to click in the big-time manner on the screen - has finally been felled by Cupid ... Ernest Lubitsch and Ona Munson, who gave each other so much prairie a few weeks ago - are being seen together in the stay-up-late places - just to confuse the local Winchells.

- - - - -

Jack Kirkland, Nancy Carroll's ex - and Claire Maynard have resumed their roMANCE, which is about time, considering how miserable they were without each other ... It probably will interest the local editors to learn that - after all these years, the Countess de Castelveochio Frabasillis - is staging a comeback in the concert recital field on the 24th ... I say it probably will interest the various editorial rooms because the Countess is the granddaughter of the King of Holland - and the grand niece of our old friend from France - Napoleon Bonaparte ... She may be reached for interviews, fellas, at the Thorndyke.

- - - - -

Here's an odd item ... His name is Jerry Breitigan in private life ... Your young son, perhaps, knows him as Gerald Breckenridge or Keith Russell, who writes books for boys called The Young Airman series or the Radio Boys Series and so forth ...

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINGHELL: (CONTINUING)

Jerry writes them so prolifically - because, for years, he had to write at least one chapter daily - to read to his own two sons - before they would go to bed ... Today - his lads are too big for that stuff, but the habit persists, - so Jerry couldn't shake the habit - and decided to keep writing them for other folks sons .. As a result, he is comfortably fixed ... New York newspapermen probably recall Jerry - he once was the city editor of the old New York Globe, which exploded, and went out of business - just when some of its star writers thought the town couldn't get along with^{out} them.

- - - - -

You know, folks, we put on this program to entertain you - but we entertain you because we want you to reach for that red and green package of LUCKIES: And here's Howard Clancy to sell you your pack!

HOWARD CLANEY:

In an important business meeting - or at a party - what a nuisance it is to find yourself coughing just when you have something important to say! And how unnecessary! Why not avoid cigarettes that cause coughing - reach for a LUCKY instead! In LUCKY STRIKE, you get the utmost smoking value - unmarred by cough-producing irritants. For LUCKY STRIKE'S exclusive TOASTING Process drives out the coughs when it expels certain harsh irritants naturally present in every tobacco leaf.

(MR. CLANEY CONTINUES NEXT PAGE)

MR. CLANEY: (CONTINUING)

And as a result, you get many extras other cigarettes do not offer. Extra goodness, which is forced in when those harsh irritants are forced out. Extra mildness, mellow-mildness, which results from the purifying of every tobacco leaf. Extra deliciousness, which comes from the world's choicest tobaccos - the Cream of many Crops. Extra mellowness, which results from the use of modern Ultra Violet Rays. And in these days when extras count, it's good sense to reach for a LUCKY, - the finest cigarette you ever smoked.

WALTER WINCHELL:

And now to Milwaukee, Wisconsin - the number three state in the American Legion's War Against Depression - Come on, New York, don't let Wisconsin shove us out of second place - and besides, Minnesota is leading with a heavy margin, at that! ... And Wisconsin is closing in on us too fast!

Here's your cushion, Ruth Durham, of Evansville, Indiana, sit here next to Walter ... Howdy, Mrs. Emma Tench of Ben Avon, Pennsylvania, hold tight to Corporal Luther Thomas' arm - he's from Missoula, Montana. - All set? Then let's fly!

ON WITH THE DANCE, TED WEEMS!

(WHISTLE) OKAY, MILWAUKEE!

TED WEEMS:

We are in the Schroeder Hotel here in Milwaukee, and we are all set to play ...

(_____)
 (_____)
 (_____)
 (_____)
 (_____)

TED WEEMS:

The Lucky Strike Dance Hour jumps from Milwaukee back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Ted Weems, that's keepin' the syncopatin' percolatin' ... Stand by, Ted - the old Magic Carpet is plenty busy right now. We've got it back from Milwaukee and we're gonna shoot it west again to Minnesota right away. Mildred Kimball, of Galesburg, Illinois, here are two great fellas you ought to know - Thomas Hanaberry of Chicago and Forest Duke of San Antonio, Texas. Sit down beside me and get acquainted! And now to ride the skies again to the Twin Cities and Bert Lown. Tune up your horn tooters. Bert, we're on our way. On with the dance!

(WHISTLE) OKAY, ST. PAUL!

ST. PAUL ANNOUNCER:

Bert Lown's horn tooters are all tuned up here in the Lowery Hotel in St. Paul, ready to play ...

(

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(

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(

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(

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(

)

ST. PAUL ANNOUNCER:

We start the high flying magic carpet out of St. Paul
with ...

(WHISTLE) OKAY, NEW YORK!

- STATION BREAK -

WALTER WINCHELL:

Once again the clarion call is sounding from Maine to
California! "Now is the time for all good men to come to the aid
of their party"! The two historic parties are gathering every
reserve for the presidential campaign of 1932; and to give you a
graphic picture of this stirring political scene, LUCKY STRIKE
brings you the National Political Rally - that special news feature
presented every Tuesday and Thursday on this Coast-to-coast radio
program. Tonight, our distinguished speaker will be the Honorable
Bertrand H. Snell, United States Congressman from the State of
New York, and Republican floor leader in Congress. He will speak
under the auspices of the Republican National Committee. On
Thursday night, you will hear from the Democratic floor leader in
the House of Representatives - Congressman Henry T. Rainey of
Illinois.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

LUCKY STRIKE brings you both sides of nation-wide political campaign, presented impartially - for remember, LUCKY STRIKE is neutral - it serves all America. The speakers on these programs give their views with absolute freedom - none of us know in advance what they are going to say to you.

The speaker tonight, Congressman Bertrand H. Snell, of New York, comes to us with a distinguished record of service to the nation and to his state. He has fought ably for the welfare of the farmer, and done much for the development of the nation's mighty water power reserves on the St. Lawrence River. Conservation is his hobby, and his hunting and fishing preserve in the Adirondack Mountains is a practical demonstration of his ideas. In a log cabin up there in the woods, he delights to gather his cronies for a week-end of sport and yarning around the open fire. It's a characteristic of Congressman Snell that he'll gladly tell you about the big game he's missed ... but in politics, his friends and opponents alike, will tell you that he never misses a thing that makes for the good of his country and his party. We are very proud to introduce to you tonight, that great Republican - floor leader of his party in the House of Representatives, and a distinguished American statesman - the Honorable Bertrand H. Snell, United States Congressman from the state of New York.

(CONGRESSMAN SNELL'S SPEECH)

You have just heard Congressman Bertrand H. Snell present the Republican arguments for the coming Presidential campaign. Next Tuesday night you will hear from a leading Republican, who will speak under the auspices of the Republic National Committee.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Once again, back to Bert Lown in the Twin Cities ...
Can you find a bit of room, Claney, for Mrs. Earle Reed of Columbus,
Ohio? ... That's fine ... Oh yes, and for Mrs. Orlean Lackey of
Mobile, Alabama! ... Married women first on this Magic Carpet,
Howard - they have to stay indoors most of the day - and this ride
in the heavens is good for 'em, huh? ... Okay, Mr. Lucky Strike -
push that cloud out of my way - I'm in a lather to get goin'!

ON WITH THE DANCE, BERT LOWN!

(WHISTLE) OKAY, ST. PAUL!

ST. PAUL ANNOUNCER:

And Bert Lown and his orchestra get goin' in St.
Paul with ...

(_____)
(_____)
(_____)
(_____)
(_____)

ST. PAUL ANNOUNCER:

Again from the Twin Cities, the Lucky Strike Magic
Carpet flies back to Walter and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Thanks, Bert Lown ... See you somewhere on our Main Street when you get back to New York, Bert. Nothing very new has happened since you left - except that the all-night delicatessens - where the sandwiches are named after so-called celebrities - still are charging a dollar for them - but most of those who have sandwiches bearing their names - can't afford to buy them.

- - - - -

I ankled into one of the second-rate whoopee-asylums this yawning, seeking things to jot down for my column in the rag and to broadcast over this network ... I couldn't help hear an amusing conversation between two fellas who were highly carbonated on laughing soup ... They were discussing their third companion - who was slumped in a chair - and who was, as the highbrows say, introxicated.

"I think," whispered the first stew, "that Joe is drunk."

"Oh, he ain't so drunk," hiccoughed the other. "I jus' shaw hish finger move."

- - - - -

The Wall Street crashes certainly caused many a heartache around this town ... A pal of mine was sitting in the lobby of the Folies Bergeve last night and recognized a man and his young and lovely wife walk in ... They didn't want to see the show, they asked for the owner.

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

"It took a lot of courage to have to come to you," said the husband, " but I thought perhaps you'd help me tonight ... You see, when things were going great guns, I used to bring her here and spend plenty ... I thought perhaps you'd okay us across the street at that hotel, we haven't the price of a room." ... The night club owner okayed them for the night - and sent over a steaming hot meal, which was very nice of him; I thought ... And all I keep thinking of now is that last year this time, that couple lived at the Ritz ... I wonder where they will be sheltered tonight.

- - - - -

This handed me a chuckle ... It happened in front of the N. V. A. Club, the actor's club, which is also a hotel ... Major Donovan, an official of the place, left there the other 2:30 A. M., and walked straight into the pistols of two stick-up guys ... As the Major stood there with his arms lifted to the skies, an attache of the club, witnessing the proceedings from his window, began blowing his police whistle frantically.

And what do you think happened? ... Sixteen cabs drove up.

- - - - -

I sent word to Floyd Gibbons now in the war zone to send me his favorite story ... Floyd, who gabs at the rate of 217 words per minute - which is much faster than a girl in Hollywood - who has been promised a screen test - says his pet gag is the one about the Scot, who had to make a long distance call to his wife - so he urged Floyd to do the talking for him.

(NEXT PAGE)

MR. WINCHELL: (CONTINUING)

And here's another observation ... An item such as this one startles me as much as a firecracker that goes off under my chair.

There is a huge courtyard in the center of New York's Public Library at 42nd Street and Fifth Avenue ... Each day there is parked in this courtyard, a large, handsome high-priced motor car, and several decrepit looking cars of a much cheaper make ... The cheaper machines are owned by the librarian and officials ... The high grade car is owned by the chief porter.

- - - - -

If I had a hat on right now, I'd take it off to Lou Holtz - Broadway's local boy who made good! Lou had a mess of what it takes in 1929 - and he merely played at being an actor. But when dividends began to pass faster than an express train, Lou had to work - he became one of Broadway's top-notch comedians, and right now, he's putting on a swell vaudeville revue, with the lowest admission price Broadway's seen in years. Holtz says that people want more for their money than before - and he's given it to 'em!

HOWARD CLANEY:

It's true that people demand more for their money today - that's why more and more people are insisting on LUCKY STRIKE! "When you reach for a Lucky, you get more than any other cigarette offers" ... you get an extra measure of real tobacco goodness, thanks to the TOASTING Process. When this exclusive Process drives out certain harsh, irritating, impurities, it makes room for an extra helping of pure, rich tobacco quality ... The quality of the world's finest tobaccos - the Cream of many Crops ... Tobaccos enriched by mellow beams of modern Ultra Violet Rays. That's why it's so good to smoke Luckies! Lou Holtz, whom Walter Winchell just told you about, is one of those millions who always reaches for Lucky Strike's extra value. "I've had long runs on Broadway," he writes, "but none so long as the run Luckies have had with me. I've smoked Luckies for four years. They're easy on my throat." Ladies and gentlemen: Reach for a Lucky, and you, too, will get the purest mellow-mildest - the finest cigarette you ever smoked. Luckies are always kind to your throat!

WALTER WINCHELL:

Take the route over the Great Lakes, this time, Mr. Lucky Strike ... But not until we seat such charming people as Jerry Cunningham of Mexico City, Mrs. G. M. White of Albany and Sydney Root of Los Angeles ... I'm all set - let's ride the skies!

Marya, Akron, Battle Creek, Rockford and Kenosha ...
I remember you all from 1921!

ON WITH THE DANCE, TED WEEMS!

(WHISTLE) OKAY, MILWAUKEE!

TED WEEMS:

Here in Milwaukee, the boys have these numbers on their music racks ...

(_____)
(_____)
(_____)
(_____)
(_____)

TED WEEMS:

Eastbound the great Lucky Strike Magic Carpet takes its flight - from Milwaukee to Walter Winchell ...

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Thank you, Ted Weems - that's clicking in the big league manner ... Hear you again - sometime soon, Ted - I've just a few moments left now to wind up the show - and that great big second hand on the clock seems to go too fast when you want it to slow down.

Irwin Gilmore of Springfield, Missouri, this is for you, sir ... There are few places left these days in the Broadway area, Irwin, where a ten spot can get a fella and his girl friend a real happy time ... The covert charge for two would be four dollars anyway - mineral waters which cost the night clubs eight cents a bottle, sell for One Dollar - so you see?

(MR. WINCHELL CONTINUES NEXT PAGE)

MR. WINCHELL: (CONTINUING)

Frank Martin of Baltimore ... Texas Guinan was born in Waco, Texas. Her real name is Mary Louise Ginnan ... She's been married three times.

- - - - -

Bert Bruce of Hutchinson, Kansas. Thanks for your letter, Bruce ... The Hollywood birthdays for March 16th include Junior Coghlan's and Conrad Nagel's ...

No, I don't think what the dramatic critics say of a show means anything ... If it's a good show, the word of mouth advertising lands it in the hit division ... Ed Wynn's show came to town with the worst reports - everybody said it wouldn't be a success ... It is one of two musicals now that is prospering.

- - - - -

G. P. Brown of Montego Bay, Jamaica British West Indies: Glad you like our Lucky Strike Dance Hours, Mr. Brown - and thanks for going to the trouble to say so from all the way down there.

- - - - -

Seymour Rice of Kansas City! Yes, Seymour, Mr. Lucky Strike is letting me take this Magic Carpet of ours all over the world ... We'll make Kansas City very soon ... That isn't true what they say - I mean about those actors being arrested for stealing Ben Bernie's jokes ... And even if they were, Seymour - the charge could only be petty larceny!

(MR. WINCHELL CONTINUES NEXT PAGE)

ATX01 0031430

WALTER WINCHELL: (CONTINUING)

And that, ladies and gentlemen, concludes another Lucky Strike Dance Hour ... Thanks again for letting me into your homes - and don't forget our date for St. Patrick's night. Thursday night - when we hop across the Big Puddle to hear our dance crew in Dublin, Ireland ... On the same night, Joe Moss and his blazing bandmen will toot their bugles from New York - and the schedule for Saturday night is Philadelphia and New York ... and don't forget, Mr. and Mrs. Dance Tuner Inner - next Thursday the Nation-wide Political Rally brings you another distinguished American - The Honorable Henry T. Rainey, Democratic floor leader in the House of Representatives, and United States Congressman from the State of Illinois, Congressman Rainey will speak under the sponsorship of the Democratic National Committee. And on the following Tuesday, the speaker will be a leading Republican, speaking under the auspices of the Republican National Committee ... So until Thursday, St. Patrick's Night ... at the same time, then, I remain your New York correspondent, Walter Winchell, who doesn't care what anybody says - the Einstein Theory will never, never keep - ice cream cones - from dipping over the sides!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

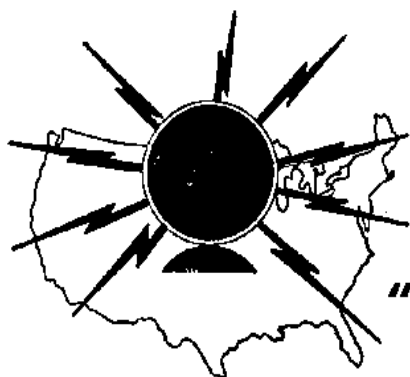
The Lucky Strike Dance Hour has come to you from St. Paul, Minnesota, Milwaukee, Wisconsin, Washington, D. C., and New York City through the facilities of the National Broadcasting Company.

AGENCY: WINCHELL: CC: 3/15/32

ATX01 0031431

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

THURSDAY, MARCH 17, 1932

(THEME SONG -- One Chorus of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Tonight's Lucky Strike Dance Hour will again attempt to defy space and time - for tonight we are taking you thousands of miles away from New York, by short wave....over the Atlantic Ocean to Dublin, Ireland, where you will hear the Slamsa Gael Dance Orchestra - and from New York, one of America's dance groups - Joe Moss and his Orchestra, also, your New York correspondent, Walter Winchell, of the New York Daily Mirror -- whose gossip of today, becomes the news of tomorrow.

MR. WALTER WINCHELL!

WINCHELL:

Good evening, Mr. and Mrs. America, Tonight's flight aboard our Magic Carpet -- and thank you, Mr. Lucky Strike -- promises to be another exciting event. For, in accordance with the holiday, we are going to try again (with the help of the elements) to rivet one of the grandest of the old countries -- to the grandest of the new....Surely the Irish and their colleens, will be thrilled on this St. Patrick's Night -- hearing melodies coming direct from their native land, where it is now 3 A.M.

So come on, Marie Harp of Columbus, Ohio -- sit here next to Pilot Winchell! And you, Virginia Jennings of Altoona, Pennsylvania, you sit here on my right. And you, George McManus, the creator of Jiggs and Maggie -- you sit next to George M. Cohan and Nancy Carroll, and watch me take you to the Emerald Isle in less time than Floyd Gibbons can say Hello, Folks!

Here we go!....Right over the Big Creek -- and Dingle Bay and the River Shannon to cry: "Kayd -- Milla Falta, which is Gaelic for 100,000 welcomes!

ON WITH THE DANCE DUBLIN! (WHISTLE) OKAY IRELAND!

DUBLIN ANNOUNCER:

Welcome to the Irish Free State, and greetings everybody in the United States of America, From famous old Dublin, Siamsa Gael Band will play -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DUBLIN ANNOUNCER:

Now we make the more than 3,000 mile jump from Dublin, Ireland, to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Congrats, Dublin -- that was fine....Thanks for giving us such a tuneful program....Mrs. Winchell's boy goes into his routine right here -- and after we've heard from Joe Moss -- in New York -- we salute the Siamsa Gael bandmen in Dublin once more....Stand by, Ireland! And throw a kiss to the Blarney Stone for Walter.

In my last edition, ladies and gentlemen, I urged tuncer-inners to try and find a chap named Floyd Crosby for me.... Well, not exactly for me, but for the American Academy of Motion Picture Artists -- which awarded Floyd Crosby a medal for turning out the best photography on a movie last year.....That movie was "Tabu"....I said -- that it struck me funny -- considering that this prize-winning camera-man, who was a champion in his line -- was practically unknown by the Academy - for it couldn't find him -- to pin the medal on his chest.

Since that message was thrown over the airwaves -- I have learned that Crosby is now in Lancetilla, Honduras -- and that he knew of the "Tabu" award -- but he couldn't get himself worked up into a lather over it. For, in spite of being the best camera-man of the year -- he pounded the New York pavements for too many months trying to get a job...Crosby, however, now is on the Pratt Honduras Expedition making pictures for the New York Times, which pays off in cold cash, instead of medals. And cold cash, as any one will tell you brings in hot vittles. (MR. WINCHELL CONTINUES ON NEXT PAGE)

-4-

WINCHELL: (CONTINUES)

Hollywood and Broadway will consider it news to learn that Tom Mix's pretty daughter -- Ruth -- who was married to an actor named Douglas Gillmore last year -- had it secretly melted a fortnight ago....Mimi Anderson, whose pappy is Sherwood Anderson, the novelist, is trousseau-shopping....Her groom will be Russell Mayo Spear, a New England boy, who distinguished himself at Amherst College....Charles Sabin, who was Barbara Bennett's dancing partner on the better vaudeville stages -- and Maybelle Swor, formerly of the Ziegfeld choir -- are adoring each other, and the chatter from Miami Beach -- where Sabin and Maybelle are ballroom dancing -- is that they are window-inspecting platinum wedding bands....The local bluecoats think that a four year old cop killing has been solved through the aid of a well-known New York psychic ... The newest of the love matches in this town of ours links the late Marcus Loew's son, Arthur Loew -- and Sally O'Neill, who now are on the high seas -- leaving Helen Morgan and Louis Milestone, the director, far behind....And the newest of the discoveries for Hollywood's chin-ema colony is a pretty person named Gloria Shea, just signed by the Warner Brothers....Tuner-inners will know Gloria by her radio name...which was Olive Shea -- and she is better described -- as the First Radio Queen.....You will agree, when you see her on the screen -- that she is an adorable little lady....Just as their best man suspected -- Mark Hellinger, the paragraph juggler -- and his wife, Gladys Glad, who recently told it to a Mexican magistrate -- are dining together in the most romantic of the secluded nooks.... All of us are hoping that Mark and Gladys think it over before the papers become final -- for their romance and marriage represented an ideal along Broadway.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031435

WINCHELL: (CONTINUES)

And here's where I reach for Howard Claney, so that he can tell you why to reach for a LUCKY while I reach for a LUCKY myself.

HOWARD CLANEY:

You are entitled to the most for your money -- and you get it in LUCKY STRIKE....more than in any other cigarette. For there is a big difference between LUCKY STRIKE and any other cigarette! And that big difference is the result of the extra, secret and exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. When the "TOASTING" Process forces out -- expels certain harsh irritants naturally present in every tobacco leaf, it leaves room for the extra tobacco goodness of the Cream of many Crops. This extra goodness, this mellow-mildness alone is extra value for you. But when you remember that 20,679 physicians, after LUCKIES had been furnished them for tests, basing their opinions on their smoking experience, have stated that LUCKIES are less irritating to the throat than other cigarettes, then you know why no other cigarette in the world gives you so much for your money.

WINCHELL:

And now, Mr. and Mrs. America -- before we return to Ireland -- let's tune in on Joe Moss and his swelegant syncopaters... They will play: -- (TITLES). Throw it in high, Joe Moss.

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

WINCHELL:

That was very all right, Joe Moss -- stand by, please.

And now here we go to the National Political Rally...that novel news feature brought to you on these LUCKY STRIKE radio programs. Tonight you will hear from one of America's outstanding Democrats. Next Tuesday night your speaker will be one of the nation's leading Republicans. LUCKY STRIKE, of course, is impartial. It's only desire is to bring each and every American the political news he is so anxious to hear. None of us know in advance what any speaker will say. Tonight we present the Honorable Henry T. Rainey, Congressman from the State of Illinois, and Democratic floor leader in the House of Representatives. Congressman Rainey speaks under the auspices of the Democratic National Committee. When Henry Rainey was a student at Amherst College, he was heavyweight boxing champion of his class, and could run a hundred yards in mighty close to ten seconds. Today this eminent congressional leader's idea of perfect laxation is to put on his "Blue Billy" overalls and replant water lilies, trim hedges, and work on his five hundred acre dairy farm in Illinois. On this fine estate is a park and playground which is always open to the public. It contains two swimming pools -- one for youngsters who have not yet learned to swim. Both pools, you may be sure, are as popular with the youngsters as Congressman Rainey is himself, and so we are pleased indeed to introduce tonight this public-spirited gentleman who has given so much to his community, his party, and his country! CONGRESSMAN HENRY T. RAINEY!

(CONGRESSMAN RAINEY SPEECH HERE)

ATX01 0031437

WINCHELL:

Tonight you heard the Honorable Henry T. Rainey, speaking under the sponsorship of the Democratic National Committee. Next Tuesday night, you will hear a prominent speaker, under the auspices of the Republican National Committee.

--STATION BREAK--

WINCHELL:

And now once again back over the high seas through the heavens to hear the Siamsa Gael crew in Dublin!...Come on Elizabeth Marbury of New York!.....And sit here by the darling of them all, Marie Dressler of Hollywood!....Here, here, make room for Anne Nichols who produced "Abie's Irish Rose." ...and for John McCormack -- and for Jimmy Walker, Al Smith and Police Commissioner Mulrooney, a few Irish laddies who made good in the big-time manner.

Let's fly....ON WITH THE DANCE DUBLIN!(WHISTLE) OKAY IRELAND!

DUBLIN ANNOUNCER:

You are again in Dublin, Ireland, where Siamsa Gael Band will play -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DUBLIN ANNOUNCER:

We invite you all to come again to Dublin and to the Irish Free State whether in person or on the Magic Carpet which now flies back across the Atlantic Ocean to Walter Winchell.

(WHISTLE) OKAY NEW YORK!

WINCHELL:

Plenty exciting, Ireland -- well done, well done
Consider your Siamsa Gael orchestra among the really worth-while
headliners -- and know, too, that millions of your sons and
daughters from the Old Sod -- must have been so happy -- hearing
from you this way.....Keep happy, Ireland -- and keep us all close
to your heart....The top of the 3 o'clock in the mornin' to ya!

Okay Joe Moss. Here's where you and your grand bandsmen
star again. Let's hear what you can do with these tunes. (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

WINCHELL:

That's the spirit, Joe Moss. Now stand by please while
I go into my chatter. Hear from you a little later.

The following items belong under the title of "Things I
Never Knew Till Now" -- and it is a pretty safe wager that most of
you didn't eitherLast year in these United States -- more
people died from overwork -- than from loafing....Apartments along
our Park Avenue, the snootiest residential sector of New York --
are never to let....The signs read: "Apartments Available"....Pardon
their high hattitude....Not all the \$2 bills are legal tender for the
payment of import duties....Which accounts for that widely known
superstition that \$2 bills are "hard luck".....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

When people get drunk in England they get "woofled".... The Beaux Arts cafe in New York was the first restaurant to allow women to smoke in public....Sarah Bernhardt, by the way, used to have her breakfast there with beer! The shortest distance from coast to coast is between San Diego, California, and Charleston, South Carolina -- a distance of 2,152 miles....Most of the talking pictures in Germany are made in a little town, which is christened, of all things -- BABLESBURG.

The strangest request for police protection -- and I'm sure Mr. Ripley would be most interested in this -- was made at Holly Springs, Mississippi, not so many week-ends ago.

Laura Jane Stone complained that her mother had spanked her as long as he could remember -- and Laura was completely fed up with the idea....The strange angle to this story is that Laura gave her age as 100,-- and that of her mother as 128....I'll bet her grandmother is sore, too....If any of you doubt the veracity of this tale -- I recommend you to Senator Kessinger of Aurora, Illinois, who relates it.

You are not supposed to have good manners -- if -- when you're passing people to get to your theatre seat -- you do not face the stage!....Now, there's something to get gray hairs about...In most Paris places you get perfumed butter....The collapsible opera hat is really known as The Gibus -- named after its creator, a London hatter.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Several months ago I ran a line about the Notre Dame basketball team -- in which it was pointed out that before the season ended -- a lotta people would begin wondering if football really was the important sport at that university....Well, I just received a letter from Notre Dame, in which I am reminded that I ran that item -- and they thought it would please me to know that the prediction has been confirmed -- for the basket ball team at Notre Dame won 16 straight games -- and has put the University back on the sports map.

To those movie fans -- who are faithful to their pets of the screen, and who insist that Mrs. Winchell's Walter -- keep supplying them with the birth days of their favorites -- there is this to report...March 18th -- tomorrow -- is the birthday of Betty Compson -- Edward Everett Horton -- and Rosita Moreno. Congrats, Betty, Edward and Rosita.

It will delight their respective admirers to learn, too, I am sure, that Grant Withers and Florenz Ziegfeld, who were gravely ill, are now sitting up -- making faces (or holding hands with) at their nurses...And that it is Bugs Baer's comforting advice that once you reach the top -- there are no local stops -- on the way down!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The boys with the most caustic manners were grouped in their clubhouse the other midnight -- listening to a windy talker -- He was boasting of his recent conquests in the African Jungles -- and his listeners were getting plenty bored....He concluded one of his lengthy speeches like this: "Imagine the predicament I was in... Here I was, practically alone in that jungle -- with no means of retreat. In front of me was a roaring lion -- and behind me a yawning chasm!"

"Really?" groaned one of the fed up Winchells, "that must have been awful. But are you quite sure that the chasm was yawning as much -- before you arrived?"

Here's the sort of story I like to get for my column in the paper or for my air-a-graphs....Passengers on a Pennsy express train -- bound for New York -- wondered why the train had stopped with such a sudden jerk....An investigation revealed that the train crew tried to repair a flaw in the locomotive....Finally, one of the passengers, a prosperous-looking gent, stepped out of the crowd, and said: "Give me a hammer, and I'll fix it for you"..... He went to work, without donning overalls, and in a short time, had the engine ready for use....When the engineer thanked him for his help, he asked him his name....The passenger handed him his card.... It read: "Samuel Vauolain -- President of the Baldwin Locomotive Works"....And did their faces get red?????

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Hearing that Dublin orchestra tonight, reminds me that Maureen O'Sullivan, of all people, is to play a sophisticated part opposite Johnny Weismuller in "Tarzan, the Ape Man," which will be released any minute, now. You know that Maureen O'Sullivan was a little Irish colleen from Dublin, who was imported into this country by the flicker folks. And now, after only two years over here, she's the answer to a movie director's prayer for a worldly, sophisticated type of woman!

CLANEY:

May I interrupt a minute, Walter, to say that Maureen O'Sullivan has smoked LUCKIES ever since she arrived in America. She has also been kind enough to tell us why. Here is what Miss O'Sullivan says: "My reason for smoking LUCKIES is that they are so mild and cause no irritation to my throat."

WINCHELL:

That's plenty okay, Howard, go ahead and tell us some more!

CLANEY:

Millions started to smoke LUCKIES purely out of a desire for throat protection - only to find that they had discovered the world's most delicious cigarette. And it's only natural that these two virtues should go together. Because the only way to make a cigarette delicious is by starting with the finest tobaccos and driving out certain cough-producing irritants which nature grows into every leaf...Drives them out...that's exactly what LUCKY STRIKE does.

(MR. CLANEY CONTINUES ON NEXT PAGE)

CLANEY: (CONTINUES)

It's the only cigarette in the world that employs the purifying "TOASTING" Process which includes the mellowing benefits of modern Ultra Violet Rays. That's why your LUCKY STRIKE has that pure taste....that mellow-mild flavor -- these extras mean more for your money -- more real honest value than you get in any other cigarette regardless of price.

WINCHELL:

And now to have ourselves a happy-go-Lucky Strike time with Joe Moss and his excellent crew, again....Their numbers will include: (TITLES) Ladies and gentlemen -- Joe Moss and his Society Bandemen!

(_____)

(_____)

(_____)

(_____)

WINCHELL:

That's serving Mr. Lucky Strike in the headliner-style, Joe Moss -- consider your scrapbook loaded with another sugary notice....I rattle my wordage here for the last lap with the mail, -- Stand by, Joe.

Bill Clifford of San Francisco: I can't explain it, Clifford -- nor can most newspapermen...It just seems that newspaper history has always shown that no matter how startling the story may be -- after the 9th day -- the average reader finds it getting on his nerves -- unless the story, of course, packs a new wallop.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031444

WINCHELL: (CONTINUES)

Mr. C.A. Smith -- Brandon, Manitoba, Canada: Thanks for your nice letter, Mrs. Smith....No, I've never been to Brandon -- when I was striving to be clever in the music halls ten years ago -- I realized at the time that show business had nothing but heartaches for a guy when his dancing pedals lost their pep -- and it was then -- that I made up my alleged mind to get out of it as soon as the opportunity arrived....I've been a reporter since October, 1922 -- and I do not regret a moment of the grind.

Mrs. Boyd Hoskins of Genoa City, Wisconsin: Thank you, Mrs. Hoskins....The real Broadway begins at 42nd Street and ends at 53rd -- where the Elevated Railroad interrupts whatever beauty our Main Street is supposed to have....They douse the lights at 1 a.m., Mrs. Hoskins -- and from my observations -- girls are safer on Broadway at 4 a.m., than they are at 4 p.m., when the loafers stand on the corners and invite a slap in the face.

And that, ladies and gentlemen, brings down the curtains on tonight's show....On Saturday night our magic carpet will do a handspring over to Philadelphia to tune in on Charley Kerr's orchestra, which will share the headline honors with the Coon-Sanders crew from New York.....And don't forget, Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Tonight you heard the Honorable Henry T. Rainey, United States Congressman from Illinois and Democratic floor leader in the House of Representatives, speaking under the sponsorship of the Democratic National Committee. Next Tuesday night you will hear a distinguished speaker, under the auspices of the Republican National Committee. Tune in and get both sides of the current questions of the day!.....So until Saturday night, at the same time, then -- I remain, your New York correspondent -- Walter Winchell -- who has come to the conclusion -- that the world would be a sweeter place to live in -- if more of us had the money to spend in night clubs -- and the brains -- to keep out of them!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"SOFT LIGHTS AND SWEET MUSIC" and "LET'S HAVE ANOTHER CUP OF COFFEE" from "FACE THE MUSIC" and "TEA FOR TWO" from NO, NO, NANETTE, were played by special permission of the copyright owners.

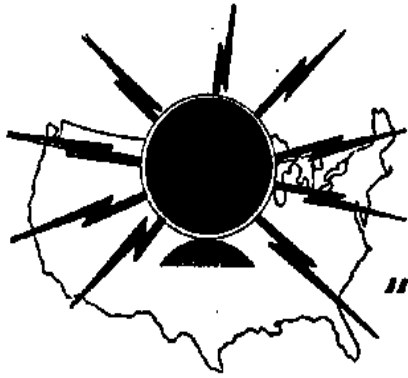
The Lucky Strike Dance Hour has come to you from New York City, Washington, D.C. and Dublin, Ireland, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/17/32

ATX01 0031446

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEAf and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

SATURDAY, MARCH 18, 1932

(THEME TUNE --- One chorus of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes - sixty modern minutes with the world's finest dance orchestras, and tonight we bring you two great orchestras, one from Philadelphia and one from New York City, also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!

WINCHELL:

Good evening, Mr. and Mrs. United States and hello there, Honolulu -- which always climbs aboard our magic carpet on Saturday night!

And a salute to you Philadelphia -- for letting Mr. Lucky Strike borrow your popular Charley Kerr orchestra -- which has been delighting radio listeners for years....Tonight's flight will be shared in the headline manner by another favorite ensemble of trumpet tooters -- namely The Coon-Sanders Crew -- playing from The Hotel New Yorker in this Manhattan of ours.

So let's go to town, Philadelphia....Millions of tuner-inners are restless to exercise their dancing pedals and surely you know how that is.

Here we come -- right over the Hudson into New Jersey to wave a howdy-doo to Newark, Elizabeth, and Camden and shout:

ON WITH THE DANCE, CHARLEY KERR! (WHISTLE) OKAY, PHILADELPHIA.

PHILADELPHIA ANNOUNCER:

Welcome Lucky Strike Magic Carpet on your first trip to Philadelphia where Charlie Kerr and his orchestra will play --(TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

PHILADELPHIA ANNOUNCER:

One of the oldest highways in America is from Philadelphia to New York which the LUCKY STRIKE Magic Carpet now travels in a jiffy back to Walter and his Winchell-low-down.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's unwinding the show in the manner we like best, Charley Kerr...Plenty of zip, pep and pace...Thank you, Charley... This is where Mrs. Winchell's Walter - does his card tricks and other nonsense -- and after we've heard from the Coon-Sanders boys - we hop, skip and plump right into Liberty Bell Town for you fellas, again...Stand by, headliner.

The Bonnie Glass secret marriage, first reported here Tuesday night, was confirmed by the local gazettes yesterday morning - as was the colyumed report of two weeks ago that Ann Dvorak and Leslie Fenton would ankle up an alter...The George O'Brien -- Marguerite Churchill fire is beyond control....Garbo, as she prefers being called, is convalescing after an illness that worried her intimates and employers...Mrs. Clark Gable will soon be described by her interviewers as "a good sport"....Billie Dove's newest heartbeat is James Cromwell of the Statesbury tribe...Pola Negri's newest wrinkle is wearing real flowers strapped to her wrist.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Betty Egen, who used to be a show girl in the local ensembles - is now in the talkies because her screams register so well...Cliff Edwards, better known as Ukelele Ike, and Nancy Dover are here, marking time...When Mr. Edwards gets his final decree - Cliff and Nancy will make some preacher \$2 richer...There still is a serial queen in Hollywood...Her name is Lucille Brown - and she makes such quaint pictures as "The Great Air Mail Robbery," "Danger Island" and "Battling With Buffalo Bill"...The smaller towns go for these flickers in the huge way, and one New York temple of amusement plays them only on Saturday afternoons...Miss Brown is 23, a native of Memphis, Tennessee -- where she taught Sunday School...Lucille Mendez, who is telling a judge about Ralph Ince - will middle-aisle it - again with a prominent money honey.

Just after Hardy Albright declared that Hollywood had too many leading men, he was punished by the moguls who made him one...Ripley should visit the home of Richard Arlen...There is a tree growing through the roof of it...Not so long ago Paramount ordered that no still pictures of Chevalier and Marlenah Dietrich be released for publication - but two pages of them now appear in the London Tatler - and somebody will be shown up or called down... In some quarters in New York there is a to-do because "Cimarron" won the popularity poll of 1931...From an artistic standpoint, it is argued that "Street Scene" should have won it - and that although it was far over the heads of most movie audiences - "Outward Bound" was the classic of them all...This is not Winchell's argument, remember, - I am merely a reporter.

Cruelty to children is not always to be associated with people of the slums and county institutions...There is the case of the now grown children of the enormously wealthy Walter Douglas... Notably a taciturn man, Mr. Douglas discovered that the children's governess had been savagely beating them - with wire coat hangers for a long time.

The kids, brought up in Arizona, were taught to go barefoot (girls as well as boys) and trained to smile if they were hurt - and so they never complained...Mr. Douglas, however, caught the vicious governess red-handed one day - and he let loose a blast that remains a classic among his Newport, Rhode Island friends.

It would delight Mrs. Winchell's Walter more than any of you can imagine - if when any one represents himself - as my assistant - that you throw him right out on his ear ... Why any one would want to risk his or her life by even asserting that he represents me - is beyond my severest critics - nevertheless - there are several spurious persons taking that chance.

Naturally, I receive numerous contributions from listeners and readers...They send gags, quips, jokes or verse to me for the column...And I always acknowledge those letters in the thank-you manner...These letters, I now learn, are being used by the counterfeit as "Letters of Credentials" - and some gullible people fall for them.. Last night, it was among my pleasures, to see one such phoney slapped so hard - He will never be the same...Thank you for anything you do about it...My only assistants are two lovely looking girls, but they don't want it known.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

News comes to Broadway that a new play is being prepared by Hollywood authors...It will be christened "Okay, New York!" - and it will be a travesty on New Yorkers and their lives and morals - if any..."Okay, New York" is Hollywood's answer to "Once In A Lifetime," which had so much fun at Hollywood's expense.

It reminds me of the time Ina Claire went to see "Once In A Lifetime" when it was amusing local yokels...A reporter asked Miss Claire if she had ever seen anything funnier..."Yes," said Ina, "Hollywood!"

Right here Howard Claneey gives a word to the wise smoker -- one great big reason why Luckies are so popular!

HOWARD CLANEY:

Doesn't a cough make you feel small, when you interrupt a tense scene at the theater -- or when you cough just as you're introduced to some one? Avoid that annoyance -- don't irritate your throat with cigarettes containing cough-producing impurities -- reach for a LUCKY instead! Only LUCKY STRIKE can give you the throat protection afforded by the exclusive "TOASTING" Process -- for it is this exclusive LUCKY STRIKE Process that drives out certain throat rasping impurities naturally present in all tobacco leaves...it is this extra secret process that makes room for more tobacco goodness -- the pure, cough-free goodness of the Cream of many Crops, enriched and made more mellow-mild by modern Ultra Violet Rays. No other cigarette in all the world can give you this extra value -- for no other cigarette is "TOASTED!"

(MR. CLANEY CONTINUES ON NEXT PAGE)

-7-

HOWARD CLANEY: (CONTINUES)

For your complete smoking enjoyment, ladies and gentlemen --
enjoyment unmarred by coughs -- reach for that delightful "TOASTED"
Flavor -- reach for a LUCKY and enjoy the purest of cigarettes! --
the mellow-mildest cigarette in all this wide world.

WINCHELL:

That's your cue, Mr. Coon and Mr. Sanders!...Philadelphia
came over fine, fellas -- so get hot -- and tie the score.

ON WITH THE DANCE, COON SANDERS (WHISTLE) OKAY, NEW YORKER!

SANDERS:

Here you are in the great big Hotel New Yorker in little
ol' New York where we're going to play -- (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

SANDERS:

Now -- the cross-town jump right over the skyscrapers of
Manhattan. (WHISTLE) OKAY, WALTER WINCHELL!

WINCHELL:

Very Okay -- Coon and Sanders....Stand by, please...hear
from you a little later.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031453

WINCHELL: (CONTINUES)

When Lincoln and Douglas held their great debates, they were heard by hundreds -- but today America's leaders reach millions.. by telegraph and newspapers, by talking pictures, and by radio. And next Tuesday, Mr. and Mrs. American People, as a modern news service to every one, Lucky Strike will again broadcast, from coast to coast, the National Political Rally -- bringing you direct, the stirring issues of the Presidential battle on the eve of the great campaign of 1932. Our speaker next Tuesday will be the Honorable Felix Herbert, United States Senator from Rhode Island. He will speak under the auspices of the Republican National Committee. Next Thursday night you will hear Mrs. Nellie Taylor Ross, the former governor of Wyoming, and Vice-Chairman of the Democratic National Committee, speaking under the auspices of the Democratic National Committee. Remember, Lucky Strike brings you both sides -- on Tuesday nights a leading Republican -- on Thursday nights a leading Democrat. Lucky Strike takes no sides -- it serves every American Citizen impartially. The speakers on these programs give their views with absolute freedom -- none of us know in advance what they are going to say to you, for the great American principle of free speech is the rule. The manufacturers of Lucky Strike cigarettes are very proud to be able to offer the facilities of this radio program to the Democratic and Republican National Committees and to bring this unique news feature to the great American public every Tuesday and Thursday.

--LOCAL--

ATK01 0031454

WINCHELL: (CONTINUES)

And now back to the town that sheltered those brave fellows who practically put America on the map...Come on Mr. and Mrs. Monty of Pontella, Idaho, meet Mrs. May Heberling Smith of Tacoma, Washington...And millions of other tuner-inners whose names escape me in my haste!...We're leaping a mere 90 miles from New York back to Philly, -- and reaching Honolulu and other distant neighbors at the same moment.

ON WITH THE DANCE, CHARLEY KERR!(WHISTLE) OKAY, PHILADELPHIA.

PHILADELPHIA ANNOUNCER:

The Lucky Strike dance goes on in Philadelphia with Charley Kerr and his Orchestra playing -- (TITLES)

(_____)
(_____)
(_____)
(_____)
(_____)

PHILADELPHIA ANNOUNCER:

The Lucky Strike Magic Carpet now dashes out of Philadelphia back to Walter and his Winchell-lingo.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Thank you, Philadelphia, and your Charley Kerr boys...I have a second edition to hurry to press right here...Hear you again - in the Lucky Strike-up-the-band manner some night soon.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mr. Lucky Strike's pet subject -- The Man-A-Block-Plan -- which attracted such great response -- after it was made better known on this network -- is enticing many more cities as our programs unfold...From the San Francisco newspapers comes the word that the Man-A-Block Plan has taken practical form out there...Kogales, Arizona has adopted it, too -- and I have messages of cheer about relieving the unemployment problem from St. Joseph, Missouri, Ponca City, Oklahoma, Memphis, Tennessee, Phoenix, Arizona, and Macon, Georgia.

Talk about a war against depression!...It looks like it's going to be a skirmish, considering that the American Legion is on our side.

Then there's the Throw-Something-In-The-Barrel movement that I told you about...Here's a news clipping in front of me from The Hot Springs, Arkansas, New Era which reports that that idea was put into action there the other day -- and met with great success immediately! Did you hear that Mr. Lucky Strike?....The coin you're spending on this air show, sir -- is serving a double purpose -- we've helped considerably to melt the breadlines -- and that, sir, is something for any one to cheer about.

Viola Tree, who starred in Barrie's "Peter Pan" (he wrote that long-distance run success expressly for Viola) is the niece of the famous caricaturist, Max Beerbohm...When Viola was a child, Beerbohm used to juggle her on his knees -- and often scribbled drawings for her of this celebrity or that one.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

But Viola could never be bothered. Instead, she swept them from the table or she cut them up into paper dolls and doilies... Had some one in that family been gifted with a swift-thinking tank -- and could have seen into the future -- those drawings might have been saved -- and today they would have brought Viola Tree a tidy sum from collectors of rare things...Instead, Viola makes her living, such as it is, in these distressing theater times, appearing in plays that, unfortunately, have brief careers.

You might have observed a story in the papers recently -- which the better news services featured as coming from England, where it was reported it actually happened...It concerned a man who had a special movie made so that after he passed on -- his kinsfolk could hear him reading his will....After he became an angel, his relations gathered in a studio and saw the talkie -- and to those that he had cut off without a jitney -- he gave a piece of his mind....This was considered unusual news.

As a matter of record, ladies and gentlemen, it has been a sketch in the Broadway revusicals since 1929 -- and I just saw it again in a movietone -- starring Mr. and Mrs. Jack Norworth....In fewer words, some of our leading comedians feel as old as their newest jokes.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Speaking of comedians, the traffic cop at 47th Street and Broadway is a bit of a wit, himself....I was swapping banter with him this evening, when a couple, visiting New York, asked the officer the direction to a certain show. "Well," replied the cop, who apparently had seen the show, "you walk three blocks south, until you smell ham -- then you turn left."

The New York Public Library, I see, is complaining that it hasn't enough room for all the college boys who loiter there...It must be because of those knots in their ties....And while I'm thinking of it, I want to toss a boo-kay to Norman Frescott, the mentalist, who for so long has starred in the better theatres.... Frescott, it appears, was fed up hearing vaudeville actors pull the same hooey....I mean, when they took or stole their bows at the end of their act, they would tell every audience: "You've made me so hap----peee!"Frescott, has a neater and more affable manner of pleasing his audiences...He merely says: "Thanks for liking me -- but the next act is much better!"....This, of course, arouses any audience into greater appreciation....As is the neat salute of another headliner, who always says: "Thanks for your applause, I assure you it goes straight to my heart and not to my head."Which it doesn't, of course, but it sounds refreshing to hear.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

There probably is nothing so sweet as a sugary break along Broadway, the Street of Broken Promises....Take the case of the clever Lyda Roberti, the newest of the 1931-32 finds...She clicked in the "You Said It" show last year, but I knew her when she was wearing out her dainty shoes in the local casting agencies...Lyda is only 20, and very pretty...She is a Polish girl and her dialect is plenty contagious -- anything she says -- is wrong -- therefore it is funny....Frinstance, when she regrets something and wants to beg your pardon, she says: "I tink to you I will have to apologize to me"....But she has an abundance of talent, and it remained for Lou Holtz to discover that fact -- now she gets \$1000 every week from Lou.

But not so long ago "The Fifty Million Frenchmen" show refused to let Lyda enlist in its chorus....Yes, indeedy -- The Last Laugh Is The Heartiest.

Say, have you tuner-inners seen what the front pages are saying about you? Because so many of you are dialing to the Metropolitan's Grand Opera program -- and then tuning in on the box office -- the Met has had the biggest rush of business in years -- and because of it, they'll be able to move into a magnificent building in Rockefeller's new Radio City. Take a bow, Mr. and Mrs. Music Lover! It all goes to show that once people hear about something extra good -- you just can't keep 'em away from it!

HOWARD CLANEY:

LUCKY STRIKE offers sincerest congratulations to the Metropolitan Opera Company on the happy result of its radio broadcasts! It is certainly true that once people hear about something extra good, they'll all insist upon getting it. That's particularly true of cigarettes -- LUCKY STRIKE is America's most popular cigarette because millions know that LUCKY STRIKE gives an extra goodness that can't be duplicated ... extra flavor, extra mellow-mild deliciousness that goes in when the exclusive "TOASTING" Process drives out certain cough-producing impurities. That's why LUCKY STRIKE -- and LUCKY STRIKE alone -- is able to offer you more for your money -- more of the real, pure goodness of the Cream of many Crops. May I read you what one of the Metropolitan Opera's famous artists wrote to us -- Signor Adamo Didur, whom you may have heard in a grand opera broadcast: "After singing a part at the Metropolitan," Signor Didur writes, "I like two things -- applause and a Lucky! LUCKIES taste so good, and it seems to me they are gentler than others on my throat." To this sincere and straightforward statement, ladies and gentlemen, we can only add this advice: to get more real, honest smoking value than any other cigarette can offer -- reach for a LUCKY -- the finest cigarette you ever smoked!

WINCHELL:

Once more to the New Yorker Hotel to be teased by the tantalizing tempoes of the Coon-Sanders tooters.

ON WITH THE DANCE, COON SANDERS (WHISTLE) OKAY, NEW YORKER!

SANDERS:

Everybody out on the floor so you can dance to -- (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

SANDERS:

The LUCKY STRIKE Magic Taxi-cab now rides right over the heads of New York's traffic policemen, even ignoring the traffic lights.

(WHISTLE) OKAY, WALTER WINCHELL!

WINCHELL:

That was fine, Messrs. Coon and Sanders!....I'm sure Philadelphia will have a legitimate complaint, when they discover that you boys who represented New York so well tonight, come from Chicago ... See you around town, gentlemen -- I acknowledge a salute or so -- here, before calling it another LUCKY STRIKE Dance Hour.

Carol Mason of Atlanta, Georgia....June MacCloy is a Toledo, Ohio girl...She has been married three times, and is only 20....After a brief season in the Broadway cafes as a torch singer, Paramount signed her for "Reaching For The Moon" and other flickers... Miss MacCloy now is a principle in the Ziegfeld show here -- and is the only blond bass singer in town.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Eugene Cain of Chillicothe, Ohio...Yes, it has happened. Milt Gross is a newspaper comedian and one day he was stuck for a comic strip - and he had to go to a funeral...He was very worried, - because he knew he couldn't think of anything funny at a cemetery.... But he saw something there that handed him such a laugh, he wrote an entire article on the theme and got \$800. for it.

Miss Lois Le Roex of Boise, Idaho....New York doesn't always get the first run on the best pictures....Baltimore frinstance saw Maureen O'Sullivan's newest flicker this week - New York won't get it for awhile yet....But, then New York always has to wait for the shows, too, which make the poor out-of-towner suffer while they polish off the rough edges.

Mr. and Mrs. Carl Gibling of Cleveland....My last magazine piece appeared in Vanity Fair, - the current number....I wrote it months ago - before all this radio activity came along....I haven't the time anymore - the routine now is plenty hectic....Yes for Liberty, College Humor, The New Movie, The New Yorker and for over a year a whole page every week in Life...All this beside a column in the paper daily except Sunday...I like air-a-graphing a lot better - you meet such interesting people - like Ben Bernie, the old micetrap - who has been taking my barbs for a long time now and I want to give him a compliment....Bernie, ladies and gentlemen, certainly is a self-made man - BUT THE STITCHES SHOW!

WINCHELL: (CONTINUES)

And that, ladies and gentlemen, winds up tonight's LUCKY STRIKE Dance Hour. On Tuesday night we will hear Vincent Lopez, playing from the smart Hotel St. Regis in New York City, and Charlie Agnew, playing from Chicago, Illinois. And don't forget, Mr. and Mrs. America, on next Tuesday night you will again hear that unique, news feature - the National Political Discussion. Your distinguished speaker on Tuesday, under the auspices of the Republican National Committee, will be the Honorable Felix Hebert, United States Senator from Rhode Island; while on Thursday, you will hear from Mrs. Nellie Taylor Ross, Vice-Chairman of the Democratic National Committee, speaking under the sponsorship of the Democratic National Committee. So until Tuesday night at the same time, then, I remain, your New York correspondent, Walter Winchell -

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"BETWEEN THE DEVIL AND THE DEEP BLUE SEA" from the show "SEA RHYTHMANIA" was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City, and Philadelphia, Pennsylvania, through the facilities of the National Broadcasting Company.

WINCHELL/AGENCY/Chilleen
3/19/32

ATX01 0031463

WINCHELL: (CONTINUES)

And that, ladies and gentlemen, winds up tonight's LUCKY STRIKE Dance Hour. On Tuesday night we will hear Vincent Lopez, playing from the smart Hotel St. Regis in New York City, and Charlie Agnew, playing from Chicago, Illinois. And don't forget, Mr. and Mrs. America, on next Tuesday night you will again hear that unique, news feature - the National Political Discussion. Your distinguished speaker on Tuesday, under the auspices of the Republican National Committee, will be the Honorable Felix Hebert, United States Senator from Rhode Island; while on Thursday, you will hear from Mrs. Nellie Taylor Ross, Vice-Chairman of the Democratic National Committee, speaking under the sponsorship of the Democratic National Committee. So until Tuesday night at the same time, then, I remain, your New York correspondent, Walter Winchell -

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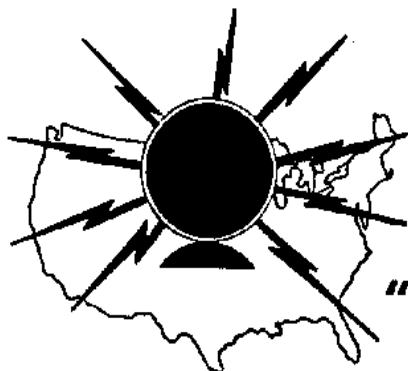
The LUCKY STRIKE Dance Hour has come to you from New York City, and Philadelphia, Pennsylvania, through the facilities of the National Broadcasting Company.

WINCHELL/AGENCY/Chilleen *****
3/19/32

ATX01 0031464

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, MARCH 22, 1932

(THEME TUNE -- ONE CHORUS OF "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes - sixty modern minutes with the world's finest dance orchestras, and tonight we bring you two great orchestras, one from Chicago, Illinois, and one from New York City, also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!!!

WALTER WINCHELL:

Good evening -- AMERICA! -- and welcome to Mr. Lucky Strike's magic carpet -- Charles Agnew and your Orchestra!

You're going to meet a lotta grand guys and gals -- Charley -- tooting your trumpets on our show tonight....I oughta know, boy -- for in a few weeks -- I'll be going into my six month -- serving as their pilot....So you can see what a patient and tolerant and generous crowd they must be.

At any rate, Charley -- you're our newest star -- therefore, to you goes the honor of flavoring the skies with melody first....Vincent Lopez and his boys, who have served us faithfully before -- will represent Mr. Lucky Strike on the New York mikes -- with Mrs. Winchell's Walter and Mrs. Clancy's Howie taking turns to let you fellas catch your breath.

So let's go, Agnew!....Riding the heavens with millions and millions of tuner-inners from coast-to-coast and wherever the networks penetrate!

ON WITH THE DANCE, CHARLEY AGNEW! (WHISTLE) OKAY, CHICAGO!

CHICAGO ANNOUNCER:

The Lucky Strike Magic Carpet has landed right in the middle of the Marine Dining Room of Chicago's famous Edgewater Beach Hotel where Charley Agnew and his orchestra begin the Lucky Strike party with (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

CHICAGO ANNOUNCER:

Now the Lucky Strike Magic Carpet takes us from Chicago back to Walter and his Winchell-low-down (WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's what I call reaching for a Lucky Strike audience -- Agnew -- here's an A plus -- share it among you.....In case Wayne King and the Chicago crews haven't wised you, Charley -- this is where your New York correspondent -- juggles his air-a-graphs..... Then, after Vincent Lopez and his tooters go gay -- we chuck you a cue, again.

I am certain that all of you who have been delighted by his music, want to join me in wishing Wayne King -- and his bride of yesterday, Dorothy Janis, -- every happiness and joyThey were middle-aisled at Highland Park, Illinoy -- and will honeymoon at his estate in Wisconsin....Some of the Pittsburgh papers worked themselves up into a lather last week -- following the statement over this network -- that Flier Scott and Lillian Roth of "The Love Parade" had parted.....The report was called "ridiculous" -- which it wasn't, considering that it came from Lillian herself.... However, in my "Man About Town" column, released in New York yesterday -- it was recorded that Lillian and Scott had reconciled Friday night -- and I prefer to believe that I helped a little.... Among other things that make some of us a little sad around Broadway -- is the report that Leeja Roberti may be deported in June -- because of that quota thing...I trust that Uncle Sam and his deputies won't do any such thing to Leeja, who is one of the few laugh-provokers left in America.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And considering that laughter is now among the rare gifts -- and that Miss Roberti is helping to make a lot of people happy with her contagious nonsense -- she shouldn't be deported back to her native Poland -- where she has no home to return to -- parents or kinfolk.....She's an orphan -- and deportation certainly will break her heart -- and gain us nothing.

George Raft, who used to do jazz dance specialties in the Broadway hotspots will crash the movie heavens -- when the "Scarface" picture is released.....George, they used to say, was a pocket edition of Rudy Valentino, but his sponsors are grooming him in the James Cagney manner.....It will mark his first big assignment in the magic lanterns, and my deputies tell me that he has done a masterful job of it....Ruth Wilcox, who is Mrs. Edgar Selwyn in private life, has been signed by MGM to a year's contract....Lady Inverclyde will return to England aboard the Empress of Britain on March 26th, leaving Lothar Mendez with an ache -- because the British courts spurned her plea for freedom.....You may have read a story about Clark Gable in one of the jitney magazines last week -- from the pen of Adela Rogers St. John....one of the better word-jugglers..... In that article, she -- related that Gable was an old-fashioned he-man -- the sort who didn't believe in sending a girl perfume or posiesIt made Gable's face so red -- he has been pounding her with two dozen roses every day sinceDorothy Hall, who came up from the obscure ranks -- and married a chap with too much money -- is one of those girls who didn't let her husband's coin go to her head.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031468

WINCHELL: (CONTINUES)

Instead, she made the rounds of the casting agencies just the way she did before she had all that luxury -- until she got a job....Last night, the "Child of Manhattan" management put her name up in the lights -- and she was so thrilled she forgot her cues....Bradford, Pennsylvania, papers please copy. Mildred Bailey, the popular radio star is waiting for her finals, so she can Lohengrin it again with "Red" Norvo, the xylophonist in the Paul Whiteman band.

I heard the most unusual story today....I got it from a doctor friend of mine, whose brother is a steward on a liner touching African ports.....A missionary, it appears, told the steward of an experience he had with the native chief of one of the most savage tribes in Africa....The missionary, visiting with the Chief, told him about the depression in these United States -- and he painted a pretty gloomy picture.

The Chief had little conception of our country, as to where and what it might be, but he did get the idea -- that there was great suffering over here.....A few weeks later, the savage Chief showed up at the missionary's place, bringing with him 10,000 cocoanuts and 2,000 francs in cash -- which he had collected from members of his tribe -- as their contribution for the relief of suffering Americans!....Human nature, it seems to me, is the same the world over -- and any one wishing to check on the story is directed to Dr. Edward Kallman of 119 West 57th Street, New York City.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And here are some notes on men and women you've read or heard about....Florenz Ziegfeld, better known as the glorifier of American girlhood....His first-nights entice the so-called best people, who spend young fortunes to out-dress each other for that one night....Nearly everybody comes in evening clothes....The only one who comes in a business suit, and needing a shoe shine, is Mr. Ziegfeld.....In fewer worlds, the modern Barnum....George Gershwin was born in Brooklyn in 1898, and six weeks later came to this country....he took his first piano lesson when he was 13....At 16, he was pounding an upright in the Bedford Rest, a Brooklyn beanery... Today he has a mansion on Riverside Drive, and his prize possession is an autographed photo of King George of England. The inscription from His Majesty reads: "From George to George."

William A. Brady, one of the storm centers among showmen on Broadway, has lost more million dollar opportunities than any man I know....He owned the famous show "Within The Law" and sold it for \$10,000....It made a million smackers for Arch Selwyn to whom Brady peddled it....The late Jeanne Eagels brought the manuscript of "Rain" to Brady....He said: "No like"....And you know what a hit it was"Broadway" one of the million dollar smash knockouts was being rehearsed by Brady but he chucked it -- on the advice of George M. Cohan....Jed Harris climbed the highest mountains with that classic....Brady was to be one of the promoters of the Dempsey-Carpentee-eye fight...but he had words with Jack Kearns and withdrew...
(MR. WINCHELL CONTINUES ON NEXT PAGE)

-9-

WINCHELL: (CONTINUES)

.....The gate for that battle was a million and a half.....
After thirteen attempts with poor plays, he looked over a script
of a play that everybody in town, including the Theatre Guild, had
rejected....Brady produced and got rich, again...That show was
"Street Scene."

Here's where the editor of this radio newspaper steps
aside in favor of the business manager - Mr. Howard Claney!

HOWARD CLANEY:

At those smart parties along Park Avenue in New York.....
at Miami...at Del Monte....at the swank hotels in Bermuda....and
at Pinehurst, North Carolina....in fact, everywhere that the world
of society gathers you'll find that LUCKY STRIKE is THE Cigarette.
People who seek the best have found it in LUCKY STRIKE...the one
and only cigarette that's Toasted. People who could spend any amount
of money find that they get in LUCKY STRIKE two exclusive, unique
features found in no other cigarette regardless of price. These two
features are that distinctive "TOASTED" flavor and that priceless
throat protection afforded by the "TOASTING" Process which includes
the use of modern Ultra Violet Rays. This extra secret LUCKY STRIKE
Process expels certain impurities that nature grows into every tobacco
leaf. With these impurities removed, the flavor's improved, your
throat is protected, and there's room for more tobacco goodness.....
pure mellow-mild goodness. That means greater enjoyment for you --
greater value for you. It's smart to smoke LUCKIES because it's
smart to take care of your throat and it's smart these days to get
the most for your money.

ATX01 0031471

WINCHELL:

And now to give a fervent greeting to another happy-go-Lucky-Strike-up-the-Bandsman!...You've been delighted with his arrangements and rhythms since you were this high -- and little wonder -- for he sure knows how!

So let's leap, Mr. Lucky Strike -- from all parts of these United States over to the smart Hotel St. Regis in New York City to chirp:

ON WITH THE DANCE LOPEZ! (WHISTLE) OKAY, ST. REGIS!

LOPEZ:

Lopez speaking in the Hotel St. Regis where we're going to play -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

LOPEZ:

The Lucky Strike Magic Carpet now hops across 55th Street back to

(WHISTLE) OKAY, WALTER WINCHELL!

WINCHELL:

That's a boy, Lopezzzzy!....I run out of sugary superlatives everytime you join our troupe....The height of something or other, Vincent, would be for Winchell to tell them how good your orchestra is -- after all your happy years on the air, huh?....Stand by, Vince -- I'll catch you on the up-beat.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Now here's where we go gay in Chicago again!.....Come on, Mrs. Iris Gokenbach of San Diego, California -- here's your seat next to Donald Morse of Battle Creek, Michigan....Boy, this certainly is fun having you people all over the States get acquainted this way.... Let's go!....Right over my newest paper, The Toledo Tribune, due this week!

ON WITH THE DANCE, CHARLEY AGNEW! (WHISTLE) OKAY, CHICAGO!

CHICAGO ANNOUNCER:

And, having landed at the Edgewater Beach Hotel in Chicago, the Lucky Strike Magic Carpet settles down while Charley Agnew and his orchestra play -- (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

CHICAGO ANNOUNCER:

Now the Lucky Strike Magic Carpet shoots from the shore of Lake Michigan to the shore of the Atlantic Ocean.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Very good, Agnew....Keep marking time, Charley -- I'll be back with you in a paragraph or so.

--STATION BREAK--

RTX01 0031473

WINCHELL:

Do you remember the exciting election of 1916 when Chief Justice Hughes was conceded the presidency, only to have California turn the tide toward President Wilson? Will this year's election be as stirring? Many experts think so! And so this Lucky Strike program brings you the National Political Rally, that unique news service which gives you both sides of the burning questions of the day. On Tuesday nights -- a leading Republican speaker. On Thursday nights -- a prominent Democratic speaker. Lucky Strike is neutral. We do not know in advance what will be said by our distinguished guests. Tonight we are proud to present the Honorable Felix Hebert, United States Senator from Rhode Island, who speaks under the auspices of the Republican National Committee. In the town of West Warwick, Rhode Island, where he has lived all his life, our guest tonight is known to every citizen as "Judge" Hebert. For many years he kept his office open at night so that the citizens who worked in the mills and shops by day might seek his counsel and advice. Not far from his modest home, the senator has built a summer cottage -- practically carved out of the dense woods by himself and his two sons. Nearby he has a greenhouse, where he raises some of the finest floral specimens grown in that part of the country. In his spare time, Senator Hebert reads the insurance law, a field in which he has contributed a notable public service. It is a rare privilege and a great honor to present to you Senator Felix Hebert of Rhode Island!

(SENATOR HEBERT SPEECH)

WINCHELL:

You have heard Senator Felix Hebert of Rhode Island, speaking under the auspices of the Republican National Committee. On Thursday night you will hear from the Democratic side. Mrs. Nellie Tayloe Ross, former governor of Wyoming, will speak under the sponsorship of the Democratic National Committee, of which she is Vice-Chairman.

Once again through the skies aboard the most famous magic carpet of them all!...Come on - Mrs. Jean Cheney of Pittsburgh -- didn't mean to keep you waiting this long...Meet Jack Crosley of Cleveland, and Helen Fowler of Lackawanna, New York....We're Illinoy-bound -- again to enjoy the tunes of our newest headliner, who is breathlessly waiting to hear me signal

ON WITH THE DANCE CHARLES AGNEW! (WHISTLE) OKAY, CHICAGO!

CHICAGO ANNOUNCER:

In the heart of Chicago's Edgewater section, right on the shore of Lake Michigan, Charley Agnew and his orchestra continue the Lucky Strike Dance with -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

CHICAGO ANNOUNCER:

The Lucky Strike Magic Carpet flies along the familiar path from Chicago back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Ace-high, Agnew -- plenty pretty, mister....Thanks for giving us a good time....And if you get the back-ache from leaning over all the mail I know you'll be getting -- it'll be your own fault, Charley -- for giving such a good account of yourself....Hear you again some night soon.

Fannie Brice had the distinction of having a man serve as her bridesmaid for her second marriage...The man is Jay Brennan.... She once made a bet on a horse-race -- after some one gave her what was intended as a false tip....The horse had never won a race before... Fannie bet \$400 on it....Through a fluke -- the gee-gee staggered in first -- paying 20 to 1....That night the bookmaker not only called in person to deliver the winnings, but he also gave her the horse!

Jim Tully, the former hobo, who became an outstanding novelist in this country, was also a prizefighter in his time...His fighting career, however, ended in a California ring when he was knocked cold in the first round and remained that way for 24 hours... He has a decision over John Gilbert, at any rate...When Tully was a hobo his name was Cincy Red -- and the only thing he fears is a smart alecky interviewer.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

George M. Cohan was the first actor to own an automobile... He paid \$2,000 for it and people, at the time, said that only an actor would do a thing like that...He gave his mother all the royalties on his big hit "Get Rich Quick, Wallingford"...He has written over 100 plays but signed only 40 of them....His shoes cost \$45 a pair, and he has given away over a million dollars to individuals -- men and women who started their careers with him and fell along the not so great White Wayside...His happiest thought is that never in his career, has he written or uttered an unclean remark on the stage.

Eddie Cantor once was an errand for a knockwurst works in New York...He first started his peppy style of racing up and down the stage and clapping his hands in 1910 when he sang a ditty called "The Ragtime Violin,"....He has his clothes made by Jimmy Walker's tailor, but it doesn't help his sex appeal, any....He is a hypochondriac, and always imagines he is sick, -- which keeps many a doctor rich....And besides contributing great sums to the stock-market.....Cantor supports a camp for boys of his own East Side -- in the mountains....Because, he once told me, he never had much sunshine in his boyhood....Of all my friends, I like Eddie Cantor best -- because he never tells me what I mustn't say about him.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Here's one I picked up about Roger Pryor, who plays the lead in "Blessed Event," that breezy drama which flings both scallions and orchids at a certain Broadway columnist. Every night after dinner, Roger and his brother heard a lecture from their father, Arthur Pryor, the famous band-master. The subject was always the same - "Never become a musician or an actor!" For 15 years they listened to it while their father smoked his after-dinner cigar. And then, after 15 years, Roger Pryor became an actor....and his brother a musician!

HOWARD CLANEY:

LUCKIES have a mighty high batting average, Walter, among the celebrities you mention over these air-waves. As I glance over my list, most of them seem to smoke LUCKIES. And that holds true for Roger Pryor. I have a signed statement from him right here. Let me read it: "I'll tell you in a few words why I smoke Luckies. They do not cause throat irritation! Most of my friends in the theatre say the same thing!" And, ladies and gentlemen, most of Roger Pryor's friends, we daresay, also smoke Luckies because of their finer flavor, for throat protection and delicious taste go hand in hand. Here's why: every tobacco leaf naturally contains certain impurities...when the exclusive LUCKY STRIKE TOASTING Process drives out these impurities, it not only protects your throat against irritation -- against cough -- but it also improves the favor. When we take out what you don't want, we leave room for what you do want -- more tobacco goodness! Pure mellow-mild tobacco goodness. That's why we say that LUCKY STRIKE gives you more for your money than any other cigarette. More in pure mellow-mild tobacco quality...And more in the priceless assurance that LUCKIES are always kind to your throat!

WINCHELL:

Once again to the St. Regis Hotel in New York -- to tune in on another of your favorite crews.

ON WITH THE DANCE VINCENT LOPEZ! (WHISTLE) OKAY, NEW YORK!

LOPEZ:

For all you Lucky Strike dancers, this time we'll play --

(TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

LOPEZ:

The Lucky Strike Magic Carpet now hops from the southeast corner to the northeast corner of Fifth Avenue and 55th Street in New York City.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Okay, Vincent Lopez....It's been a melodious evening with you and Charley Agnew's crew doing Mr. Lucky Strike proud...I thank you for him;

I now hasten over a few of my love-notes -- and try to bring the curtain down right as the second hand creeps up on the hour.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Arthur Hallenberg of Billerica, Mass.: Thanks for your letter, Arthur. In Donovan's Kid -- Jack Cooper was called Midge Murray -- but I'm afraid the nickname of "Skippy" will hang on to him for the rest of his life.... Virginia Cherrill is now bound for Tahiti, where, it has been said, for many weeks now, she will marry William Rhinelanders Stewart.

Mrs. F. R. Peterson of Temple, Texas: Floyd Gibbons is now on his way home from the Orient where he did a swellegant job of reporting the Oriental disturbance....He is now in the employ of the Hearst papers. Yes, we are good friends.

Hack Blaisdell of Bay Village, Ohio: Bernie is leaving Chicago soon....In June Ben will star at Broadway's ace vaudeville house for a long run....I intend to sit in the front row and rattle paper bags....I'll never forget the last time Bernie played on Broadway....He played the role of a lover in a show that did such a good business that after the first act, the audience got up in a body -- and went home in A TAXI.

John Fahrner, Jr. of Joliet, Illinois: Yes, I've heard of things like that along Broadway, but imagine this....Jeanne Aubert of the Ed Wynn show uses solid gold hair pins!....The current Broadway engagement of Paul Whiteman is his first in 10 years and his opening matinee reception was tremendous. He certainly is a popular man.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

He is down to 189 from 269 in a year -- and his diet, he says, wasn't difficult...Why not write him direct for it?

And that, tuner-inner, winds up tonight's Lucky Strike Dance Hour....On Thursday night we leap to our old friends, Anson Weeks and his boys in San Francisco, and welcome some new friends right across the bay in Oakland, California -- Tom Coakley and his orchestra. Won't it be fun to say "Okay, Coakley, Oakland!"And don't forget, Mr. and Mrs. America -- next Thursday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties.

Tonight you hear the Honorable Felix Hebert, United States Senator from Rhode Island, speaking under the sponsorship of the Democratic National Committee. Next Thursday night you will hear another distinguished speaker, Mrs. Nellie Tayloe Ross, former governor of Wyoming, who will speak under the auspices of the Democratic National Committee, of which she is Vice-Chairman. So until Thursday night at the same time then, I remain, your New York correspondent, Walter Winchell -- who sees by the papers that the new income tax rate may be raised to 65 per cent....Think of the thrill of being out of work -- and not having to pay it!!!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"LOVE IS SWEEPING THE COUNTRY" from "OF THESE I SING",
"TRY TO FORGET" from "THE CAT AND THE FIDDLE", "LET'S HAVE ANOTHER
CUP OF COFFEE" from "FACE THE MUSIC" and "DO THE NEW YORK" from
"FOLLIES 1931" were all played by special permission of the copyright
owners.

The Lucky Strike Dance Hour has come to you from New York
City, Chicago, Illinois, and Washington, D.C., through the facilities
of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/23/32

ATX01 0031482

WALTER WINCHELL:

Good evening, Mr. and Mrs. Star Spangled Banner -- and welcome to our cloud-bumping magic carpet, Oakland, California -- the newest of the cities to join Mr. Lucky Strike's Dance Hour!

And greetings to you -- Tom Coakley and your orchestra!... What a popular band yours is, out there in the Golden State!...I ought to know, Tom, for I saw all those demands from your fans to my boss -- in which they yelled, roared and hollered long and loud about your melody magic.

Therefore, welcome Tom Coakley in the name of all our tuner-inners -- who go for bands like yours -- and how!

Your co-star, tonight, Coakley, is another of our favorites -- Anson Weeks and his lads right across your way in San Francisco -- so go to it Coakley, and flavor the skies with tunes and let Anson match them.

Here we go, California -- all the way from Manhattan -- with a nod to the Rockies, the plains and the prairies to cry:

ON WITH THE DANCE, COAKLEY! (WHISTLE) OKAY, OAKLAND!

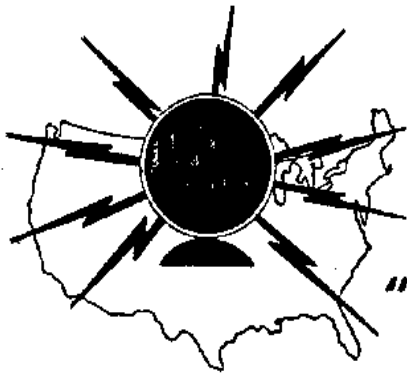
OAKLAND ANNOUNCER:

We welcome the Lucky Strike Magic Carpet to Oakland and to the Athens Athletic Club where Tom Coakley and his orchestra salute you with -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

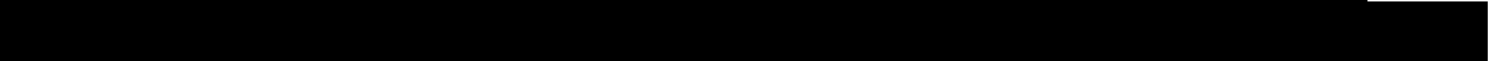
THURSDAY, MARCH 24, 1932

(THEME SONG - One Chorus of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes....sixty modern minutes with the world's finest dance orchestras. Tonight, we bring you two great orchestras, also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!



WINCHELL: (CONTINUES)

They are saying that if Dorothy Lee marries for the third time it won't be to Fred Waring, after all....But to Marshall Duffield, the one-time U.S.C., football star over whom Dorothy still is plenty that way....And the mail still contains numerous inquiries about Lupe's Big Love....Most of the riddle-askers want to know if Gary Cooper still is Lupe's favorite person...Well, all I know, is that every time I've been on a party with Lupe -- she has always been the first to bring up his name -- and when every one is talking "shop" Lupe talks about what Gary used to do, or what Gary used to say -- and she still refers to him as "my Gar-see"....He is now on the high seas bound for America -- and five will bring any one ten -- that the first show Gary sees when he hits New York will be "Hot-Cha" in which Lupe is bruising hearts.

I admire the decision of young Creighton Chaney, whose father was the beloved Lon Chaney....Creighton, who has been signed to a juicy contract in the movies -- stipulated that they never advertise him as Lon Chaney, Jr.....The over-the-table talkers are bickering about the resemblance of the newcomer from Rumania -- Tala Birell -- to Garbo -- but I don't think there is much.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The beautiful Maritza first discovered in Yurrop by Charles Chaplin, would like it known that her first name (spelled S-A-R-I) is pronounced Shar-ee -- but she won't mind it if you forget....All that worries her -- is that some of you will call her Sorry -- which, unfortunately, is the common pronunciation....When Mary Brian went places in Washington, D.C., her steady escort was not Ken Murray, her stage partner, but the son of one of the better known United Statesmen -- all of which, has her historians terribly confused about her plans.....After all these weeks about how mean the New York newspapermen were to visiting movie stars -- some one finally came out -- with a darn good editorialThat some one is Delight Evans, a word-juggler, who summed up the high-hattitude of the movie greats -- and the movie-grates on your nerves -- in the current Screenland, page 16.

Here's where my side-kick, Howard Clancy, tells you why its smart to smoke LUCKIES!

HOWARD CLANEY:

Among those fortunate people who own Rolls Royces...who have their private yachts...their country places...who go to Europe every year...who patronize the smart, exclusive shops, you'll find LUCKY STRIKE the favorite cigarette. Discriminating people, those who want the best of everything know that LUCKIES are the finest of cigarettes. Its surprising, isn't it, that so fine a cigarette can cost so little? The explanation is, of course, that millions more people smoke LUCKIES than any other cigarette. That means a class cigarette produced in mass quantities....at a mass price. LUCKY STRIKE is indeed unusual, unique...for it is the only cigarette with that distinctive "TOASTED" flavor, and the priceless throat protection of the secret LUCKY STRIKE "TOASTING" Process. When Toasting removes certain impurities found in every tobacco leaf, it protects your throat, it improves the flavor and makes room for more tobacco quality - an extra measure of pure mellow-mild tobacco goodness. That's why LUCKIES give you greater cigarette value. It's smart to smoke LUCKIES because it's smart to protect your throat.. and it's smart these days to get the most for your money.

WINCHELL:

And now back across the nation to greet another Lucky Strike veteran --- Anson Weeks and his orchestra!....Let's ride, Maxine Josephson of Sylvia, Kansas --- and you, too, Ena Edwards of Calgary, Canada....We're Golden State bound again to hear Mayor Rossi's town make it a musical holiday...Throw it in high, Mr. Lucky Strike!

ON WITH THE DANCIN' ANSON(WHISTLE) OKAY, SAN FRANCISCO!

ATX01 0031487

ANSON WEEKS:

This is Anson Weeks welcoming all you Lucky Strike dancers to San Francisco and the Mark Hopkins Hotel where we'll play --

(TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

ANSON WEEKS:

Get ready, Walter Winchell, I'm sending your Lucky Strike Magic Carpet back across the Rockies, from the west coast to the east.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That was fine, Anson...Stand by, please....Remember Alabama's famous war cry, "Twenty-four votes for Underwood!" in the 1924 Democratic Convention? Will the great National Conventions this year be as fiery and as exciting?...close observers think so. Already the battle for votes has begun -- in direct primaries and in State conventions the fight for delegates is on...and with politics on every tongue, Lucky Strike brings you tonight the National Political Rally, that great news service which gives every voter both sides of the stirring political questions of the day. Tonight you will hear from a leader of the Democratic Party. Next Tuesday night you will hear from a leading Republican. Lucky Strike takes no sides, but it gives you both sides, without question and without comment. We do not know in advance what will be said by any of our distinguished speakers. (MR. WINCHELL CONTINUES NEXT PAGE)

ANSON WEEKS:

This is Anson Weeks welcoming all you Lucky Strike dancers to San Francisco and the Mark Hopkins Hotel where we'll play --

(TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

ANSON WEEKS:

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WINCHELL: (CONTINUES)

Tonight it is our pleasure to introduce to you one of America's most famous women, Nellie Tayloe Ross, former Governor of the State of Wyoming. Mrs. Ross speaks under the auspices of the Democratic National Committee, of which she has the honor of being Vice Chairman. As the first woman to be inaugurated as Governor of a State, Mrs. Ross holds a unique position in American politics. She is admired by numbers of both parties for her forceful and courageous administration of Wyoming's affairs. Mrs. Ross took over the duties of the Governorship of that great Western State upon the death of her husband, shortly after his election as Governor....and she proved to America that women have a rightful place in the high offices of Government. In addition to a charming and magnetic personality, she has a keen and practical insight into the affairs of the nation, which is of greatest value to her party. It is an honor and a great pleasure to present to you tonight, Mrs. Nellie Tayloe Ross of Wyoming.

(MRS. ROSS'S SPEECH)

WINCHELL:

You have heard Former Governor Nellie Tayloe Ross of Wyoming speaking under the auspices of the Democratic National Committee. Next week the speakers for the National Political Rally will be Senator C.J. Dickinson of Iowa for the Republicans and ALFRED E. SMITH for the Democrats.

--STATION BREAK--

ATX01 0031490

WINCHELL: (CONTINUES)

And now back to Anson Weeks and his West Coasters -- in the California I haven't seen for too long...Get hot, Anson...and don't let those Oakland oracles make your face red...I play no favorites, Anson -- but Coakley's been blazing -- so let 'em have it!
ON WITH THE DANCIN'! ANSON! (WHISTLE) OKAY, SAN FRANCISCO!

ANSON WEEKS:

This is Anson Weeks again in San Francisco, and these are the tunes we're going to play: (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

ANSON WEEKS:

Again we take our transcontinental trip, in one long hop.
(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Well done, Anson Weeks, well done....I'm afraid that whatever I say will be used against me, Anson -- so here's a picture of Winchell riding a fence -- and letting Oakland and San Francisco decide for themselves....I go into my second edition here Anson.... Hear you again a little later.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

To the hundreds of tuner-inners who inquired about the mysterious Mr. Lounsbury and his so-called Last Will -- which I relayed over this network recently -- there is this to report....The low-down may be found in my column of this morning -- and the address offered where one may get that beautiful piece of fiction for the asking.

It must be a distressing thought to know that you are so unpopular with your colleagues -- that when you are fired -- the rest of the staff celebrates the event....It happened in New York not long ago -- when one of the meanest of assistant editors was given the gate -- for making his reporters pretty unhappy....He had been getting away with it for quite a spell -- and one day the publisher ankled in -- just in time -- to see the tyrant punch a reporter half his size into a knockout.

Jobs being as scarce as they are -- no one interfered -- in the slugging manner, I meanBut the publisher fired the editor that night -- and here's the best part of the story,....The entire staff chipped in a dollar each -- and bought the publisher a pretty watch -- the inscription on it reading as follows: "For the outstanding piece of journalism in 1931!"

And here's a novelette that only a few of us know in New York....A play produced last season revolved about an actor who skidded to the gutter from the heights -- all because he went dippy over hooch.. First went his prestige, then his job, his savings and finally his wife.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

The story was based on the career of an actor you've probably seen or read about....During the run of the play -- his former mate, went to see it twice, but she fainted both times from the shock at a realistic and heart-wringing scene taken from her life with the man.

Now, it appears, a movie will be made of that show -- and the leading actor -- who doesn't suspect that the scenario is based on his life was heard to boast when he got it: "Oh, boy, what a part! It's right up my alley!"

It's little things like that -- that make big paragraphs like these.

I see by the advertisements in the local gazettes that the Evening Journal claims that it's critic, Mr. John Anderson, is a good critic -- because Mr. Anderson -- is not the wisecracking kind. To which I say that this is a libel against the very able wise-cracking John Anderson -- whose pungent cracks some times, I wish I had fathered....Particularly, the one he used only recently, when he concluded his report on a show this way: "The applause was so quiet -- you could have heard a play drop!"

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Among other sights in New York that the sight-seeing wagons overlook, perhaps, because they are not acquainted with it is that mansion in 86th Street near Fifth Avenue....The story that goes with it may interest you....About ten years ago, a rich New Yorker used his influence to bar from living on that street -- an immigrant, who had cleaned up a fortune suddenly in Wall StreetWhat his objection was, I never found out. At any rate, when the immigrant learned that the man next door -- had arranged for his discomfort and annoyance, he determined to live there, anyway, and put up a terrific fight in court.

Several months later -- he won his argument and had the house renovated in elegance....It is a two-story dwelling -- and the enemies have never met....And what causes wonderment to people who notice the unusual artwork -- sculptored on the front entrance -- is this....There is a likeness of the immigrant -- made of stone -- and he is seen facing his neighbor, who tried to keep him away...The miniature statue reveals the immigrant thumbing his nose.

It was good to see Will Rogers devote his column the other morning to the now famous Man-A-Block Plan, which has swept the country....And I don't want any of you to think I am dropping it from my routine -- but I've come across something that also needs attention....And that is the Motion Picture Relief Organization...So this report is to help that worthy order gain mention...Work is being carried on for the relief of one-time stars who now are destitute... The work has been going along quietly, gracefully and with dignity....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Some of the names on the list needing help would astound you....Not long ago they found a once-noted woman star living in a garage...Her pictures used to pack houses from coast to coast.... Then, when her beauty faded, and her money was gone, she couldn't even find an extra-girl job....The Relief Order wants no outside help, but this is to salute the movie men and women now riding the crest of the waves, who have not failed to kick in -- and help make their one-time inspirations less miserable.

You know, folks, Mr. Lucky Strike puts on these programs so that he can tell you more about his cigarette. And here's Howard ClaneY to tell you how much more real, honest value you get when you reach for a Lucky.

HOWARD CLANEY:

With impressive ceremonies, America's most famous automobile manufacturer recently dedicated the Number One car of his new eight cylinder model -- to sell in the same price range as his present "four." Extra value, at no extra cost -- that's the great benefit of large-scale production. And that, too, is why you get extra value in Lucky Strike. Because more millions smoke Luckies than any other brand, Lucky Strike is able to give every smoker more for his money than any other cigarette offers. In Lucky Strike you get the benefit of the largest investment in leaf tobacco in all the world up to 100 million dollars worth of the choicest, most expensive Turkish and domestic tobaccos -- the Cream of many Crops.

(MR. CLANEY CONTINUES ON NEXT PAGE)

HOWARD CLANEY: (CONTINUES)

Without extra cost, you get in LUCKY STRIKE the great extra benefit of the exclusive "TOASTING" Process....the process that takes out certain harsh irritating impurities that you don't want... and in their place puts in more tobacco goodness -- the pure mellow-mild goodness that is made more delicious by modern Ultra Violet Rays. Because LUCKY STRIKE is the world's leading cigarette, it is able to give you the world's greatest smoking value. So - get the most for your money - reach for a LUCKY - the finest cigarette you ever smoked!

WINCHELL:

And now to the skies again -- for another swift leap across the continent -- to be enchanted by the Weeks crew!....I'm bringing another army with me, Anson -- including Jere Barnett of Council Bluffs, Iowa, Jean Chisholm of Providence, Rhode Island, and Norman Oliver of Swansea, Mass!....Snap into it, Weeks!

ON WITH THE DANCIN' ANSON (WHISTLE) OKAY, SAN FRANCISCO!

ANSON WEEKS:

The Magic Carpet just landed its great crew of Lucky Strike passengers here on the floor of the Mark Hopkins Hotel in San Francisco, where my crew are going to play: (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

ANSON WEEKS:

And now we flash across this broad land of ours, from ocean to ocean and back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Plenty dandy, San Francisco. The Coakley-Weeks combination will be tough to top. I have a moment or so left, Anson, to salute a tuner-inner or two, so ta-ta -- until some night soon.

Karl Fisher of Lexington, Virginia: My last report on that sitch-ee-ay-shun, Karl, is that 22,000 actors including extras are now on the West Coast.....But listen to this -- of that 22,000 -- only 225 have contracts for six months or so....The rest are free-lancing -- which is another way of getting poor.

Edith Deitch of Chicago: No, Joan Crawford's birthday was yesterday, the 23rd -- sorry I forgot to announce it Tuesday night....Congrats, anyway, Joan! Tomorrow's birthday is El Brendel's, and on the 27th -- Gloria Swanson celebrates.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mrs. Gillette White of Albany, N.Y.: I'm glad, Mrs. White, that you are a Ben Bernie fan -- so am I -- and that's no make-believing, eitherNo, I don't mind the cracks he keeps making about me -- and when I forget to take one at Ben, he calls me on the long distance phone and says: "What's the big idea, you left me out!"...Well, far be it from Mrs. Winchell's upstart to leave the old mice-trap out -- so this is to report that Bernie has been signed by the movies who are going to make a picture of his life story.....It probably will be a one-reeler!

And that, Mrs. White, and all you other grand people -- winds up another Lucky Strike Dance Hour.....On Saturday night the magic carpet is scheduled for Montreal where Charles Dornberger and his crew will play, and Boston from where we'll hear our old friend, Lew Conrad and his orchestra.....And don't forget Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties. Next week's speakers for the National Political Rally will be Senator L.J. Dickinson of Iowa for the Republicans and ALFRED E. SMITH for the Democrats. Tune in and get both sides of the current questions of the day!

And so until Saturday night at the same time, then, I remain your New York correspondent, Walter Winchell -- who hopes that they bring back light wines and beers -- so that they will take those brewery horses off the race-tracks!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD GLANEY:

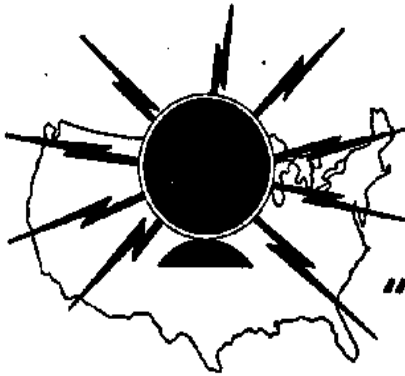
"THAT'S WHY DARKIES WERE BORN" from "SCANDALS 1931" was played by special permission of the copyright owners.

The Lucky Strike Dance Hour has come to you from New York City, San Francisco and Oakland, California, and Washington, D.C., through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/24/32

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEAJ and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

SATURDAY, MARCH 26, 1932

(THEME SONG -- One Chorus of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes....sixty modern minutes with the world's finest dance orchestras. Tonight, we bring you two great orchestras, one from Montreal, Canada, and one from Boston, Massachusetts, also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!

WALTER WINCHELL:

Good evening, Mr. and Mrs. United States and cousins
Honolulu and Canada!

Tonight's magic carpet non-stop hopping is to Montreal
and Boston -- to get acquainted with Mr. Lucky Strike's newest
adopted sons -- Charles Dornberger and his Orchestra -- playing from
the Dominion...Charlie's crew will share the headline banners with
Lew Conrad, representing Boston again -- as he did so handsomely
several week-ends ago.

Greetings Dornberger -- I salute you for the millions of
tuner-inners who are always excited about a new star....And to you,
Conrad, a fervent welcome back to the LUCKY STRIKE Dance Hour!

Throw us to the skies, you NBC networkers---and let me
pilot them North across the Canadian border to shout:

ON WITH THE DANCE, CHARLES DORNBERGER! (WHISTLE) OKAY,
MONTREAL!

DORNBERGER:

This is Charles Dornberger in Montreal which welcomes it's
old friend the LUCKY STRIKE Magic Carpet. We introduce ourselves
with -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DORNBERGER:

The border-jumping Magic Carpet leaves Montreal and dashes back to Walter and his Winchell-lingo (WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Very good, Dornberger -- thanks for clicking in the manner we all like best....This is where your New York correspondent goes into his first edition -- about this, that, them and those... and then -- after we tune in on Lew Conrad in Boston -- we return for you, again. Stand by Charlie.

I want to bow low, and thank Will Rogers -- for falling in line and helping the Man-A-Block Plan -- as he did the other morning--- And it was among the thrills to hear J.P. Morgan fling himself into the spirit with all that enthusiasm the other night --- and this is to report that his speech enticed many more employers into relieving the armies of unemployed -- Gosh! Little did any of us think -- when we adopted the plan as our pet subject -- that it would arouse the nation and sweep the country so soon. So thanks again -- to all of you -- for all you've done....And a salute to you -- Asheville, North Carolina, Silver Springs, Maryland, and Lewiston, Idaho, for being the latest cities to carry on:

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031502

WALTER WINCHELL:

The Don Dilloway -- Dorothy Jordan romance out on the movie coast -- which went cold -- after they were in a motor crash together -- has caught that burning spark again and I am told that Don and Dot are considering that certain merger....The Ivan Lebedeff and Doris Kenyon combination has lifted Hollywood eyebrows away up to here....Doris, you know, is the widow of Milton Sills...The local item-collectors are now pairing Jack Dempsey with Dorothy Bell, recently one of Mr. Ziegfeld's "Follies"....The Ann Harding--Harry Bannister explanation over why they have decided to tell it to a judge -- has been rejected by numerous professionals -- who assert that they have managed to keep adoring each other in spite of their individual lucky breaks....City editors all over the land will welcome this news, -- Elinor Smith has accepted the job as Vice-President of a book company to handle the aviation articles -- so that she can promote the necessary capital to be the first of her sex to make a solo hop across the Atlantic to Paris this May.... Elinor is only 20 -- and her plan is to shatter the record....This definite announcement probably will arouse Ruth Nichols, who has had the same idea, but so much sour luck.

It is the decision of Mr. and Mrs. Coogan that their youngest lad shall be known to fans as Robert and never as Bobbie.... Their reason, it appears, is that Jackie -- now seventeen -- is unable to discard his childish monicker, which has embarrassed him no end -- he says.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I don't believe the current report along Broadway that Eddie Buzzell and his first wife are going to be sealed, again.... Garbo's contract with MGM expires this month -- and all of us are wondering if she will re-sign -- or carry out her long time threat to return to her native land....Her present salary is \$7,000. weekly, but she wants 10 Gs---and if Garbo repeats her famous "I tink I go home, now" -- a German beauty, imported recently, will replace her... Her name is Margarete Knapp.

I want to congratulate the Motion Picture Relief Organization for doing their noble work so quietly, and with such dignity....The relief order seeks no outside help -- and some of the names on their long list needing aid would astound you....Not long ago they found a one-time star, whose pictures packed houses from coast to coast, existing in a garage....It was learned that when her beauty had faded --- and her money had gone - she couldn't even promote an extra-girl's job out there...Her name, of course, is not made known -- nor is any one's....That's one of the big ideas behind the relief group...So this is to encourage that worthy outfit -- and here's an orohid to each of those movie men and women, now riding the crest of the waves -- who are kicking in -- and helping to make their one-time inspirations -- less miserable.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

ATX01 0031504

WINCHELL: (CONTINUES)

The heaviest fan mail collector these days, according to official reports, is none other than my favorite public enemy -- James Cagney...The leading lady for fan mail is Janet Gaynor -- since the flicker "Delicious" scored in the cinemighty manner.... England considers the title "Susan Lennox -- Her Fall and Rise" a little too risque -- so over there that grand picture is christened: "The Rise of Helga" (HMMMMMM, such language!)The Mervyn LeRoy -- Ginger Rogers fire is blazing away -- although nothing has happened to the planned divorce from Edna Murphy....And Anita Paige, who used to be chaperoned all the time, by her mater and pater, is now a big girl.

And here's the type of novelette that makes my job interesting...He is a young comedian doing plenty all right along our Broadway...He fell in love with a Ziegfeld ingenue last year -- and their Cupiding was the talk of the Main Stem... However, when she wearied of him, she wasted no time -- and called it off -- in the snap of the finger manner...It bruised him a lot -- I don't think he's over it yet...She merely told him that she decided she couldn't be completely happy with him...So few Broadway gals do it that way, you know....They haven't the courage.

At any rate, a few weeks ago, this same comedian became the producer of a musical comedy. He engaged his former sweeten-hearten for a prominent part in it...During the tryout stages -- the directors decided that she was not the right type for the role. Not that she wasn't capable, mind you, but for the good of the production, she had to be let go.

(CONTINUED ON NEXT PAGE)

ATX01 0031505

WINCHELL: (CONTINUES)

So her one-time honey had to fire her...But he gave her something she didn't give him...a two-week's notice.

And now a brief intermission so that Mr. Howard Claney can tell you why LUCKIES give you more for your money.

HOWARD CLANEY:

Easter is the day of days for flowers, and here's an interesting item about them. Tomorrow, your dollar will buy many more lovely blossoms than at any other Eastertime in many years. Extra value is the watch-word of the times! And extra value explains why so many people are changing to LUCKIES...the cigarette that gives you more for your money than any other cigarette in the world. Two things make LUCKIES' greater value possible -- the world's greatest investment in the finest of fine tobaccos, and the advantages of LUCKY STRIKE'S secret and exclusive "TOASTING" Process. "TOASTING" removes certain impurities that nature put into every tobacco leaf; With impurities removed, the flavor's improved. And your throat is guarded against irritation. And when "TOASTING" takes out what you don't want, it leaves room for something extra you do want - more tobacco goodness -- an extra measure of pure tobacco quality. When you reach for a LUCKY you get more for your money...more mellow-mild tobacco goodness...more smoking enjoyment, and more in the priceless assurance that LUCKIES are always kind to your throat!

WALTER WINCHELL:

And now, Mr. and Mrs. Tuner-Inner -- let's go into our dance....This time back to Lew Conrad in the Capitol City of Mass.... Come on John Hooker of New York City, whose 100th birthday it is today --- congrats! Come on, John -- let's go, boy!.....Let Walter show you a real thrill by having you meet all these millions of well-wishers on your 100th birthday!

ON WITH THE DANCE, LEW CONRAD! (WHISTLE) OKAY, BOSTON!

CONRAD:

The Lucky Strike Magic Carpet has landed all its passengers here on the dance floor of the Hotel Statler in Boston where our Musketeers play: -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

CONRAD:

And now we flash out of Boston, down the rockbound coast of New England and back to Walter Winchell.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

Thank you, Lew Conrad --- and I'm sure John Hooker, who hit the century mark today, did a jig to your rhythms....Take a rest, Lew. Hear from you a little later.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

6,600,000 more American citizens voted for President in the last election than in the election before! In fact, Alfred E. Smith got nearly as many votes when he lost the election in 1928 as Calvin Coolidge got when he won the election in 1924. With interest in politics increasing, the voting this year should be heavier than ever before. And so LUCKY STRIKE brings you the National Political Rally -- that timely news service that keeps you posted on the stirring issues of this year's great presidential battle. On Tuesday night, the Honorable L.J. Dickinson, United States Senator from Iowa, will speak to you under the auspices of the Republican National Committee. Next Thursday night you will hear from a man I have just mentioned, the Honorable Alfred E. Smith, Ex-Governor. Smith will speak under the auspices of the Democratic National Committee. In these discussions, Lucky Strike is merely a bystander -- it takes no sides. Its only aim is to give you the news fairly and squarely. We do not know in advance what the speakers are going to say, but we are sure that what they do say will be most interesting. We are proud to bring this unique news feature to the great American public every Tuesday and Thursday evening, and are pleased to offer the facilities of this radio program to the Democratic and Republican National Committees.

--STATION BREAK--

WALTER WINCHELL:

That's your second signal, Charles Dornberger, up there across the Canadian border!....Here comes Walter (Lucky Strike) Winchell, again....with his magic carpet -- packed to the fringes with millions of his tribes!

There's room for you J. Wasso, Jr. of Pen Argyle, Pennsylvania, and for all you army and navy lads in the Fitzimmons General Hospital in Denver.

Let's go!

ON WITH THE DANCE, DORNBERGER (WHISTLE) OKAY, MONTREAL!

DORNBERGER:

Here we are once again, across the Canadian border in Montreal, where we continue the Lucky Strike Dance with -- (TITLES)

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

DORNBERGER:

Headed straight South the Lucky Strike Magic Carpet flies from Montreal back to Walter and his Winchell-low-down.

(WHISTLE) OKAY, NEW YORK!

WINCHELL:

That's keeping us all pepped up, Dornberger. Glad to have had you and your Orchestra. Hear you again sometime soon, Charlie. Keep smiling.

This is where that Winchelloafer goes into his second stanza before hooking up with Mrs. Conrad's little boy, Lew, in Boston.

Broadway, to hear Arthur James argue it, is a state of mind, a comedy, a tragedy, a smile and a frown....With one hand it bestows ... and with the other it takes away....Broadway is a cynic and an optimist, ---a royal good fellow --- a pretty woman -- a highball --- and a headache.

This is quite true. And the underlying spirit of Broadway is the spirit of the carnival....Less concentrated places separate their fete days with long, heavy periods of commonplaces.... Broadway's holiday is perpetual. The great thoroughfare is all things to all men....It yields to all men what they have the strength to take...and then...as the water is drawn from the sea -- Broadway takes its own, again...It is the street of opportunity, of gilt paint, of color, of high lights -- and deep shadows....It countenances the vulgar -- when the vulgar is rich; it tolerates art, but does not indorse it....It laughs with the spendthrift while his money lasts... and forgets him when he has ceased to be interesting.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Broadway's chief lure is its life...It lives hard, it lives gayly, but it lives....The dynamic activity of the so-called playground of the world --- represents the quick-beating of the heart of a nation.....Broadway breathes with the breath of the runner -- and spends with the great strides of progress....It is as restless as a troubled sleep....It demands new life to feed its life.----new forms to people its pavements -- and new faces for its garish-looking temples.....The outlanders rail at Broadway, but their shoutings are drowned by the din of spurious laughter - and the groans of the less fortunate. Broadway doesn't care who likes it....It asks nobody to its party....It bars no man because of his past....and greets no man because of his future.

It is the street of the present...It is an arena that doubly crowns its victors -- and turns its face from the defeated.... It is not typical of New York nor of any section, locality or place... It is typical only of itself....Its code and costs are of its own making....Broadway is loved and cursed, admired and scoffed...It responds not and resents not...It burns its candle at both ends... but takes thought to have fresh candles to light the flickering wicks of the old.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

To omit Broadway is a calamity -- to SURVIVE Broadway is an achievement....Broadway is a strong wine of which all may sip, but of which only the strong may drink deeply....Its lure is its life...and its carelessness of life....Its vulgarities are incidental, not material....Its fellowship is as free as the air, yet costly as jewels...Men have conquered the professions - but have fallen in the hurry of the feet on its surface...Broadway welcomes heroes and proves them clay....It loves a clown better than a king -- and prefers a song to a sermon....Broadway is cold to the failure, adamant to the prude, pitying to its critics and hearty to all new life.

The spirit of Broadway is the spirit of the child...A bauble pleases it as mightily as a masterpiece....It caters to each of the senses rather than to the head -- to the heart -- rather than to the soul...In fewer words, song, laughter, wine, beauty, color and life -- always life -- these are the good things of Broadway... The bitterness, the failures, the tragedies, these are for the side streets -- into which are crowded -- those whose steps have grown heavy in the swift dance!....It is a hard-boiled street -- where the code usually is -- the deuce with the fellow who comes in second....And where -- when you come in first -- they demand a recount.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Here is Broadway for you --- Yorke & Adams, at one time, were famous in the theatres....Adams returned from England some time ago, where for 14 years he had starred in such plays as "Potash and Perlmutter" and "Welcome Stranger"....He triumphed in those shows in South Africa and Australia, too....But when "Once In A Lifetime" was being tried out -- Adams was introduced to the authors, who were told that Adams would be fine for the role of the Jewish movie magnate... But the authors argued that they never heard of him -- they forget so quickly around Broadway, you know.

However, when the West Coast company of that hit was organized -- Adams prevailed upon the authors to give him another chance...It was decided, however, that he wouldn't do...The part was then given to Louis Storin --- who at one time was an understudy-- to Adams!

Tomorrow.....The Easter Parade! On New York's Fifth Avenue....on Lake Shore Drive in Chicago....on Sixteenth Street in Washington, D.C.....on Wilshire Boulevard in Los Angeles...the socialites will stroll to and from the fashionable churches -- the women wearing the smart new fashions...the men in their immaculate morning clothes. Newspaper cameras will click as the notables pass and soon you will see their pictures in the papers.

HOWARD CLANEY:

If you were to ask these discriminating people what cigarette they smoke, you would find that more of them smoke Lucky Strike than any other cigarette in the world. And that is a glowing tribute to the superiority of Luckies. For these people of exacting taste demand the finest -- regardless of price. They have discovered that money cannot buy a finer cigarette than Luckies. The explanation is that here is a class cigarette -- the finest cigarette in the world -- at the same price that you pay for ordinary cigarettes. Luckies are unusual...distinctive...the only cigarette that offers the throat protection of the "TOASTING" Process, which includes the use of modern Ultra Violet Rays. When "TOASTING" takes out certain impurities which nature puts into every tobacco leaf, it does three things: First, it protects your throat against irritation...Second, it improves the flavor...Third, it leaves room for more tobacco goodness -- an extra helping of pure, mellow-mild tobacco quality... It's smart to be kind to your throat. It's smart to get more for your money...that's why it's smart to smoke LUCKIES!

WALTER WINCHELL:

And now for another swift ride in the clouds -- back to the contagious Conrad crew....Here's your seat, Mrs. Scott Hendon of Nashville, Tennessee -- and get better soon, Mrs. Hendon...Meet Mrs. Rose Chandler of Anderson, Missouri, and Sybil Smith of Salt Lake City.....There now, ladies, hold onto me tight -- for here we go -- right over New Haven, Hartford and Providence to yell:

ON WITH THE DANCE, LEW CONRAD! (WHISTLE) OKAY, BOSTON!

CONRAD:

As the Lucky Strike Magic Carpet pauses again in Boston,
the Musketeers swing into the dance with: (TITLES)

(_____)

(_____)

(_____)

(_____)

(_____)

CONRAD:

Up goes the Lucky Strike Magic Carpet over the heads of
the Bostonians on its lightning trip to Walter Winchell!

(WHISTLE) OKAY, NEW YORK!

WALTER WINCHELL:

Fine, Conrad....Thanks for the jolly moments and say hello
to my paper in your Boston, please....This is where I race with that
second hand on that old clock, again -- to keep from getting a
soolding.

Mrs. Jack Clarke of Amarillo, Texas: Thanks for your
letter, Mrs. Clark -- I have received a great response from
tuner-inners about Leeja Roberti -- and it made me as happy as it
made Leeja....Yes, she appears in the "Dancers in the Dark" picture --
I hope they won't deport her.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

James Smith of Greer, South Carolina: I told about Paul Whiteman thinning down in a year from 269 to 189 -- but it would take up so much time giving his diet.... I'm sure he will send it for the asking, reach him care of the RKO Circuit, New York City.

Charles Mann of Cranston, Rhode Island: There is talk that the Four Marx Brothers will dissolve soon -- but I am not sure -- Groucho, it is reported, may star alone in a new Broadway show -- and Harpo has plans to tour Europe -- an ambition he has always hoped for ... Zeppo is the youngest....Yes, Mr. Lucky Strike is hiring bands from all over the world, but when we have to gamble on the static I get too nervous.

Mrs. E.E. McCudden, of Cleveland: You don't know the half of it -- Bernie keeps up the fight long after you've all gone to sleep....He's a fiend for a gag, but so am I, Mrs. McCudden.... Last night frixample -- he sent me a crazy telegram in which he said: "What do you know about anything anyway? If a guy shoots out his brains - and lives - he becomes a radio columnist like you!" So I wired back: "Sure -- and if he dies, he becomes an orchestra leader like I give you one guess!"....Bernie, however, objected strenuously to what I said in an interview about his face. "Can I help it?" he yelled, "it's my face!" "It can't be," I said, "you use it purposely to aggravate people."

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And that, ladies and gentlemen -- and you, you old Micetrap, winds up another Lucky Strike Dance Hour On Tuesday night, we'll hear Joe Moss and his blazing crew playing right here from this New York of mine. And don't forget Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties. Next week's speakers for the National Political Rally will be Senator L.J. Dickinson of Iowa for the Republicans and ALFRED E. SMITH for the Democrats. Tune in and get both sides of the current questions of the day!

So, until Tuesday night, at the same time then, I remain Walter Winchell, your New York correspondent, who just received this flash from Chicago. "Dear Walter," it says, "Just went to hear Bernie's concert in the park, it was so dull two of the statues walked out."

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"BETWEEN THE DEVIL AND THE DEEP BLUE SEA" from "SEA RHYTHMANIA" and "THAT'S WHY DARKIES WERE BORN" from "SCANDALS 1931" were played by special permission of the copyright owners.

The Lucky Strike Dance Hour has come to you from New York City, Boston, Massachusetts, and Montreal, Canada, through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/25/32

ATX01 0031517

WALTER WINCHELL:

Good evening, Mr. and Mrs. America -- and please consider yourselves thanked in the excited manner -- for your affable letters.... It is nice to know that you even take the trouble to bother and write -- what with this and that to do....And considering that all I offer is nonsense -- when Mr. Lucky Strike's bandmen are resting -- your letters really belong among a guy's souvenirs....So thanks, again -- and pick yourselves a comfortable seat on our magic carpet -- and let me pay you back with an hour of diversion.

Tonight's headliner is one of your favorites, I'm sure..... Joe Moss and his swelegant syncopators, playing from this New York of mine....Joe and his boys have enticed considerable posies from the tuner-inners -- and so they've been rewarded with the musical honors for tonight's bill of fare. They will play : (TITLES)

_____, _____, _____
_____, _____, _____

ON WITH THE DANCE, JOE MOSSI OKAY! AMERICA!

- (_____)
- (_____)
- (_____)
- (_____)
- (_____)

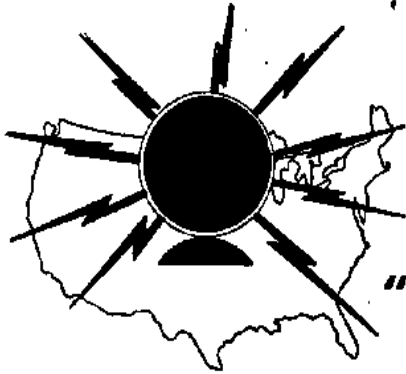
WALTER WINCHELL:

Okay, Joe Moss -- that's a fine start...You're familiar with the routine, I know...I peddle my papers, here, Joe -- and then we salute you again.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. . . . WEA and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, MARCH 29, 1932

(THEME SONG - One Chorus Of "HAPPY DAYS ARE HERE AGAIN" with vocal refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of Lucky Strike Cigarettes.....sixty modern minutes with the world's finest dance orchestras, also your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today, becomes the news of tomorrow!

MR. WALTER WINCHELL!

WALTER WINCHELL: (CONTINUES)

According to my California branch -- the Gretta Nissen -- Weldon Heyburn wedding was definitely announced on Monday -- but up to this edition -- none of the local gazettes have been informed.... It was one of those love-at-first-sight ro-mances, you know..... Heyburn, who distinguished himself as a football star at the University of Alabamy -- came to New York -- and his Gable manner won him a movie contract.....Then Miss Nissen became his leading lady off the screen sets out there, almost as soon as Weldon arrived, and now look what's happened....Before Heyburn left New York, it was almost a safe wager to make that his bride was going to be Grace Brinkley, one of the fairest members of the show at the Music Box.... But Miss Brinkley -- I learn, sent her congratulations this afternoon.

You simply can't keep up with the speed of Mr. Cupid -- and I am about convinced of that fact.....For in yesterday's column, I reported that Ricardo Cortez and Lila Lee were Hollywood's newest valentine -- only to get another flash from the coast -- that Lila and Cortez had resumed the good pal angle -- and that her newest steady is a big money-honey from the Gold Coast...Then there's the Howard Hughes -- Barbara Weeks combination to report....Barbara is now at Palm Beach and the Hughes yacht is anchored neath her hotel window....Phyllis Clair, now in the magic lanterns, who is better known around Broadway as Johnnie Clair, is having immigration trouble... Which is a tough break -- for Miss Clair, after six weeks out there -- where the stars shine in the daytime, too, was given the lead in a big feature -- only to have it taken away because of the deportation danger She is an English girl and plenty beautiful.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Here are the sort of items that make good filler material for the newspapers....New York City was never much of a dry town.... In 1633, when there were but five houses -- they erected a brewery.... A New York lawyer received \$5,000 from a railroad company for three little words -- they were Stop, Look, Listen!....A Philadelphia man crashed a breadline -- until some one discovered him parking his car a block away -- imagine that!....The Y.M.C.A. was started in 1884 by a man named George Williams -- because the rooming conditions in town were not what he considered fit for any one to be happy about.... The famously known district in New York called The Silk-Stocking District -- is so-called, because it was laid out to include wealthy sections of the city belonging to the Republicans -- but curiously enough -- on a map -- it resembles a ladies stocking....Eminent doctors will tell you that if you live to 32 -- that you may expect to live 35 years longer -- a woman -- 36.....Lloyd George is supposed to have the largest vocabulary in the world....John Wilkes Booth was not considered a good actor....He was frequently hissed in New York.....Lincoln consumed only five minutes to make his great Gettysburg speech -- and it was received without applause -- probably because the listeners were too moved for any demonstration...But Lincoln, mistaking the silence for indifference -- turned to a friend, and sadly said: "I have failed again".....Edward Everett, the renowned orator, also, spoke on the same program -- taking two hours to deliver his wordage....His speech was received with deafening applause and cheers....But how many of you can remember one line of what Everett said?

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

It was Henry Clay, who said: "I would rather be right than President" after he lost three races for it!.....Bridesmaids are said to have been originally intended to protect the bride from evil spirits...They dressed in costumes identical with that of the bride -- so that the spirits would be confused as to which one to play tricks on...Superstition certainly is a silly thing.....Francis Scott Key, they would have you believe, wrote The Star Spangled Banner on the back of an envelope....What! The second verse, too?.....There has never been a world's champion for the game of checkers....I can see more people staying up nights just to prove I am wrong, again.... Governor John Winthrop was the first guy in America to eat with a fork -- the big show-off!.....The reason your berth on the train is made up with the pillow towards the engine -- is to keep you from catching cold -- and because you are better protected from dust and cinders -- as if you are!.....Census takers keep announcing that there are 667 specified ways to make a living -- and what a lot of fellas would like to know -- is one of them!.....And my favorite item, which I think I'll have framed for the office walls is this -- Lord Northcliffe, once England's greatest newspaper man -- said that he never tried to make friends -- because -- he maintained -- to be a good newspaper man it was impossible to hold them.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Here's some interesting information that comes from the studio sector....A kiss requires the most film footage -- but a pistol shot is the hardest to record....At least 12 feet of celluloid is required for a kiss -- which will pass censorship -- while the reverberations of a pistol smack requires almost as much.....The spoken word "love" scrawls its way over nearly a foot of flicker -- and a wink is most economical -- requiring only an inch and a half of film....A good shriek in those horror movies stretches out about six feet -- and when Jack Oakie in "Dancers in the Dark" impersonates the "Okay!" of the Lucky Strike Dance Hour it consumes twice that footage.

The very popular Master Cagney is with us, again -- this time to inspect the current show about a newspaper columnist -- so that he may get better acquainted with the role he will next play for the Messrs. Warners....I'm glad Cagney was picked for the assignment -- he will do much with it, I am certain, to give it a he-man angle....So many of the others play a newspaperman on the screen as though they had five finger marks on their hips....Elinor Glyn, it appears, is credited with coining and popularizing the world-famous word "It" meaning personality -- or, if you prefer, sex-appeal....As a matter of record, however, Rudyard Kipling employed it in the same manner long before Elinor revived it....I came across it in Kipling's book "Traffic and Discoveries" published in 1904 in the story of "Mrs. Bathurst"....On page 352 -- the 11th line, Kipling remarked: "Tisn't beauty, so to speak -- nor good talk necessarily. It's just It!"....And to hear the clowns argue it -- the only reason "It" became so popular out in Hollywood is that it is so easy to spell.....(MR. WINCHELL CONTINUES ON NEXT PAGE)

-7-

WALTER WINCHELL: (CONTINUES)

This morning's mail, by the way, brought a letter from an author, who wondered if the dramatic critics -- ever realized, that nine out of every ten playwrights had one big ambition -- and that was -- to get over the footlights...Well, the answer to that one is -- of course!...And the one big ambition of nine out of every ten audiences is PRECISELY THE SAME!

Right here, Mr. and Mrs. Listener, Mr. Howard Claney is going to give you a tip on what the well-filled cigarette case will hold!

HOWARD CLANEY:

The French have a word for it! SWAH-NYAY! It means smart, exacting, fastidious to the smallest detail. You know what it means when you see the carefully groomed men and women at the Metropolitan Opera in New York, at Bailey's Beach in Newport, and in the Everglades Club at Palm Beach. These people are indeed smart, discriminating, SWAH-NYAY...and that holds true in their choice of cigarettes. They choose the cigarette that is as exacting in ITS standards as they are in theirs. LUCKIES are exacting in choosing the world's finest, most expensive tobaccos...in "TOASTING" out certain impurities which Nature puts into every tobacco leaf... in preserving every last bit of flavor, fragrance and deliciousness! LUCKIES are exclusive - the only cigarette that's "TOASTED"...the only cigarette with the throat protection...the improved flavor...the extra measure of goodness...the extra value that the exclusive "TOASTING" Process makes possible. It's smart to be kind to your throat. It's smart to get more for your money. Yes - the French have a word for it - SWAH-NYAY! They know the importance of being smart, exacting, fastidious to the smallest detail. That's why it's smart to smoke LUCKIES.

WALTER WINCHELL:

Stand by, Joe Moss -- here's your second cue...Ladies and gentlemen, Joe Moss and his crew will now offer: (TITLES)

_____, _____, _____
_____, _____.

ON WITH THE DANCE, JOE MOSS! OKAY, AMERICA!

(_____)

(_____)

(_____)

(_____)

(_____)

WINCHELL:

That's keeping us all in the pepped-up mood, Moss. Thank you, sir....Be back with you in a while, Joe -- go light a Lucky.

---STATION BREAK---

WINCHELL:

And now, ladies and gentlemen -- the National Political Rally! Right now, as I am talking to you, ballots are being counted in two great state conventions -- the Democratic conventions held today in Maine and Iowa. The fate of leading candidates hangs in the balance. And as the excitement of election draws near, Lucky Strike offers to the two historic parties the facilities of this coast-to-coast radio hour for the great political battle now under way. Tonight we bring you a distinguished Republican, Senator L.J. Dickinson of the State of Iowa. He will speak under the auspices of the Republican National Committee.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

On Thursday night you will hear from that great Democrat - former Governor Alfred E. Smith of New York, speaking under the sponsorship of the Democratic National Committee. Remember -- LUCKY STRIKE gives you both sides, but takes no side, for LUCKY STRIKE belongs to all America. We do not know in advance what will be said by our distinguished guests, for in this National Political Rally free speech is the rule. Tonight's speaker, Senator Dickinson of Iowa, is known affectionately to every farmer in his home state as "my friend, Dick." From the time he entered Congress, Senator Dickinson has battled without a stop for Agriculture and Farm Relief. President Coolidge once recommended him as the "strongest speaker" for farm relief -- even though the President disagreed with his views. The late Speaker Longworth of the House of Representatives once told him, "Dick, if you ever need an affidavit that you have been a hard scrapper for agriculture, just call on me." It gives us great pleasure, ladies and gentlemen, to introduce to you tonight this Iowa farm boy who rose to become a great Republican and a leader of farm relief in his country's capital -- Senator L.J. Dickinson of Iowa!

(SENATOR DICKINSON'S SPEECH)

WINCHELL:

You have just heard Senator L.J. Dickinson, of Iowa, speaking under the auspices of the Republican National Committee. On Thursday night you will hear the Honorable ALFRED E. SMITH, Democratic candidate in 1928 for president of the United States, who will speak under the sponsorship of the Democratic National Committee.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And now once more to the rhythms and melodies as orchestrated by the Joe Moss Crew...This time -- they will keep your toes tapping with: - (TITLES) _____, _____, _____,

ON WITH THE DANCE, AMERICA! OKAY, JOE MOSS!

WINCHELL:

Thanks, again, Joe Moss.....I am sure they liked it, big-timer....I go into my second edition here, Joe -- and then the mike will be yours, again.

Clara Bow was offered a tremendous salary by Universal Pictures to make one flicker -- but Rex Bell, speaking for Clara, said she was indisposed in Arizona and could not, at this time, consider a million dollars for a movie....I'd like to see Clara back on the screen -- and so would a lot of her fans....Come on, Bonfire, get better, and show your critics, that you still know how to pack 'em in....The lowdown, it appears, is that Clara is waiting until she has completely shelved some of her tonnage, which is a good idea, too... Marlenah Dietrich has had all the windows of her house barred and Ann Harding has hired a strong arm man to guard her children -- after receiving threats.....Teddy Hayes, known to all sports writers as the one-time trainer of Jack Dempsey, and Lina Basquette will merge just as soon as it can be arranged and Catherine Crawford and George Dobbs are plotting to middle-aisle it, too....Renee Adoree, too long confined to the Arizona sick-rooms, will be officially discharged from the sanitarium in three weeks, and all Hollywood is rejoicing as a result.
(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Here's a short story the local yokels haven't heard, yet... A well-known society man joined an exclusive club...And because he was happy about being accepted -- he presented the club with a gift... It was a huge sailfish mounted on a mahogany board -- a costly and handsome present.

They honored him in return -- by having his name tacked onto the gift, so that those who admired it -- would know who donated it.

A week later, he was the victim of some sour publicity in a Wall Street scandal....The board of governors at the club went into a panic!....They held several conferences on what to do about him -- and disagreed each time.

They finally compromised...And removed his nameplate...
The brutes!

One of the better torch tales making the rounds concerns a chorus girl who for five years adored a man about town....She adores him yet -- even though he gave her that well-known air....And her only comfort came from one of her dressing-room mates, who kept saying: "My dear, I don't know what you see in him!"...One night last week -- the chorine was in one of the cafes with some friends, when to her amazement -- in walked her former sweetheart with the girl friend, who always said to her: "My dear, I don't know what you see in him!"

So she wrote a note on the back of a menu and sent it over to her dressing-room chum by a waiter...The note read: "That, my dear --is that I used to see in him!"

MR. WINCHELL: (CONTINUES)

And now, all you riders on the Lucky Strike Magic Carpet --here comes the conductor -- Mr. Howard Claney!

HOWARD CLANEY:

America's greatest steamship company is now completing a magnificent new ocean liner...it's to have more luxuries, conveniences and travel comforts than ever before -- all without a penny's increase in the price of a ticket. Extra value is the watchword of the day. It is because of extra value that Lucky Strike stands out as America's favorite cigarette! " You get more for your money in LUCKIES -- for you get the only cigarette in all the world that gives you the rich extra benefits of the "TOASTING" Process. The vast majority of American smokers reach for a LUCKY because they have found out that the secret and exclusive LUCKY STRIKE "TOASTING" Process not only gives them delicious flavor...it protects their throats against irritation and cough. It is this exclusive process that takes out certain impurities naturally present in every tobacco leaf; it is this process that makes room for more of the pure, rich tobacco goodness of the Cream of many Crops -- made more mellow-mild by modern Ultra Violet Rays. So reach for a LUCKY -- the finest cigarette you ever smoked. The greatest cigarette value in all this wide world.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL:

And now for a tune or two or three, Joe Moss!....How about giving us your version of (TITLES)

(_____ , _____ , _____ , _____)

ON WITH THE DANCE, JOE MOSS! OKAY, AMERICA!

(_____)

(_____)

(_____)

(_____)

(_____)

WINCHELL:

Very good, Joseph -- very, very good I go into my love-letters here until Mr. Clancy gives me one of those looks -- so that the Lucky Strike Dance Hour will wind up right on the dot.

June Waters of San Francisco: Thanks for your letter, June....Yes, the statue over the Park Avenue entrance of the new Waldorf-Astoria was posed for by a newspaper woman. She once urged me not to reveal her name. . Sorry.

Russ Olsen of Thief River Falls, Minnesota: The magic carpet has been out of the country eight times, I believe -- We had London a few months ago -- and the reception was very good. Keep listening, Russ, and thanks.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mrs. Ralph C. Gardiner of Watertown, Mass.: The poster marks the first return of Mr. Lucky Strike to the billboards in over 3 years -- there are about 45,000 of them between the borders and the coasts or there will be by April 1st....Please don't let them put a mustache on me, Mrs. Gardiner, or cross my eyes. Yes, Warner Baxter's birthday is today, and Anna Q. Nilssen's is tomorrow.

Harry Ruby of Hollywood: So you really think that about Bernie, eh?....Well, if you want an honest opinion, Harry, let's put it this way: Paul Whiteman, Joe Moss, and Ben Bernie are two of the best orchestras in America!.....You've got me wrong about that other crack....I didn't say that.....Bugs Baer said it about Bernie -- Bugs said that Bernie was a good-looking guy -- up to the time he got his face caught in his father's cash register!

And that, Mr. Ruby, and all you other very lovely people, concludes another Lucky Strike Dance Hour....On Thursday night our stars will be Jack Denny in his formal opening at the famous new Waldorf-Astoria Hotel in New York City...Tonight you heard the Honorable L. J. Dickinson, United States Senator from Iowa, speaking under the sponsorship of the Republican National Committee. Next Thursday night you will hear ALFRED E. SMITH, under the auspices of the Democratic National Committee. So, until Thursday night, at the same time, then, I remain your New York correspondent, Walter Winchell --who found out a long time ago -- that you might have a chance at the racetrack -- if the horses you bet on -- went as fast -- as your coin.

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

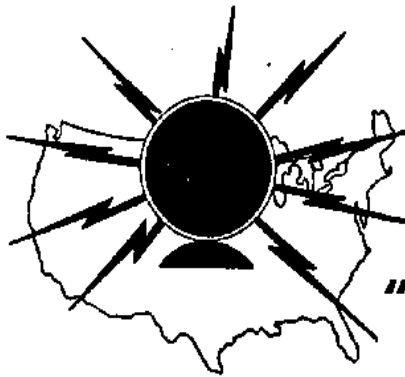
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The LUCKY STRIKE Dance Hour has come to you from New York City and Washington, D.C., through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/29/32

The LUCKY STRIKE DANCE HOUR

60 Modern Minutes with the world's finest Dance Orchestras
and the one and only Walter Winchell



TUESDAY · THURSDAY · SATURDAY
10 to 11 P.M. · · · WEAf and
ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

THURSDAY, MARCH 31, 1932

(THEME SONG....One Chorus Of "HAPPY DAYS ARE HERE AGAIN" With Vocal Refrain. Immediately followed by Announcer.)

HOWARD CLANEY:

Ladies and gentlemen, the Lucky Strike Dance Hour, presented for your pleasure, by the manufacturers of LUCKY STRIKE Cigarettes....sixty modern minutes with the world's finest dance orchestras, and your New York correspondent, Walter Winchell, of the New York Daily Mirror, whose gossip of today becomes the news of tomorrow.

MR. WALTER WINCHELL!

WINCHELL:

Good evening, Mr. and Mrs. Coast to Coast and Border to Border -- and welcome home to the Lucky Strike Dance Hour -- Jack Denny and your grand bandmen!

Nice to have you back again, Denny -- and you know I say that for the great big, affectionate tribe of tuner-inners whom we call our own.

You ought to see the mail, from here and there, all over the States, and the Dominion -- urging us to bring back Denny. It certainly would make your heart thump long and loud....So congrats, Jack -- on being liked in the nation-wide manner! And congrats on your formal opening tonight at the Waldorf.

Put yourself in high, boy! I'm going to chuck the magic carpet right over your newest rendezvous -- the famously known Waldorf-Astoria Hotel, the meeting place of America's smartest people -- on New York's swankiest boulevard -- Park Avenue!

Tell 'em the tags of your tunes, yourself, Denny -- and let the show go gay!

ON WITH THE DANCE, JACK DENNY! (WHISTLE) OKAY, AMERICA!!!

JACK DENNY:

Good evening, Lucky Strike Dancers, our magic carpet had no difficulty in finding me at my new address, and now that everybody's here in the Waldorf Astoria we'll play "The Sun's In My Heart" and "Soft Lights and Sweet Music."

(THE SUNS IN MY HEART)

(SOFT LIGHTS AND SWEET MUSIC)

JACK DENNY:

We're sending the Lucky Strike Magic Carpet on its return trip straight up Park Avenue across town on 55th Street. (WHISTLE)
OKAY, WALTER WINCHELL!

WALTER WINCHELL:

That's snapping into it -- in the headliner style, Denny -- but I knew you would -- We've had plenty of hot bands, boy -- bur yours and Anson Weeks' and the Joe Moss crews are listed high among the favorites. But don't let it throw you, Jack -- success has killed more men than bullets, you know.

Be back with you after I juggle an air-a-graph or two, fella. Stand by.

The William Rhinelanders Stewart--Virginia Cherrill blaze, which excited most of the local editors -- because it was imagined that their wedding would have forced the social register into a new edition -- has gone cold, as one of us suspected..... Kathryn Ray, not long ago the belle of the "Vanities" shows -- is sailing this Saturday for the old country, and her very rich Argentine Romeo -- and what most of the Park Rogues would like to learn is whether or not the beautiful Kathryn is taking along her trousseau.....Jack Oakie, it appears, was feeling very gay in Palm Springs, California, the other night, and fought it out with two different hotel impresarios.....As Oakie was run out of this and that hotel -- he kept yelling: "Okay, Winchell!" and I heard it all the way back here, which is how I got the news, of course..... Ginger Rogers, one of my favorite pretty persons, from the Hollywood sector, has turned composer -- and her first ditty has been accepted by the Famous Music Corporation..... She calls it "Used To Be You"... It certainly couldn't have been inspired by Mervyn LeRoy, the Grade A director -- with whom Ginger is still holding hands right out loud....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Al Jolson, who landed on the front pages, again, the other day for poking fun at a character in a western city -- wasted no time during his opening performance in Los Angeles to razz his favorite hates right from the stage.....In New York--Lupe Velliss and Majorie King are feuding over Bertrand Taylor, who is quite a person among the unfair sex.....Miss King, however, appears to have the big edge -- which certainly is news, considering that Lupe never ran second before.

It remained for the current Vanity Fair to argue that no one should point a finger at Mayor Walker of New York -- for being tardy -- as he usually is.... Jimmy just can't help it.... He was one hour late at his own wedding.

I am sure it will please his Hollywood friends, as well as all the others between the coasts, to learn that Buddy Rogers, who began his career as the director of his own orchestra, the other night at a New York hotel -- clicked in the bing-bang manner.... Mary Pickford was one of the many who attended, and Mary's speech about Buddy was among the high-spots.....I see by one of the correspondents from California that Johnny Weismuller hasn't what it takes -- to arrest the attention of as many women movie fans as does Mr. Gable... Well, Johnny, if you're tuning in, this is to tell you -- that the Capitol Theatre in New York, where your "Tarzan the Ape Man" is packing them in, revealed more women "repents" than any other male star enticed there, yet.....So, have a chuckle.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

You probably have read the reports about their engagement, but when I told them I was going to use their interesting story, they hoped that their names would be omitted....She is a revue headliner -- and he is a member of a jazz band in the show..... Let that suffice.....Before they announced their engagement, however, she was being courted by a Count -- and when she gave that nobleman -- the out-going finger -- most of us wondered if that were not a Broadway precedent.....It is all very clear to me, now, though... The Count -- I learn, had his title, some nice manners, good looks and a background -- but no job..... And wherever they went -- he let her pay the bills.

Well, our heroine, finally got wise to herself -- and gave him plenty of prairie, which is Broadwayese for air -- She forgot him quickly in the arms of her jazz-band honey, who really loved her....She wasn't sure about his devotion, however, until she learned that the sparkler he put on her finger cost him \$3500 -- and that he had arranged for its purchase by letting the jeweler take \$25 out of his salary every week for the next three years.

Yes, indeedy -- love, as my favorite saying goes, makes the world go round with that pained expression.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Howard Clanev has given me the low-down on what he's going to tell you tonight, and I'll tell you now it's correct in more ways than one.

HOWARD CLANEV:

The connoisseurs who order patie de fois gras at the Ritz... the women of taste whose gowns are designed by the geniuses of Paris... the men who know a prize polo pony when they see one...these are among the discriminating people who prefer LUCKY STRIKE. They find they can't discover a finer cigarette than LUCKIES -- regardless of price! For Lucky Strike offers two exclusive unique features found in no other cigarette; first, that delightful "Toasted" flavor! And second, the throat protection of the secret and exclusive LUCKY STRIKE "TOASTING" Process. When "TOASTING" takes out certain impurities, it guards you against irritation, adds to the flavor of the fine LUCKY STRIKE tobaccos, and also leaves room for an extra helping of real tobacco goodness. That's greater enjoyment for you -- greater value for you! And so we say: It's smart to smoke LUCKIES -- because it's smart to get more for your money, and it's smart to be kind to your throat!

WINCHELL:

And now, Mr. Clanev, let's go places and pick up some of our pals, who are magic carpet-mad....Come on, Betty Coyne of Rochester, New York....Harya Betty? Next stop is Brockton, Mass., to get Grace Reilly -- and then over to Olympia, Washington for Ralph Murphy.....And then for a swift leap down to Everett Julian in New Orlins...All set?...Let's ride! Waldorf-Astoria!

ON WITH THE DANCE, JACK DENNY! (WHISTLE) OKAY, AMERICA!

ATX01 0031537

JACK DENNY:

All right, Walter. We'll keep right on riding to the tune of "Round My Heart" and "Hymn to the Sun."

(ROUND MY HEART)

(HYMN TO THE SUN)

JACK DENNY:

Many times I've started the Lucky Strike Magic Carpet on a long journey and although it only takes a short hop tonight it's just as big a thrill to shout: (WHISTLE) OKAY, WALTER WINCHELL!

WINCHELL:

Very good, Jack....You catch yourself another rest right here...I now have my editorial page to put together.

Again...the National Political Rally, -- that unique news service for the American people -- brings you another distinguished speaker -- former Governor ALFRED E. SMITH! We do not know this eminent speaker's subject, but we are sure it will be timely, forceful, important! Lucky Strike never knows in advance what statements its famous guests will make. It takes no sides. On Tuesday nights it presents to you a Republican speaker. On Thursday nights a Democratic speaker. Tonight we have the thrilling opportunity of introducing that great hero of the people, that brilliant executive, that celebrated statesman - the Honorable ALFRED E. SMITH...the man who won the hearts and the votes of 15,500,000 American citizens in the last presidential election. This popular candidate received nearly as many votes when he lost the election in 1928 as Calvin Coolidge received when he won in 1924. Alfred E. Smith rose from the lower East Side of New York to become governor of the most popular state in the union for four terms.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Today he is a prominent business executive -- president of the 102-story Empire State Building, the tallest in the world -- higher than man has ever built before! In a few simple words, this eminent law-maker can present even the knottiest problem to the man in the street, whom he loves so well! And so, under the auspices of the Democratic National Committee, you will now hear the Honorable ALFRED E. SMITH.

(GOVERNOR SMITH SPEECH)

WINCHELL:

You have just heard Alfred E. Smith, Democratic candidate for President in 1928, speaking under the auspices of the Democratic National Committee.

Next week the speakers for the National Political Rally will be The Honorable John R. Tilson of Connecticut for the Republicans and Governor Franklin D. Roosevelt of New York for the Democrats.

--STATION BREAK--

WINCHELL:

And now back to the Waldorf-Astoria in New York and Mrs. Denny's little boy, Jack....Here's your cushion for the magic carpet, Tommy Little of Kamloops, British Columbia, and here's one for the Mrs....I'm waving at you, Marjorie Ecoles of San Diego, California -- come on Marj, sit by Walter -- I'm just going to hop over to Erwin, Tennessee to pick up Teddy Franklin and then we'll all be set.... Here we go! Sticking pins into the clouds, again -- to yell:

ON WITH THE DANCE, JACK DENNY! (WHISTLE) OKAY, AMERICA!

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JACK DENNY:

Here again in the Empire Room of the Waldorf-Astoria we swing in to the dance with: "Happy Go Lucky You", "Tell Me While We're Dancing", "Lovable" and "Railroad Blues."

(HAPPY GO LUCKY YOU)

(TELL ME WHILE WE'RE DANCING)

(LOVABLE)

(RAILROAD BLUES)

JACK DENNY:

The Magic Carpet flashes out over Park Avenue and back to Fifth Avenue for the latest dope on Broadway. (WHISTLE)

OKAY, WALTER WINCHELL!

WINCHELL:

Excellent, Mr. Denny, plenty sweet and lovely....Buy yourself a carton of Luckies on me, Jack -- and that's no April foolin'!

I get another short spot here with the mike -- and then you flavor the heavens with melody again.

Here's a paragraph on newspaper slang, as requested by some of the boys and girls up at the School of Journalism....The expression around most editorial departments, to wit: "Sacred Cows" means people who have great influence with the editor or publisher, and their names must never be used offensively....Efficiency man, who are called in to cut wages or pep up circulation are known as "miracle workers"....."B.O.Must" is an order from the Business Department and means it must be published.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

"The Lobster Shift" is that midnight-to-dawning stretch -- which is when I like it best....The "Morgue" is where they keep the files, as well as all references, cuts, photos and clippings and while the "Morgue" over at the Times, the Tribune, the Telegram and Sun is called the Reference Room or the Library -- down at the good old Mirror -- it is christened "The Archives" -- pardon our tall millinery.

And here are a few items for my Things I Never Knew Till Now department...Perhaps you didn't know them, either...That one of the most misquoted lines from Shakespeare, for instance, is "The Play's The Thing"....The complete sentence from Hamlet is: "The play's the thing wherein I'll catch the conscience of the King", -- meaning something else altogether different from the popular usage....That Eleanor Boardman was the original Kodak Girl.....That no woman ever acted the part of "Charley's Aunt"....That the pronunciation of the word "sheik" as applied to the Valentino type, is really "shake".... That the family name of British royalty before the war was Guelph -- G-U-E-L-P-HIn other words -- if the Queen were an ordinary citizen she would be addressed as Mrs. G. Guelph"...How've y'been?... That all tipping has been stopped in Germany -- 10 per cent being added to your check everywhere there....That according to Molner, the playwright, Beethoven, when a child, had to be beaten to practice the piano...That genuine emeralds, which cost more than diamonds, appear purple under the jeweler's glass -- the green tones are phonies. And that glassblowers cannot whistle at their work!

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

I was amused by a piece in a New York newspaper not too long ago -- from the pen of Meredith Nicholson who said among other things: "The New York columnists of the Metropolitan dailies are great only to one another."

Please pardon the reportorial inaccuracy, ladies and gentlemen. Some of my best friends are third-rate columnists.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

And here's another newspaper anecdote -- that always goes big with the boys who chase the fire wagons and it might hand you a laugh, Mr. Smith..... When Walter Hoban, Senior, was doing politics for the Philadelphia Record, he drew \$300 for expenses to cover a National Convention.

While Hoban was making out his swindle sheet, upon his return to town, he accounted for all the money -- except \$50..... After much head-wagging, Hoban decided to jot down: "For upholding the dignity of the Philadelphia Record -- \$50.".....The city editor blue-penciled the item and shot it back to Hoban..... Hoban then went to see his managing editor about it.....The managing editor went to the publisher, William Singerly -- and timidly placed it on his desk....."Pay it!" thundered the owner, "it's darn cheap!"

The most stifling of the Wilson Mizner quips deals with the time Mizner went into the restaurant business out in Hollywood..... Mr. Mizner, in case you hadn't heard, has written many Broadway hits.....But after writing for the films -- he discovered that they only considered him so-so.

As a restaurateur, however, Mizner, is a top-notch, and one day I wired him to explain his success in the eating business.

He replied: "I'm a success running a hash joint in Hollywood -- because it is easier to stick a steak into their heads -- than an idea!"

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WALTER WINCHELL: (CONTINUES)

Winchell, in spite of anything that Ben Bernie may say, is usually right. Consider the matter of Prince Matchabelli, for instance. Apparently the Prince is not a Red at all, and I do not see how he could be, seeing that he has a nephew of the Czar of Russia working for him in his perfumery. The Prince is remaining here for some time to come. No one is going to deport him and we can expect the Matchabelli perfumes to continue.

Mr. Howard Claney now scoops me on an interesting item I would have liked to give you myself!

HOWARD CLANEY:

This week, thousands of patrons of the Brooklyn Paramount Theatre are enjoying both a talking picture and a musical comedy for the price of a picture alone. The stage show is a version of "Three's A Crowd," the big musical hit of last year. Fred Allen himself plays his original role. Naturally, the house is packed. People always respond to a great value. That's why discriminating smokers prefer LUCKY STRIKE to any other cigarette. It gives them the greatest cigarette value in the world...throat protection better tobacco, finer flavor!....All for the price of ordinary cigarettes. Only LUCKIES' great investment in the finest tobaccos and the happy discovery of the "TOASTING" Process could make such value possible! When "TOASTING" expels certain impurities naturally present in every tobacco leaf, it protects your throat, makes the cigarette milder, purer, more delicious, and leaves room for more tobacco goodness than is possible in any other cigarette - an extra helping of mellow-mild quality that comes from the Cream of many Crops! More for your money? Why, LUCKIES give you FAR more for your money than any other cigarette in all the world!

WINCHELL:

And that's your fourth signal, Jack Denny! ...Let's keep in the Happy-Go-Lucky-Strike mood, Jack.

ON WITH THE DANCE, DENNY! OKAY, AMERICA!

JACK DENNY:

Jack Denny, again, and the dance goes on with "Sing A New Song", "Paradise", "By The Waters of Minnetonka" and "Dream Sweetheart."

(SING A NEW SONG)

(PARADISE)

(BY THE WATERS OF MINNETONKA)

(DREAM SWEETHEART)

JACK DENNY:

And now the cue that takes you out of the Waldorf-Astoria and back to the pilot of the Magic Carpet. (WHISTLE) OKAY,
WALTER WINCHELL!

WINCHELL:

Many thanks, Denny -- you gave a splendid show....I answer a few love letters here, Jack, as you know. See you around town, boy.

Neal Jones of Seattle, Washington: Thanks for your letters, sir....I try to get as many newspaper stories as possible into my continuity -- a lot of the tuner-inners tell me they prefer them.... I started my newspaper career on September 15, 1924 -- before that, about 4 years on a theatrical weekly.....It was a grand apprenticeship.

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

Mrs. Harold McDermott, Blue Island, Illinois: Eddie Quillan's birthday is today and tomorrow -- April First, is Wallace Beery's....Yes, Marie Dressler is much better -- but I won't be happy until she's completely recovered.

Gene Thomsen of Oakridge, Oregon: I was in Portland during a Rose Festival and it remains among the thrills, Gene. Away back in 1920, I think it was. I was watching it from the marquee of the Pantages Theatre -- and in my excitement I fell off it.... Nothing came of that accident, until this year, when I started acting a little silly -- so they made me a radio talker.

Eugenia Allen of Savannah, Jo-Jah: I'm sorry you think I treat Bernie mean. Why Eugenia, I never say anything cruel about the old shystro!....Except, if you mean the time I reviewed a show he helped write, then, that's different. That was five years ago, and in the paper I said of it: "The words are by Dorothy Fields, the music by Jimmy McHugh -- and the sketches by Mistake."

He was so mad at me, he never borrows my money, anymore.

And that, Mr. and Mrs. America -- winds up my latest nonsense until Saturday night...Don't forget that night, please -- and reach for a Lucky Strike Dance Hour -- for our hookup will be Hollywood and our stars will be Chevalier, Jeannette MacDonald, Mr. Lubitsch and Jimmy Grier and his bandsmen.....

(MR. WINCHELL CONTINUES ON NEXT PAGE)

WINCHELL: (CONTINUES)

And, Mr. and Mrs. America -- next Tuesday night we again bring you that unique news feature -- the National Political Rally -- the live issues of the Presidential Campaign presented by the outstanding leaders of both parties. Next week's speakers for the National Political Rally will be the Honorable John Q. Tilson of Connecticut for the Republicans and Governor Franklin D. Roosevelt of New York for the Democrats! Tune in, and get both sides of the current questions of the day!...So, until Saturday night at the same time, then, I remain your New York correspondent, Walter Winchell -- who found out a long time ago -- that Broadway is a place -- where they never throw a dinner in your honor -- until you can afford to buy one!

(SIGNATURE)

CLOSING ANNOUNCEMENT: (OPTIONAL)

HOWARD CLANEY:

"SOFT LIGHTS AND SWEET MUSIC" from "FACE THE MUSIC" was played by special permission of the copyright owners.

The LUCKY STRIKE Dance Hour has come to you from New York City through the facilities of the National Broadcasting Company.

AGENCY/WINCHELL/Chilleen
3/31/32

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