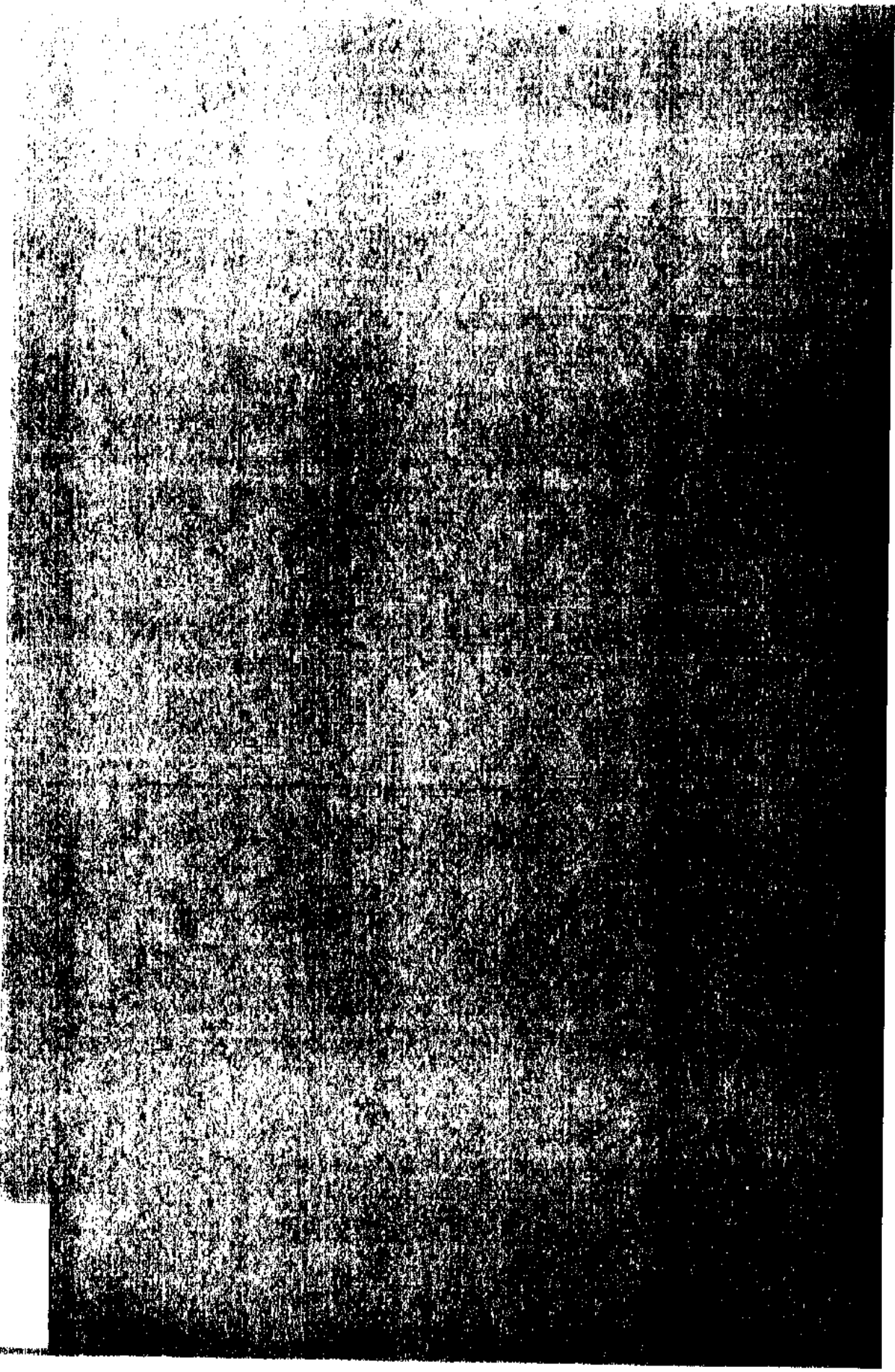


RADIO  
COMMUNICATIONS  
INDUSTRY

JAN. - MAR.  
1981

0725-157-005

ATX01 026 1552



JANUARY

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

TIME: ( )

LUCKY STRIKE RADIO HOUR

W E A F

( ) ( )  
10:00-11:00 P.M. JANUARY 1, 1931

THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. HAPPY NEW YEAR! And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why "TOASTING" includes the use of the Ultra Violet Ray. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open the New Year with a bit of advice "Pack Up Your Troubles in your Old Kit Bag", and make it "Bigger and Better".

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

(BIGGER AND BETTER)

ANNOUNCER:

"Happy Days are Here Again" and "Body and Soul" by the Lucky Strike Dance Orchestra.

(HAPPY DAYS ARE HERE AGAIN)

(BODY AND SOUL)

ATX01 0261554

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Singing in the Rain". Following this, you will again hear the Lucky Strike Dance Orchestra in "Get Happy".

(SINGING IN THE RAIN)

(GET HAPPY)

ANNOUNCER:

A new and better way of doing things—that principle has brought outstanding success to Horace Liveright, eminent theatrical producer and book publisher - Founder and Chairman of the editorial board of Horace Liveright, Inc. Consistent with its policy of laying the facts before the public, The American Tobacco has invited Mr. Horace Liveright to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" Process. Mr. Liveright says: - QUOTE -

"Public opinion is quick to respond to new and better ways of doing things. This is one of the rewards that business initiative finds among the American people. Frankness of statement too is approved so I think you are wise to state boldly to the public the facts about the use of the Ultra Violet Ray in the "Toasting" of LUCKY STRIKE Cigarettes." -

Signed - Horace Liveright.

Thank you, Mr. Liveright.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Sing Something Simple" and "Hittin' the Ceiling."

(SING SOMETHING SIMPLE)

(HITTIN' THE CEILING)

ANNOUNCER:

"Happy Feet" and "Strike up the Band" played by the Lucky Strike Dance Orchestra.

(HAPPY FEET)

(STRIKE UP THE BAND)

ANNOUNCER:

"Here's your good health and your families', and may they live long and prosper!". No one can help you more to realize this wish than your family physician. Remember, "An ounce of prevention is worth a pound of cure". Have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why "TOASTING" includes the use of the Ultra Violet Ray. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "I Got Rhythm" and "Sometimes I'm Happy".

(I GOT RHYTHM)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ playing "Wedding of the Painted Doll". Following this, the Lucky Strike Dance Orchestra plays "Plenty of Sunshine for You".

(WEDDING OF THE PAINTED DOLL)

(PLENTY OF SUNSHINE FOR YOU)

ANNOUNCER:

"Lover Come Back to Me" and "Starting at the Bottom"  
by the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)

(STARTING AT THE BOTTOM)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST -- ALWAYS!  
The American Tobacco Company thanks, sincerely, the American people  
for their evident appreciation of the Company's efforts to produce  
in the brand of LUCKY STRIKE, a finer and a better cigarette.

For the first eleven months of 1930, total cigarette  
production shows an increase over 1929, of 172,708,000 cigarettes.  
LUCKY STRIKE cigarettes by actual sales for these same eleven months,  
show an increase over last year of more than 5,566,000,000 cigarettes,  
a greater increase by more than 5,000,000,000 cigarettes than shown  
by all cigarettes combined.

Again, the American Tobacco Company thanks, sincerely,  
the American public for this generous recognition of LUCKY STRIKE'S  
superiority and for the public patronage so liberally given to  
LUCKIES. -TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST -- ALWAYS!

ANNOUNCER:

The Lucky Strike Dance Orchestra continued with  
"The Peanut Vender" and "Hittin' the Bottle".

(THE PEANUT VENDER)

(HITTIN' THE BOTTLE)

ANNOUNCER:

"Alexander's Ragtime Band" and "Hallelujah" by the  
Lucky Strike Dance Orchestra.

(ALEXANDER'S RAGTIME BAND)

(Hallelujah)

ANNOUNCER:

This closes the program of one hours dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Again may we wish you a Happy and a Prosperous New Year and ask that you please remember - LUCKIES are always kind to your throat.

The Lucky Strike Radio Hour has come to you from the New York Studios of the National Broadcasting Company.

---

AGENCY/D  
12/31/30

ATX01 0261558

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

WEAF

TIME: (            )

LUCKY STRIKE RADIO HOUR

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

JANUARY 3, 1931

SATURDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Lucky Strike - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Ray. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Mountain Greenery" and "Clap Yo' Hands".

(MOUNTAIN GREENERY)

(CLAP YO' HANDS)

ANNOUNCER:

"When Hearts Are Young" and "Charleston" by the Lucky Strike Dance Orchestra.

(WHEN HEARTS ARE YOUNG)

(CHARLESTON)

ATX01 0261559



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders in a typical Hawaiian Medley. Following this, you will again hear the Lucky Strike Dance Orchestra in "Sunny," played by special permission of the copyright owners.

(HAWAIIAN MEDLEY)

(SUNNY)

ANNOUNCER:

No "Whispering Campaign" can withstand the light of this truth: LUCKY STRIKES are made from the finest of fine tobaccos -- the Cream of the Crop. LUCKY STRIKES alone are TOASTED because TOASTING is an extra secret and exclusive process. No wonder -- 20,679 American physicians have definitely stated LUCKIES to be less irritating to the throat. "TOASTING" removes impurities which cause throat irritation and coughing. Then, too, it adds to the flavor and improves the taste. Every one knows that sunshine mellows -- that's why the TOASTING process includes the use of the Ultra Violet Ray. And so, without fear of contradiction, we can say truthfully: "No Cigarette, regardless of price, is as good as LUCKIES, whether manufactured by the American Tobacco Company or by any other company. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Rose Marie," played by special permission of the copyright owners, and "Sweet and Low Down."

(ROSE MARIE)

(SWEET AND LOW DOWN)

ANNOUNCER:

"Babes in the Wood" and "I'm Just Wild About Harry" by  
the Lucky Strike Dance Orchestra.

(BABES IN THE WOOD)

(I'M JUST WILD ABOUT HARRY)

ANNOUNCER:

The marvelous and rapid development of American radio broadcasting as an entertainment for millions owes much to the sure judgment and accurate scientific knowledge of O. H. Caldwell, member of the first United States Radio Commission, Editor of the magazine Electronics, and an outstanding scientific authority on the Electron Tube producing the Ultra Violet Ray. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Caldwell to visit the plant of the American Tobacco Company, to study Lucky Strike's famous Toasting Process, and to report his findings. Mr. Caldwell says: - QUOTE -

"Scientific control of processes and product, backed by fundamental laboratory research; automatic machines of remarkable ingenuity and efficiency; and spic-span cleanliness everywhere - these are the three dominating recollections of my visit to the vast Lucky Strike factory at Richmond, Virginia.

"Out of research laboratories nowadays are coming new electrical and electronic methods which are revolutionizing modern industries. Therefore at Richmond I was particularly interested in the great new ultra-violet ray chambers, where Lucky Strike tobacco, in the glare of the electron streams of powerful arcs, undergoes actinic rays actually 400 times the intensity of ordinary sunshine -- science's latest contribution to the elaborate Lucky Strike processes to eliminate irritating acids and acrid oils." - UNQUOTE - Signed O. H. Caldwell.

Thank you, Mr. Caldwell.

ATX01 0261561

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Alexander's Ragtime Band" and "Liza."

(ALEXANDER'S RAGTIME BAND)

(LIZA)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders in a typical Hawaiian Medley. Following this, the Lucky Strike Dance Orchestra plays "Alexander Don't You Love Your Baby No More."

(HAWAIIAN MEDLEY)

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Tell Me Pretty Gypsy" and "Do, Do, Do," played by special permission of the copyright owners.

(TELL ME PRETTY GYPSY)

(DO, DO, DO)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

The American Tobacco Company thanks, sincerely, the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE, a finer and better cigarette.

For the first eleven months of 1930, total cigarette production shows an increase over 1929 of 172,708,000 cigarettes. LUCKY STRIKE Cigarettes by actual sales for these same eleven months, show an increase over last year of more than 5,566,000,000 cigarettes, a greater increase by more than 5,000,000,000 cigarettes than shown by all cigarettes combined.

Again, The American Tobacco Company thanks, sincerely the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Say It With Music," played by special permission of the copyright owners, and "Every Little Movement."

(SAY IT WITH MUSIC)

(EVERY LITTLE MOVEMENT)

ANNOUNCER:

"Fine and Dandy" and "Bandanna Days" by the Lucky Strike Dance Orchestra.

(FINE AND DANDY)

(BANDANNA DAYS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Victor Herbert  
Medley."

(VICTOR HERBERT MEDLEY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Saturday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the  
New York Studios of the National Broadcasting Company.

AGENCY/Chilleen  
1/3/31

ATX01 0261564

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

(FINAL REVISION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

JANUARY 6, 1931

TUESDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by Announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 30,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "One Step to Heaven" and "Turn on the Heat."

(ONE STEP TO HEAVEN)

(TURN ON THE HEAT)

ANNOUNCER:

"Beyond the Blue Horizon" and "No No Nora" by the Lucky Strike Dance Orchestra.

(BEYOND THE BLUE HORIZON)

(NO NO NORA)

ATX01-0261565

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Andy Sanella and his Guitar rendering "Dancing with Tears in My Eyes." Following this, you will again hear the Lucky Strike Dance Orchestra in "Cheerful Little Earful."

(DANCING WITH TEARS IN MY EYES)

(CHEERFUL LITTLE EARFUL)

ANNOUNCER:

Have you had your physician look you over lately? Remember, "an ounce of prevention is worth a pound of cure." You owe it to yourself and to your family to have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Singing in the Rain" and "With You."

(SINGING IN THE RAIN)

(WITH YOU)

ANNOUNCER:

"Oh Baby" and "Where's That Rainbow" by the Lucky Strike Dance Orchestra.

(OH BABY)

(WHERE'S THAT RAINBOW)

ANNOUNCER:

Conflicting arguments have been unable to halt the rapidly increasing tendency of the public to adopt LUCKY STRIKE as its favorite cigarette. LUCKY STRIKE is a blend of choice tobaccos whose toasted flavor thrills the taste, and whose "TOASTING" PROCESS removes impurities. It is only natural that 20,679 American physicians should have stated LUCKIES to be less irritating to the throat. Every one knows that sunshine mellow - that's why the "TOASTING" PROCESS includes the use of the mellowing Ultra Violet Rays. "TOASTING" that extra, secret and exclusive process, elevates LUCKY STRIKE to a plane of quality no other cigarette can approach. Its choice by millions proves its superiority and is the truthful answer to selfish claims.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "What This Little World is After is Laughter" and "You Can't Get To Heaven that Way."

(WHAT THIS LITTLE WORLD IS AFTER IS LAUGHTER)

(YOU CAN'T GET TO HEAVEN THAT WAY)



ANNOUNCER:

Mr. Rolfe again offers Andy Sanella and his Guitar playing "Aren't We All." Following this, the Lucky Strike Dance Orchestra plays "Sometimes I'm Happy."

(AREN'T WE ALL)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

"Merry Widow Waltz" and "Cross Your Fingers" by the Lucky Strike Dance Orchestra.

(MERRY WIDOW WALTZ)

(CROSS YOUR FINGERS)

ANNOUNCER:

The marvelous and rapid development of American radio broadcasting as an entertainment for millions owes much to the sure judgment and accurate scientific knowledge of O.H. Caldwell, member of the first United States Radio Commission, Editor of the magazine "Electronics," and an outstanding scientific authority on the Electron Tube producing the Ultra Violet Rays. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Caldwell to visit the plant of the American Tobacco Company, to study LUCKY STRIKE'S famous Toasting Process, and to report his findings. Mr. Caldwell says: - QUOTE -

"Scientific control of processes and product, backed by fundamental laboratory research; automatic machines of remarkable ingenuity and efficiency; and spic-span cleanliness everywhere -- these are the three dominating recollections of my visit to the vast LUCKY STRIKE factory at Richmond, Virginia. Out of research laboratories nowadays are coming new electrical and electronic methods which are revolutionizing modern industries. Therefore, at Richmond, I was particularly interested in the great new Ultra-violet ray chambers, where LUCKY STRIKE tobacco, in the glare of the electron streams of powerful arcs, undergoes actinic rays actually 400 times the intensity of ordinary sunshine -- science's latest contribution to the elaborate LUCKY STRIKE processes to eliminate irritating acids and acrid oils." - UNQUOTE - Signed - O.H. Caldwell.

Thank you, Mr. Caldwell.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Cheer Up" and "Here Comes the Sun."

(CHEER UP)

(HERE COMES THE SUN)

ANNOUNCER:

"Dixie Medley" and "Madelon" by the Lucky Strike Dance Orchestra.

(DIXIE MEDLEY)

(MADELON)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the New York Studios of the National Broadcasting Company.

AGENCY/Chilleen  
1/6/30

ATX01 0261570

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

WEAF TIME: ( )

( )-( )  
LUCKY STRIKE RADIO HOUR  
10:00-11:00 PM JANUARY 8, 1931 THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends, and so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEM - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKIES ARE ALWAYS KIND TO YOUR THROAT.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Breakaway" and "Puttin' on the Ritz."

(BREAKAWAY)

(PUTTIN' ON THE RITZ)

ANNOUNCER:

"Somebody Loves Me" and "Dixie Jambouree" by the Lucky Strike Dance Orchestra.

(SOMEBODY LOVES ME)

(DIXIE JAMBOUREE)

ATX01 0261571

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico rendering "Jalousie". Following this, you will again hear the Lucky Strike Dance Orchestra in "Plenty of Sunshine For You".

(JALOUSIE)

(PLENTY OF SUNSHINE FOR YOU)

ANNOUNCER:

The marvelous and rapid development of American Radio broadcasting as an entertainment for millions owes much to the sure judgment and accurate scientific knowledge of O. H. Caldwell, member of the first United States Radio Commission, Editor of the magazine Electronics, and an outstanding scientific authority on the Electron Tube producing the Ultra Violet Rays. Consistent with its policy of laying the facts before the public The American Tobacco Company has invited Mr. Caldwell to visit the plant of the American Tobacco Company, to study Lucky Strike's famous Toasting Process, and to report his findings. Mr. Caldwell says; -QUOTE -

"Scientific control of processes and product, backed by fundamental laboratory research; automatic machines of remarkable ingenuity and efficiency; and spot-span cleanliness everywhere - these are the three dominating recollections of my visit to the vast LUCKY STRIKE factory at Richmond, Virginia. Out of research laboratories nowadays are coming new electrical and electronic methods which are revolutionizing modern industries. Therefore at Richmond I was particularly interested in the great new ultra-violet ray chambers, where Lucky Strike tobacco, in the glare of the electron streams of powerful arcs, undergoes actinic rays actually 400 times the intensity of ordinary sunshine - science's latest contribution to the elaborate Lucky Strike processes to eliminate irritating acids and acrid oils." -

UNQUOTE -

Signed O.H. Caldwell.

Thank you Mr. Caldwell.

ATX01 0261573

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with  
"My Private Personal Pal" and "I'm Sitting on Top of the World".

(MY PRIVATE PERSONAL PAL)

(I'M SITTING ON TOP OF THE WORLD)

ANNOUNCER:

"Lucky Me, Lovable You" and "Blue Grass" by the Lucky Strike  
Dance Orchestra.

(LUCKY ME, LOVABLE YOU)

(BLUE GRASS)

ANNOUNCER:

Your physician has devoted his life to the prevention of  
disease. Why not let him protect you? "An ounce of prevention  
is worth a pound of cure". Have a periodic health examination at  
least twice a year.

We are proud that 20,679 American physicians have stated  
LUCKIES to be less irritating than other cigarettes. Every one  
knows that sunshine mellows - that's why the "TOASTING" Process  
includes the use of the Ultra Violet Rays. LUCKY STRIKE - the  
finest cigarette you ever smoked - made of the finest tobacco -  
the Cream of the Crop THEN - "IT'S TOASTED". Every one knows that  
heat purifies and so "TOASTING" removes harmful irritants that  
cause throat irritation and coughing. LUCKIES are always kind to  
your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Georgia" and  
"Precious Little Thing Called Love".

(GEORGIA)

(PRECIOUS LITTLE THING CALLED LOVE)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing "La Veeda".  
Following this, the Lucky Strike Dance Orchestra plays "Stumbling".

(LA VEEDA)

(STUMBLING)

ANNOUNCER:

"One Love" and "Sometimes I'm Happy" by the Lucky Strike Dance  
Orchestra.

(ONE LOVE)

(SOMETIMES I'M HAPPY)



ANNOUNCER:

Increase in sales greater than all cigarettes combined proves world-wide confidence in LUCKY STRIKE. Only the finest tobacco - the Cream of the Crop - is used in LUCKY STRIKE - the constant care of experts assures its quality. 20,679 American physicians have stated LUCKIES to be less irritating to the throat, and public acceptance of LUCKY STRIKE as the one cigarette with an outstanding virtue confirms these opinions. Every one knows that heat purifies - and so that extra, secret and exclusive "TOASTING" Process removes harmful irritants that cause throat irritation and coughing. Every one knows that sunshine mellows - that's why the "TOASTING PROCESS" includes the use of the mellowing Ultra Violet Rays. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Makin' Whoopee" and "June Night."

(MAKIN' WHOOPEE)

(JUNE NIGHT)

ANNOUNCER:

"Lucky Seven" and "Alabama Bound" by the Lucky Strike Dance Orchestra.

(LUCKY SEVEN)

(ALABAMA BOUND)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Over There."

(OVER THERE)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat.

The LUCKY STRIKE RADIO HOUR has come to you from the New York Studios of the National Broadcasting Company.

AGENCY/ST/DMcB/Chilleen  
1/8/31

NOTE TO ANNOUNCER: (Make local announcements every 15 minutes except on dramatic programs which depend on a succession of thought.)

TIME: ( )

LUCKY STRIKE RADIO HOUR

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

JANUARY 10, 1931

WEAF

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEM - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Everyone knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKIES are always kind to your throat.

. B.A. Rolfe and his Lucky Strike Dance Orchestra open with "Fine and Dandy" and "I Got Rhythm".

(FINE AND DANDY)

(I GOT RHYTHM)

ANNOUNCER:

"Sweet Lady" and "Here Comes the Sun" by the Lucky Strike Dance Orchestra.

(SWEET LADY)

(HERE COMES THE SUN)

ATX01 0261578

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Love Your Magic Spell Is Everywhere". Following this, you will again hear the Lucky Strike Dance Orchestra in "Hittin' The Bottle".

(LOVE YOUR MAGIC SPELL IS EVERYWHERE)

(HITTIN' THE BOTTLE)

ANNOUNCER:

Government figures show the gain of LUCKY STRIKE to be greater than the combined increase of all cigarettes. The American public will be served, and this is proof, indeed, that regardless of price, you actually get more in LUCKY STRIKE than any other cigarette can offer. Its perfect blend of fine tobaccos gives pure smoking delight, and that extra, secret heating process described by the phrase "IT'S TOASTED" removes harmful irritants that cause throat irritation and coughing. Everyone knows that sunshine mellows - that's why the "TOASTING" PROCESS includes the use of the mellowing Ultra Violet Rays. 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. The American public will be served and no amount of insidious propaganda can alter this fact - LUCKY STRIKE is the one cigarette with an outstanding virtue - "IT'S TOASTED".

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Happy Feet" and "What is this thing Called Love."

(HAPPY FEET)

(WHAT IS THIS THING CALLED LOVE)

ANNOUNCER:

"I'm Yours" and "The Peanut Vender" played by the Lucky Strike Dance Orchestra.

(I'M YOURS)

(THE PEANUT VENDER)

ANNOUNCER:

August Heckscher, Chairman of the Heckscher Foundation for Children, President of the Child Welfare Committee of America. August Heckscher's name will go down in History as an outstanding benefactor of mankind. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Heckscher to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S Famous "Toasting" process.

Mr. Heckscher says: - QUOTE -

"The most laudable service that any industry can render is the attempt to benefit its patrons. That is the cardinal principle of philanthropy. And so, interested as I always am in modern developments, I consider that your use of the Ultra Violet Ray in your 'Toasting' of LUCKY STRIKE is a distinct contribution of which the public will whole-heartedly approve." - UNQUOTE -

Signed - A. Heckscher.

Thank you, Mr. Heckscher.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Body and Soul" and "Three Little Words."

(BODY AND SOUL)

(THREE LITTLE WORDS)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing  
"Once Upon A Time."

(ONCE UPON A TIME)

ANNOUNCER:

"Something To Remember You By" and "You're Lucky To Me"  
by the Lucky Strike Dance Orchestra.

(SOMETHING TO REMEMBER YOU BY)

(YOU'RE LUCKY TO ME)

ANNOUNCER:

"Carelessness does more harm than a want of knowledge,"  
said Benjamin Franklin. This is especially true of your health.  
Remember, "An ounce of prevention is worth a pound of cure." Help  
your physician protect you -- have a periodic health examination  
at least twice a year.

We are proud that 20,579 American physicians have stated  
LUCKIES to be less irritating than other cigarettes. Every one  
knows that sunshine mellows - that's why the "TOASTING" process  
includes the use of the Ultra Violet Rays. LUCKY STRIKE - the  
finest cigarette you ever smoked - made of the finest tobaccos -  
the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows  
that heat purifies and so "TOASTING" removes harmful irritants  
that cause throat irritation and coughing. LUCKIES are always  
kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I'm Proud of You" and "Some of These Days".

(I'M PROUD OF YOU)

(SOME OF THESE DAYS)

ANNOUNCER:

"Bye Bye Blues" and "Strike Up the Band" by the Lucky Strike Dance Orchestra.

(BYE BYE BLUES)

(STRIKE UP THE BAND)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat.

The Lucky Strike Radio Hour has come to you from the New York Studios of the National Broadcasting Company.

AGENCY/st/mlh  
1/10/31

ATX01 0261582

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

TIME: ( )

LUCKY STRIKE RADIO HOUR

WEAF

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

JANUARY 13, 1931

TUESDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the Toasting Process includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Plenty of Sunshine For You" and "Good News."

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ANNOUNCER:

"Look For The Silver Lining" and "Around the Corner" by the Lucky Strike Dance Orchestra.

(LOOK FOR THE SILVER LINING)

(AROUND THE CORNER)

RTX01 0261583



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders rendering "Kohala March." Following this, you will again hear the Lucky Strike Dance Orchestra in "Jericho."

(KOHALA MARCH)

(JERICHO)

ANNOUNCER:

American physicians have reduced the mortality rate from measles and scarlet fever more than half in the past twenty years. Your physician knows "an ounce of prevention is worth more than a pound of cure." Why not help him in his great task -- have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "I Want To Be Happy" and "Sing Something Simple."

(I WANT TO BE HAPPY)

(SING SOMETHING SIMPLE)

ANNOUNCER:

"Give Yourself a Pat on the Back" and "Lady Be Good"  
by the Lucky Strike Dance Orchestra.

(GIVE YOURSELF A PAT ON THE BACK)

(LADY BE GOOD)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "The Parade of  
the Wooden Soldiers."

(PARADE OF THE WOODEN SOLDIERS)

ANNOUNCER:

No amount of ducking and dodging can disprove  
Government figures showing the gain of LUCKY STRIKE to be greater  
than all cigarettes combined. LUCKY STRIKE is made from the  
finest of fine tobaccos - the Cream of the Crop - THEN - "IT'S  
TOASTED." "TOASTING" is an extra secret and exclusive process.  
No wonder 20,679 American physicians have definitely stated LUCKIES  
to be less irritating than other cigarettes. "TOASTING" removes  
impurities which cause throat irritation and coughing. Then, too,  
it adds to the flavor and improves the taste. Every one knows  
that sunshine mellows - that's why the "TOASTING" process includes  
the use of the mellowing Ultra Violet Rays. LUCKIES ARE ALWAYS  
KIND TO YOUR THROAT.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Lucky Seven"  
and "Ma Blushin' Rose,"

(LUCKY SEVEN)

(MA BLUSHIN' ROSE)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders rendering  
a Typical Hawaiian Medley. Following this, the Lucky Strike  
Dance Orchestra plays "Happy Days Are Here Again."

(HAWAIIAN MEDLEY)

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

"Tales From the Vienna Woods" and medley from "Follow Thru" by the Lucky Strike Dance Orchestra.

(TALES FROM THE VIENNA WOODS)

(MEDLEY FROM FOLLOW THRU)

ANNOUNCER:

America is proud of its great leaders who have brought about the marvelous development of the West -- men such as Herbert Fleishhacker, famous Banker, Transportation executive and Lumberman of California -- President of the great Anglo & London Paris National Bank of San Francisco. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Herbert Fleishhacker to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Fleishhacker says: QUOTE -

"There are scoops in industry as in publishing. And it takes a great deal of enterprise to score them. Your use of the Ultra Violet Ray in the "toasting" of the LUCKY STRIKE tobaccos is a scoop that makes front page news for every smoker".

UNQUOTE - SIGNED

Herbert Fleishhacker.

Thank you, Mr. Fleishhacker.

The Lucky Strike Dance Orchestra continues with "Fine and Dandy" and "My Heart Stood Still".

(FINE AND DANDY)

(MY HEART STOOD STILL)

ANNOUNCER:

"Eleven Thirty Saturday Night" and "Yankee Doodle Boy"  
played by the Lucky Strike Dance Orchestra.

(ELEVEN THIRTY SATURDAY NIGHT)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Tuesday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

AGENCY/Chilleen  
1/13/31

ATX01 0261588

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

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

LUCKY STRIKE RADIO HOUR

JANUARY 15, 1930

THURSDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hallelujah" and "Alexander's Ragtime Band."

(HALLELUJAH)

(ALEXANDER'S RAGTIME BAND)

ANNOUNCER:

"I Got Rhythm," played by special permission of the copyright owners, and "The Peanut Vender" by the Lucky Strike Dance Orchestra.

(I GOT RHYTHM)

(THE PEANUT VENDER)

ATX01 0261589

ANNOUNCER:

It takes sound judgment to develop a winner in industry as well as in sports, and John Hertz has developed winners in both fields. His famous horse Reigh Count has won dozens of races. Mr. Hertz is also founder of the Yellow Cab Company, Chairman of the Board of the Omnibus Corporation of America, owners of buses in New York and Chicago. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Hertz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. Mr. Hertz says: QUOTE -

"A champion race horse or a leader in industry I have found, is seldom a result of chance. Concentration upon quality - that's what counts. When I read the personal reports of your distinguished visitors, revealing your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos, I knew that you were on the right track. Quality is everything - and the American people demand and appreciate the best."

UNQUOTE - Signed - John Hertz.

Thank you, Mr. Hertz.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Starting At the Bottom" and "Lover Come Back to Me."

(STARTING AT THE BOTTOM)

(LOVER COME BACK TO ME)

ANNOUNCER:

"Plenty of Sunshine for You" by the Lucky Strike Dance Orchestra. Following this, as a special feature this evening Mr. Rolfe offers Andy Sanella and his guitar rendering "Whispering."

(PLENTY OF SUNSHINE FOR YOU)

(WHISPERING)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Sometimes I'm Happy" and "Hittin' the Bottle,"

(SOMETIMES I'M HAPPY)

(HITTIN' THE BOTTLE)

ANNOUNCER:

The United States Public Health Service plans to develop full-time local health organizations in every town in the land -- meantime, guard your own health, by seeing your physician regularly. Remember "An ounce of prevention is worth a pound of cure." Have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKY STRIKE -- the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ATX01 0261591



ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continues with "Strike Up The Band," played by special permission of the copyright owners, and "Get Happy."

(STRIKE UP THE BAND)

(GET HAPPY)

ANNOUNCER:

"Hittin' the Ceiling" and "Hosanna" by the Lucky Strike Dance Orchestra.

(HITTIN' THE CEILING)

(HOSANNA)

ANNOUNCER:

LUCKY STRIKE - the choice of experts, is now acclaimed by millions of men and women as the one cigarette with this outstanding virtue. "IT'S TOASTED" - your throat protection against irritation - against cough. "TOASTING" is an extra secret and exclusive process. 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of mellowing Ultra Violet Rays. The true quality of LUCKY STRIKE has captured public approval as it has won expert commendation. LUCKIES are always kind to your throat. Trust the American people to choose the best - ALWAYS.

ANNOUNCER:

"Happy Feet" by the Lucky Strike Dance Orchestra. Following this, Mr. Rolfe again offers Andy Sanella and his guitar rendering "La Veeda."

(HAPPY FEET)

(LA VEEDA)

ANNOUNCER:

Mr. Rolfe and his Lucky Strike Dance Orchestra continue with "Happy Days Are Here Again," and "Body and Soul."

(HAPPY DAYS ARE HERE AGAIN)

(BODY AND SOUL)

ANNOUNCER:

"Bigger and Better" and "Pack Up Your Troubles in Your Old Kit Bag and Smile" by the Lucky Strike Dance Orchestra.

(BIGGER AND BETTER)

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG AND SMILE)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come from the NBC studios in New York.

AGENCY/Chilleen  
1/15/31

ATX01 0261593

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

TIME: ( )

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

LUCKY STRIKE RADIO HOUR

JANUARY 17, 1931

WEAF

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKIES Are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Black Bottom" and "When the Red Red Robin Comes Bob, Bob, Bobbing Along."

(BLACK BOTTOM)

(WHEN THE RED RED ROBIN COMES BOB BOB BOBBING ALONG)

ANNOUNCER:

"I'll See You In My Dreams" and "Shaking The Blues Away" by the Lucky Strike Dance Orchestra.

(I'LL SEE YOU IN MY DREAMS)

(SHAKING THE BLUES AWAY)

ATX01 0261594

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist, rendering "Birth of Passion." Following this, you will again hear the Lucky Strike Dance Orchestra in "Hosanna."

(BIRTH OF PASSION)

(HOSANNA)

ANNOUNCER:

The famous "TOASTING" process applied to the fine tobaccos especially selected and blended for LUCKY STRIKE cigarettes - can be, and is imitated - but it cannot be duplicated. TOASTING is an extra secret and exclusive process. Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. No wonder the acceptance of LUCKY STRIKE is world wide. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Everything is Peaches Down in Georgia" and "Yearning."

(EVERYTHING IS PEACHES DOWN IN GEORGIA)

(YEARNING)

ANNOUNCER:

"The Blushing Rosie" and "I'll Say She Does" played by the Lucky Strike Dance Orchestra.

(THE BLUSHING ROSIE)

(I'LL SAY SHE DOES)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Red Lips."

(RED LIPS)

ANNOUNCER:

America's skyscrapers, the eighth wonder of the world - the new Waldorf Astoria in New York - the great General Motors Building in Detroit, and others. These are monuments to the constructive genius of L. J. Horowitz, Chairman of the Board of the Thompson-Starrett Company, Incorporated. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Horowitz says: - QUOTE -

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the Lucky Strike tobaccos." - UNQUOTE - Signed - L. J. Horowitz.

Thank you, Mr. Horowitz.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Baltimore" and "After You've Gone."

(BALTIMORE)

(AFTER YOU'VE GONE)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ playing, "Just A Memory." Following this, the Lucky Strike Dance Orchestra plays "Sweet Jennie Lee."

(JUST A MEMORY)

(SWEET JENNIE LEE)

ANNOUNCER:

"I'm Forever Blowing Bubbles" and "King Chanticleer" by the Lucky Strike Dance Orchestra.

(I'M FOREVER BLOWING BUBBLES)

(KING CHANTICLEER)

ANNOUNCER:

Out of one thousand men examined by physicians in the City of Cincinnati, only six were found to be essentially free from physical handicaps. Do you know whether you are working under an unnecessary handicap -- have you had your physician look you over recently? Remember, "An ounce of prevention is worth a pound of cure." Have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "I'm Looking Over A Four Leaf Clover" and "Here In My Arms," played by special permission of the copyright owners.

(I'M LOOKING OVER A FOUR LEAF CLOVER)

(HERE IN MY ARMS)

ANNOUNCER:

"Miss Annabelle Lee" and "Victor Herbert Medley" by the Lucky Strike Dance Orchestra.

(MISS ANNABELLE LEE)

(VICTOR HERBERT MEDLEY)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC studios in New York.

AGENCY/Chilleen  
1/17/31

ATX01 0261598

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

WEAF

TIME: ( )

LUCKY STRIKE RADIO HOUR

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

JANUARY 20, 1931

TUESDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - ~~THEM~~ - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' the Ceiling" and "Kickin' a Hole in the Sky".

(HITTIN' THE CEILING)

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

"Do you ever Think of Me" and "Thank Your Father" by the Lucky Strike Dance Orchestra.

(DO YOU EVER THINK OF ME?)

(THANK YOUR FATHER)

ATX01 0261599



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico rendering "La Cumbarcita". Following this, you will again hear the Lucky Strike Dance Orchestra in "Hosanna".

(LA CUMBARCITA)

(HOSANNA)

ANNOUNCER:

Brutal and dangerous sales policies of competitors working an inhuman hardship on the sorely tried tobacco trade cannot halt the success of LUCKY STRIKE. The proven quality of LUCKY STRIKE has captured public approval as it has won expert commendation. 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that heat purifies and everyone knows that sunshine mellows - that is why mellowing Ultra Violet Rays are included in that extra secret heating process described by the phrase "IT'S TOASTED" - your throat protection against irritation - against cough. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Lady Luck" and "Good Evening".

(LADY LUCK)

(GOOD EVENING)

ANNOUNCER:

"Some of These Days" and the Stein Song by the Lucky Strike Dance Orchestra.

(SOME OF THESE DAYS)

(STEIN SONG)

ANNOUNCER:

Recent news dispatches tell of a physician battling his way for fifty miles through an Idaho blizzard to perform an emergency operation. America is proud of her physicians. Your physician is always ready to protect you. . . Remember "an ounce of prevention is worth a pound of cure." Have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows -- that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop -- THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" -- that extra, secret process -- removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Down South."

(DOWN SOUTH)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing "El Choclo." Following this, the Lucky Strike Dance Orchestra plays "Hittin' the Bottle."

(EL CHOCLO)

(HITTIN' THE BOTTLE)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "One Love" and "I've Got My Eye On You."

(ONE LOVE)

(I'VE GOT MY EYE ON YOU)

ANNOUNCER:

The finest ideals of American sport demand leadership of that high caliber which the whole nation respects - leadership exemplified by such men as Emil E. Fuchs, President of the Boston National League Baseball Club. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Emil E. Fuchs to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Fuch says: - QUOTE -

"The trend of modern industry is towards taking the public into its confidence. That is why I know you are wise to state frankly to the public the facts of the use of the Ultra Violet Ray in 'Toasting' the LUCKY STRIKE. I have found the public appreciates confidence." - UNQUOTE -  
Signed - Emil E. Fuchs.

Thank you, Mr. Fuchs.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Raggedy Ann" and "Sweet and Hot."

(RAGGEDY ANN)

(SWEET AND HOT)

ANNOUNCER:

"Sing You Sinners" and "You're Here and I'm Here" by  
the Lucky Strike Dance Orchestra.

(SING YOU SINNERS)

(YOU'RE HERE AND I'M HERE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Rangers Song."

(RANGERS SONG)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Tuesday night at this hour by the  
manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES  
are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you from the  
NBC studios in New York.

AGENCY/DMGB/D  
1/20/31

ATX01 0261603

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

weaf

TIME: ( )

LUCKY STRIKE RADIO HOUR

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

JANUARY 22, 1931

THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED". Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING PROCESS" includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Bigger and Better" and "Everybody Step".

(BIGGER AND BETTER)

(EVERYBODY STEP)

ANNOUNCER:

"You're Driving Me Crazy" and "Fine and Dandy" by the Lucky Strike Dance Orchestra.

(YOU'RE DRIVING ME CRAZY)

(FINE AND DANDY)

ATX01 0261604

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Only A Rose." Following this, you will again hear the Lucky Strike Dance Orchestra in "Breakaway."

(ONLY A ROSE)

(BREAKAWAY)

ANNOUNCER:

James I. Bush, Chairman of the Byrd Aviation Associates, Director of the Missouri-Kansas & Texas Railroad - Mr. Bush is recognized as an outstanding leader in American business. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Bush to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Bush says - QUOTE -

"America has enlisted her immense forces in the splendid cause of industrial progress -- and her great captains in this field are those manufacturers who concentrate on quality. Your use of the Ultra Violet Ray in the 'TOASTING' of the tobaccos is a true example of industrial captaincy - every American appreciates given quality." - UNQUOTE - SIGNED - James I. Bush.

Thank you, Mr. Bush.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Blondy" and "Little by Little."

(BLONDY)

(LITTLE BY LITTLE)

ANNOUNCER:

"You Can't Get to Heaven That Way," and "Dusky Stevedore" played by the Lucky Strike Dance Orchestra.

(YOU CAN'T GET TO HEAVEN THAT WAY)

(DUSKY STEVEDORE)

ANNOUNCER:

Brutal and dangerous sales policies of competitors working an inhuman hardship on the sorely tried tobacco trade cannot halt the success of LUCKY STRIKE. The proven quality of LUCKY STRIKE has captured public approval as it has won expert commendation. 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that heat purifies and every one knows that sunshine mellows - that is why mellowing Ultra Violet Rays are included in that extra secret heating process described by the phrase "IT'S TOASTED" - your throat protection against irritation -- against cough. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Roamin' Thru the Roses" and "Puttin' on the Ritz."

(ROAMIN' THRU THE ROSES)

(PUTTIN' ON THE RITZ)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ playing "With a Song in My Heart." Following this, the Lucky Strike Dance Orchestra plays "Waiting for the Robert E. Lee."

(WITH A SONG IN MY HEART)

(WAITING FOR THE ROBERT E. LEE)

ANNOUNCER:

"Kiss Waltz" and "Don't Hold Everything" by the Lucky Strike Dance Orchestra.

(KISS WALTZ)

(DON'T HOLD EVERYTHING)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!  
The American Tobacco Company thanks sincerely the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE a finer and a better cigarette.

Government figures for December 1930 compared with December 1929 show an increase in total cigarette production of 413,362,000 cigarettes. The actual sales of LUCKY STRIKE Cigarettes alone for the month of December show an increase over December last year of more than 653,000,000 cigarettes, a greater increase by more than 200,000,000 cigarettes than shown by all cigarettes combined.

Again, the American Tobacco Company thanks, sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Makin' Whoopee" and "Just a Little Closer".

(MAKIN' WHOOPÉE)

(JUST A LITTLE CLOSER)



ANNOUNCER:

"Bye Bye Blackbird" and "Yankee Doodle Boy" by the  
Lucky Strike Dance Orchestra.

(BYE BYE BLACKBIRD)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Thursday night at this hour  
by the manufacturers of LUCKY STRIKE Cigarettes. Please  
remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE Radio Hour has come to you from the NBC  
Studios in New York.

AGENCY: MoB  
1/22/31

ATX01 0261608

NOTE TO ANNOUNCER: (Make local announcements every 15 minutes except on dramatic programs which depend on a succession of thought.)

TIME: (        )

LUCKY STRIKE RADIO HOUR

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

JANUARY 24, 1931

WEAF  
SATURDAY

ANNOUNCER:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEY - "IT'S TOASTED" Everyone knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Everyone knows that sunshine mellows - that's why the TOASTING PROCESS includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

E. A. Rolfe and his Lucky Strike Dance Orchestra open with "Plenty of Sunshine for You" and "Good News".

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ANNOUNCER:

"Old Fashioned Girl" and "I Want To Be Happy" by the Lucky Strike Dance Orchestra.

(OLD FASHIONED GIRL)

(I WANT TO BE HAPPY)

ATX01 0261609

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders rendering a typical Hawaiian Medley. Following this, you will again hear the Lucky Strike Dance Orchestra in "Starting At the Bottom."

(TYPICAL HAWAIIAN MEDLEY)

(STARTING AT THE BOTTOM)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!  
The American Tobacco Company thanks sincerely the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE a finer and a better cigarette.

Government figures for December 1930 compared with December 1929 show an increase in total cigarette production of 413,362,000 cigarettes. The actual sales of LUCKY STRIKE Cigarettes alone for the month of December show an increase over December last year of more than 653,000,000 cigarettes, a greater increase by more than 200,000,000 cigarettes than shown by all cigarettes combined.

Again, the American Tobacco Company thanks sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES.  
TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST-ALWAYS!

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Get Happy" and "Body and Soul"

(GET HAPPY)

(BODY AND SOUL)

ANNOUNCER:

"You're Lucky to Me" and "Alabama Bound" by the Lucky Strike Dance Orchestra.

(YOU'RE LUCKY TO ME)

(ALABAMA BOUND)

ANNOUNCER:

Americans respect and admire the engineering genius of General Otto H. Falk, President of the Allis Chalmers Manufacturing Company, one of America's largest manufacturers of power machinery. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited General Falk to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" Process. General Falk says: - QUOTE -

"The days are gone when a manufacturer can achieve national acceptance for his product merely through a vast advertising expenditure. Today's intense competition demands that a product be identified with a quality distinctly its own. And so I, as a fellow manufacturer, admire your enterprising use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos." - UNQUOTE -

Signed - Otto H. Falk.

Thank you, General Falk.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "The Moochi" an English number in unusual tempo -- 3--2 time, written for the new dance of the same name, which is said to be extremely popular in London at present. It has just reached this country. Following this, the Lucky Strike Dance Orchestra plays "I Got Rhythm," played by special permission of the copyright owners.

(THE MOOCHI)

(I GOT RHYTHM)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing a Typical Hawaiian Medley. Following this, the Lucky Strike Dance Orchestra plays "Lucky Seven."

(TYPICAL HAWAIIAN MEDLEY)

(LUCKY SEVEN)

ANNOUNCER:

"Two Hearts In Waltz Time" and Medley from "Sunnyside Up" by the Lucky Strike Dance Orchestra.

(TWO HEARTS IN WALTZ TIME)

(MEDLEY FROM "SUNNYSIDE UP")

ANNOUNCER:

Underhand tactics and unfair practices set in motion by envious interests crumble to pieces before overwhelming public recognition of LUCKY STRIKE. "IT'S TOASTED" - your throat protection - against irritation - against cough. No other cigarette enjoys the benefits of "TOASTING" because TOASTING is an extra secret and exclusive process. No wonder 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that heat purifies, and every one knows that sunshine mellows - that's why mellowing Ultra Violet Rays are included in the "TOASTING PROCESS" which removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Alexander Don't You Love Your Baby No More" and "Three Little Words."

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

(THREE LITTLE WORDS)

ANNOUNCER:

"Dixie Jambouree" and "Your a Grand Old Flag" by the Lucky Strike Dance Orchestra.

(DIXIE JAMBOUREE)

(YOUR A GRAND OLD FLAG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC studios in New York.

AGENCY/ST/Hallenbeck/Chilleen  
1/24/31

RTX01 0261614

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

TIME: ( )

WEAF

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

LUCKY STRIKE RADIO HOUR

JANUARY 27, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you every smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' the Bottle" and "Whose Baby Are You."

(HITTIN' THE BOTTLE)

(WHOSE BABY ARE YOU)

ANNOUNCER:

"I Don't Mind Walking in the Rain" and "Doin' the Raccoon" by the Lucky Strike Dance Orchestra.

(I DON'T MIND WALKING IN THE RAIN)

(DOIN' THE RACCOON)

ATX01 0261615



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Andy Sanella and his guitar rendering "When Day is Done." Following this, you will again hear the Lucky Strike Dance Orchestra in "Yes Sir That's My Baby."

(WHEN DAY IS DONE)

(YES SIR THAT'S MY BABY)

ANNOUNCER:

In the bright light of truth, malicious falsehoods wither and die and LUCKY STRIKE emerges the choice of millions of discriminating men and women the world over - the one and only cigarette with this outstanding quality. "IT'S TOASTED" - your throat protection - against irritation - against cough. No other cigarette enjoys the benefits of "TOASTING" because TOASTING is an extra, secret and exclusive process. No wonder 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that heat purifies, and every one knows that sunshine mellows - that is why mellowing Ultra Violet Rays are included in the "TOASTING PROCESS" which removes harmful irritants that cause throat irritation and coughing. LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Get Out and Get Under the Moon" and "Body and Soul."

(GET OUT AND GET UNDER THE MOON)

(BODY AND SOUL)

ANNOUNCER:

"Embraceable You," played by special permission of the copyright owners, and "Sing Something Simple" played by the Lucky Strike Dance Orchestra.

(EMBRACEABLE YOU)

(SING SOMETHING SIMPLE)

ANNOUNCER:

(REVENUE FIGURES)

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

The American Tobacco Company thanks sincerely the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE a finer and a better cigarette.

Government figures for December 1930 compared with December 1929 show an increase in total cigarette production of 413,362,000 cigarettes. The actual sales of LUCKY STRIKE Cigarettes alone for the month of December show an increase over December last year of more than 653,000,000 cigarettes, a greater increase by more than 200,000,000 cigarettes than shown by all cigarettes combined.

Again, the American Tobacco Company thanks sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Baby Face" and "Gee But I'd Like to Make You Happy."

(BABY FACE)

(GEE BUT I'D LIKE TO MAKE YOU HAPPY)

ANNOUNCER:

Mr. Rolfe again offers Andy Sanella and his guitar playing "Chinese Lullaby." Following this, the Lucky Strike Dance Orchestra plays "Swanee."

(CHINESE LULLABY)

(SWANEE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Red Lips" and "Pack Up Your Sins," played by special permission of the copyright owners.

(RED LIPS)

(PACK UP YOUR SINS)

ANNOUNCER:

That huge American empire of commerce, the Great Lakes, owes much of its marvelous development to the enterprise and enthusiasm of such men as Francis J. Dacey, President of the Gowan-Lenning-Brown Company of Duluth, and former President of the Chamber of Commerce of the City of Duluth. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Dacey to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Dacey says: - QUOTE -

"The forward march of American industry is always along the broad front of greater benefits to the millions of American people. By your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos you have shown the wise generalship that has led American industry forward to new goals of quality." - UNQUOTE -

Signed - Francis J. Dacey.

Thank you, Mr. Dacey.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Down Among the Sugar Cane" and "I Got Rhythm," played by special permission of the copyright owners.

(DOWN AMONG THE SUGAR CANE)

(I GOT RHYTHM)

ANNOUNCER:

"Medley from the Showboat" played by special permission of the copyright owners, and "Alexander's Ragtime Band" by the Lucky Strike Dance Orchestra.

(MEDLEY FROM THE SHOWBOAT)

(ALEXANDER'S RAGTIME BAND)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC studios in New York.

AGENCY/Chilleen  
1/27/31

ATX01 0261619

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

TIME: (                    ) WEAF

LUCKY STRIKE RADIO HOUR

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

JANUARY 29, 1931

THURSDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Dancing to Save Your Sole" and "Bandanna Days."

(DANCING TO SAVE YOUR SOLE)

(BANDANNA DAYS)

ANNOUNCER:

"The Little Things In Life" and "Lady Luck" by the Lucky Strike Dance Orchestra.

(THE LITTLE THINGS IN LIFE)

(LADY LUCK)

ATX01 0261620

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico rendering "Murmurando." Following this, you will again hear the Lucky Strike Dance Orchestra in "The Moochi."

(MURMURANDO)

(THE MOOCHI)

ANNOUNCER:

The name of Irvin S. Cobb is looked upon with respect and affection by millions of readers. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Cobb to personally witness and to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous TOASTING PROCESS, and to report his findings. Mr. Cobb says: -  
QUOTE -

"The old time watch-word - 'Let The Buyer Beware' has given way to the modern slogan of confidence, 'Buy In Safety' - and this miracle was wrought by the honesty of manufacture which characterizes every fine American product. A notable example of the modern manufacturer's constant desire to give the public the best is your use of the Ultra Violet Ray in the 'Toasting' of LUCKY STRIKE tobaccos. Any one can see this as I have seen it on my visit to your LUCKY STRIKE plant. It's magnificent." - UNQUOTE - Signed - Irvin S. Cobb.

Thank you, Mr. Cobb.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Starting at the Bottom" and "Babes in the Wood."

(STARTING AT THE BOTTOM)

(BABES IN THE WOOD)

ANNOUNCER:

"Birth of Passion" and "Medley From 'Follow Thru'" played by special permission of the copyright owners by the Lucky Strike Dance Orchestra.

(BIRTH OF PASSION)

(MEDLEY FROM FOLLOW THRU)

ANNOUNCER:

No amount of malicious propaganda, an insult to intelligence and good faith, can sway public belief in this fact. LUCKY STRIKE is the one and only cigarette with this outstanding virtue - "IT'S TOASTED" - your throat protection against irritation - against cough. No wonder 20,679 American physicians have definitely stated LUCKIES to be less irritating than other cigarettes. Every one knows that heat purifies and so "TOASTING" removes harmful irritants that cause throat irritation and coughing. Every one knows that sunshine mellows - that's why the TOASTING PROCESS includes the use of mellowing Ultra Violet Rays. "TOASTING" elevates LUCKY STRIKE to a plane of quality no other cigarette can approach. Its choice by millions of men and women prove its superiority and is the truthful answer to selfish claims.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Miss Annabelle Lee" and "Makin' Whoopee."

(MISS ANNABELLE LEE)

(MAKIN' WHOOPÉE)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing "Redencion." Following this, the Lucky Strike Dance Orchestra plays "I Want to be Happy."

(REDENCION)

(I WANT TO BE HAPPY)

ANNOUNCER:

"You're Lucky to Me" and "Cheerful Little Earful" by the Lucky Strike Dance Orchestra.

(YOU'RE LUCKY TO ME)

(CHEERFUL LITTLE EARFUL)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

The American Tobacco Company thanks sincerely, the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE a finer and a better cigarette.

Government figures for the year 1930 compared with 1929 show an increase in total cigarette production of 586,070,000 cigarettes. LUCKY STRIKE Cigarettes alone by actual sales for the year 1930 show an increase over last year of more than 6,219,000,000 cigarettes, a greater increase by more than 5,500,000,000 cigarettes than shown by all cigarettes combined.

Again, the American Tobacco Company thanks, sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!



ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Stein Song" and "Ma Blushin' Rosie."

(STEIN SONG)

(MA BLUSHIN' ROSIE)

ANNOUNCER:

"One Step To Heaven" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(ONE STEP TO HEAVEN)

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

AGENCY/Chilleen  
1/29/31

RTX01 0261624

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

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

LUCKY STRIKE RADIO HOUR

JANUARY 31, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEM - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Strike Up the Band" by special permission of the copyright owners, and "California Here I Come."

(STRIKE UP THE BAND)

(CALIFORNIA HERE I COME)

ATX01 0261625

ANNOUNCER:

"Ten Little Miles From Town" and "Some of These Days" by  
the Lucky Strike Dance Orchestra.

(TEN LITTLE MILES FROM TOWN)

(SOME OF THESE DAYS)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew  
White, world-famed Organist, rendering "The Peanut Vender."  
Following this, you will again hear the Lucky Strike Dance  
Orchestra in "Clap Hands, Here Comes Charlie."

(THE PEANUT VENDER)

(CLAP HANDS, HERE COMES CHARLIE)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

The American Tobacco Company thanks sincerely, the American people  
for their evident appreciation of the Company's efforts to produce  
in the brand of LUCKY STRIKE, a finer and a better cigarette.

Government figures for the year 1930 compared with 1929  
show an increase in total cigarette production of 586,070,000  
cigarettes. LUCKY STRIKE Cigarettes alone by actual sales for  
the year 1930 show an increase over 1929 of more than 6,219,000,000  
cigarettes, a greater increase by more than 5,500,000,000  
cigarettes than shown by all cigarettes combined.

Again, The American Tobacco Company thanks, sincerely,  
the American public for this generous recognition of LUCKY STRIKE'S  
superiority and for the public patronage so liberally given to  
LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "You've Got That Thing" and "Something to Remember You By"

(YOU'VE GOT THAT THING)

(SOMETHING TO REMEMBER YOU BY)

ANNOUNCER:

"Pickin' Cotton" and "Why" by the Lucky Strike Dance Orchestra.

(PICKIN' COTTON)

(WHY)

ANNOUNCER:

Mr. Robert H. Davis, Editor, Novelist, and world-famous correspondent of The New York Sun - but above all, the good friend to millions of newspaper readers, known affectionately to the great American public as "Bob Davis." Consistent with its policy of laying the facts before the public, The American Tobacco Company invited Mr. Davis to personally witness and to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING PROCESS," and to report his findings. Mr. Davis says: -  
QUOTE -

"Winning the public's favor is no longer a matter of shouting from the housetops - today you must offer them something concrete. When I visited Reidsville and went through the LUCKY STRIKE plant, I found one explanation for the growth of LUCKY STRIKE. Your use of the Ultra Violet Ray in the 'TOASTING' of the tobaccos is a splendid example of achievement. It is the new order of the day." - UNQUOTE - Signed -  
Robert H. Davis.

Thank you, Mr. Davis.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Happy Days Are Here Again" and "Thank Your Father" by special permission of the copyright owners.

(HAPPY DAYS ARE HERE AGAIN)

(THANK YOUR FATHER)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ playing, "Lover Come Back To Me" played by special permission of the copyright owners. Following this, the Lucky Strike Dance Orchestra plays "Ain't She Sweet."

(LOVER COME BACK TO ME)

(AIN'T SHE SWEET)

ANNOUNCER:

"Left All Alone Again Blues" and "Hosanna" by the Lucky Strike Dance Orchestra.

(LEFT ALL ALONE AGAIN BLUES)

(HOSANNA)

ANNOUNCER:

No amount of evidence distorted in an effort to mislead the public can disprove Government figures showing the gain of LUCKY STRIKE to be many times greater than the combined increase of all cigarettes. The public will be served and this is proof indeed that regardless of price, you actually get more in LUCKY STRIKE than any other cigarette can offer. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "The Moochi," and "Tell Me."

(THE MOOCHI)

(TELL ME)

ANNOUNCER:

By special arrangement the Lucky Strike Dance Orchestra plays "Song of the Horsemen" from the motion picture serial "Phantom of the West." Following this you will hear "Over There."

(SONG OF THE HORSEMEN)

(OVER THERE)

ANNOUNCER:

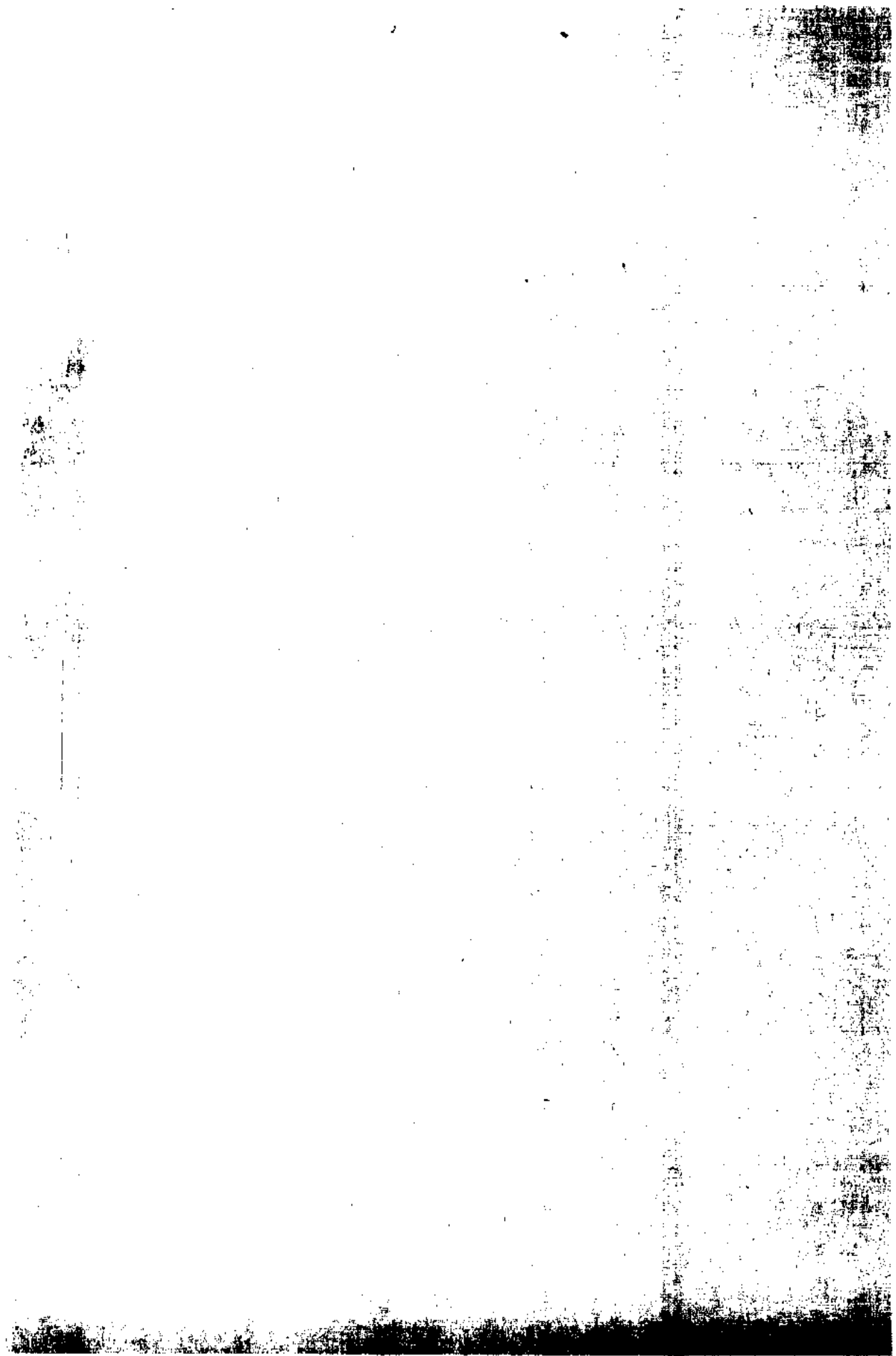
This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

AGENCY/Chilleen  
1/31/31

ATX01 0261630

FEBRUARY





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

(FINAL  
CORRECTION)

TIME: (                    )

WEAF

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

LUCKY STRIKE RADIO HOUR

FEBRUARY 3, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' the Ceiling" and "Kickin' a Hole in the Sky."

(HITTIN' THE CEILING)

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

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

(I'M BRINGING A RED RED ROSE)

(RED LIPS)

ATX01 0261632

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders rendering "Aloha Oe!" Following this, you will again hear the Lucky Strike Dance Orchestra in the "Doin' the Raccoon."

(ALOHA OE)

(DOIN' THE RACCOON)

ANNOUNCER:

The truth in cigarette advertising is this: LUCKY STRIKE is the one and only cigarette with this outstanding quality -- "IT'S TOASTED" -- your throat protection against irritation -- against cough. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEY - "IT'S TOASTED," - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Bigger and Better" and "Lonesome Lover."

(BIGGER AND BETTER)

(LONESOME LOVER)

ANNOUNCER:

"Sweet Jennie Lee" and "Happy Feet" by the Lucky Strike  
Dance Orchestra.

(SWEET JENNIE LEE)

(HAPPY FEET)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alabama Bound."

(ALABAMA BOUND)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST -- ALWAYS!

The American Tobacco Company thanks, sincerely, the American people  
for their evident appreciation of the Company's efforts to produce  
in the brand of LUCKY STRIKE a finer and a better cigarette.

Government figures for the year 1930 compared with 1929  
show an increase in total cigarette production of 586,070,000  
cigarettes. LUCKY STRIKE Cigarettes alone by actual sales for  
the year 1930 show an increase over last year of more than  
6,219,000,000 cigarettes, a greater increase by more than  
5,500,000,000 cigarettes than shown by all cigarettes combined.

Again, the American Tobacco Company thanks, sincerely,  
the American public for this generous recognition of LUCKY STRIKE'S  
superiority and for the public patronage so liberally given to  
LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST -- ALWAYS!

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Puttin' on the Ritz" and "Sometimes I'm Happy."

(PUTTIN' ON THE RITZ)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing "On the Beach at Waikiki." Following this, the Lucky Strike Dance Orchestra plays "Why."

(ON THE BEACH AT WAIKIKI)

(WHY)

ANNOUNCER:

"Two Hearts in Waltz Time" and "Cheer Up" by the Lucky Strike Dance Orchestra.

(TWO HEARTS IN WALTZ TIME)

(CHEER UP)

ANNOUNCER:

Clement O. Miniger - noted philanthropist and outstanding industrial leader, President of the Electric Auto-Lite Company and Director of the Willys Overland Company - Mr. Miniger has won a lasting place in the esteem and affection of his fellow countrymen. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Miniger to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S Famous "TOASTING" process. Mr. Miniger says: - QUOTE -

"The demand of Americans for the utmost in comfort, convenience and safety has made the Electric Auto-Lite standard equipment in many of the finest of American automobiles. In using the Ultra Violet Ray in the 'TOASTING' of the LUCKY STRIKE tobaccos you have laid the firmest of foundations for the success of your product. Because you are rendering Americans a service which they appreciate most - the benefit of modern science" - UNQUOTE - Signed - C. O. Miniger.

Thank you, Mr. Miniger.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Alexander Don't You Love Your Baby No More" and "Connecticut Yankee Medley."

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

(CONNECTICUT YANKEE MEDLEY)

ANNOUNCER:

"Blondy" and "Yankee Doodle Boy" by the Lucky Strike  
Dance Orchestra.

(BLONDY)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Tuesday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

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

The LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

AGENCY/Chilleen  
2/3/31

RIKO1 0261637

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

(FINAL  
CORRECTION)

TIME: (                    )

WEAF

LUCKY STRIKE RADIO HOUR

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

FEBRUARY 5, 1931

THURSDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "One Step to Heaven" and "Pack Up Your Troubles."

(ONE STEP TO HEAVEN)

(PACK UP YOUR TROUBLES)

ATX01 0261638

ANNOUNCER:

"Old Fashioned Girl" and "Everybody Step" by special permission of the copyright owners played by the Lucky Strike Dance Orchestra.

(OLD FASHIONED GIRL)

(EVERYBODY STEP)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world famed organist, rendering "When Day Is Done". Following this, you will again hear the Lucky Strike Dance Orchestra in "Thank Your Father," by special permission of the copyright owners.

(WHEN DAY IS DONE)

(THANK YOUR FATHER)



ANNOUNCER:

Americans today demand the highest standard of purity the world has known -- and strict adherence to this great policy has brought preeminent success to Neal F. Tyler, President of Smith, Richardson and Conroy, the Southeast's largest purveyors of meats, provisions and beverages. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Tyler to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. Mr. Tyler says:  
QUOTE --

"I have observed through years of experience that any improvement in the quality of a product is immediately translated into increased demand. I am not surprised to learn that with the use of the Ultra Violet Ray in the 'Toasting' of the tobaccos, LUCKY STRIKE increased in popularity by leaps and bounds. Such a record of public acceptance leaves no room for debate."

UNQUOTE -- SIGNED -- Neal F. Tyler

Thank you, Mr. Tyler

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Avalon Medley" and "You've Got That Thing."

(AVALON MEDLEY)

(YOU'VE GOT THAT THING)

ANNOUNCER:

"Body and Soul" and "Go Home and Tell Your Mother" by the Lucky Strike Dance Orchestra.

(BODY AND SOUL)

(GO HOME AND TELL YOUR MOTHER)

ANNOUNCER:

Terror and despair swept the people of the middle ages when they saw that mighty spectacle of nature - an eclipse of the sun ... for even then man recognized the great benefits of sunshine. Today modern science has harnessed these two great forces - mellowing sunshine and purifying heat. Every one knows that sunshine mellows - that's why the "TOASTING" process includes the use of Ultra Violet Rays. Lucky Strike - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "Toasting". These irritants are sold to others. They are not present in your Lucky Strike. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Cheerful Little Earful" and "Best Things In Life Are Free," by special permission of the copyright owners.

(CHEERFUL LITTLE EARFUL)

(BEST THINGS IN LIFE ARE FREE)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing "Singin' In The Rain". Following this, the Lucky Strike Dance Orchestra plays "Where's That Rainbow."

(SINGIN' IN THE RAIN)

(WHERE'S THAT RAINBOW)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Steam Boat."

(STEAMBOAT)

ANNOUNCER:

Today we don't wait until we are sick to see our physician - we let him keep us well. Everyone knows that "An ounce of prevention is worth a pound of cure" - Your physician's advice is: Keep out of doors as much as possible, take plenty of exercise in the mellow sunshine - have a periodic health examination at least twice a year.

We are proud that 20,679 American Physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that sunshine mellows - that's why Lucky Strike's exclusive "Toasting" process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - Then - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "Toasting." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Here Comes the Sun" and "The Little Things in Life."

(HERE COMES THE SUN)

(THE LITTLE THINGS IN LIFE)

ANNOUNCER:

"Sing Something Simple" and "Hallelujah" played by the Lucky Strike Dance Orchestra.

(SING SOMETHING SIMPLE)

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

AGENCY/st/Chilleen  
2/5/31

ATX01 0261643

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

WEAF

TIME: (        )

LUCKY STRIKE RADIO HOUR

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

FEBRUARY 7, 1931

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Everyone knows that sunshine mellows - that's why Lucky Strike's exclusive "TOASTING" Process includes the use of Ultra Violet Rays. Lucky Strike - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated Luckies to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your Lucky Strike. No wonder Luckies are always kind to your throat.

The Lucky Strike Dance Orchestra opens with "Breakaway" and "Varsity Drag."

(BREAKAWAY)

(VARSITY DRAG)

ANNOUNCER:

"I'm Always Chasing Rainbows" and "The Moochi" by the Lucky Strike Dance Orchestra.

(I'M ALWAYS CHASING RAINBOWS)

(THE MOOCHI)

ATX01 0261644

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico, rendering "La Cumparsita." Following this you will again hear the Lucky Strike Dance Orchestra in "Happy Feet."

(LA CUMPARSITA)

(HAPPY FEET)

ANNOUNCER:

In an emergency your physician is a friend you can depend upon - to the utmost - but he would rather keep you well - all the time. Why not let him look you over now? The advice of your physician is: Keep out of doors, take plenty of exercise in the mellow sunshine - and have a periodic health examination at least twice a year.

We are proud that 30,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why Lucky Strike's exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Alexander's Ragtime Band" and Victor Herbert's Foxtrot "Medley."

(ALEXANDER'S RAGTIME BAND)

(MEDLEY)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "I Got Rhythm,"  
played by special permission of the copyright owners.

(I GOT RHYTHM)

ANNOUNCER:

"Singing A Song to the Stars" and "Annabelle Lee" by  
the Lucky Strike Dance Orchestra.

(SINGING A SONG TO THE STARS)

(ANNABELLE LEE)

ANNOUNCER:

Reach for a Lucky instead - "IT'S TOASTED" - no other  
cigarette enjoys the extra secret and exclusive "TOASTING" Process  
using mellowing Ultra Violet Rays of sunshine and purifying heat  
to give to the world a new standard of cigarette quality - no  
wonder the acceptance of LUCKY STRIKE is world-wide. Every one  
knows that sunshine mellows - that's why the "TOASTING" Process  
includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest  
cigarette you ever smoked - made of the finest tobaccos - the  
Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating  
process. 20,679 physicians have stated LUCKIES to be less  
irritating than other cigarettes. Harsh irritants present in all  
raw tobaccos are expelled by "TOASTING." These irritants are  
sold to others. They are not present in your LUCKY STRIKE. No  
wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue  
with "Fine and Dandy" and "My Temptation."

(FINE AND DANDY)

(MY TEMPTATION)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico, playing  
"La Veeda." Following this the Lucky Strike Dance Orchestra plays  
"Ragging the Scale."

(LA VEEDA)

(RAGGING THE SCALE)

ANNOUNCER:

"Two Hearts in Waltz Time" and "Get Happy" by the Lucky  
Strike Dance Orchestra.

(TWO HEARTS IN WALTZ TIME)

(GET HAPPY)

ANNOUNCER:

American intelligence can never be blinded by malicious  
falsehoods that attempt to undermine honest success. The  
inimitable quality of LUCKY STRIKE has captured public approval  
as it has won expert commendation. 20,679 American physicians  
have stated LUCKIES to be less irritating than other cigarettes.  
Government figures are proof indeed that LUCKY STRIKE - the choice  
of experts - is recognized by millions of discriminating men and  
women as the utmost in cigarette value. Every one knows that  
sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING"  
Process includes the use of Ultra Violet Rays. LUCKY STRIKE -  
the finest cigarette you ever smoked - made of the finest  
tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" -- an  
extra secret heating process. Harsh irritants present in all  
raw tobaccos are expelled by TOASTING. These irritants are sold  
to others. They are not present in your LUCKY STRIKE. No  
wonder LUCKIES are always kind to your throat.



ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Strike Up the Band" by special permission of the copyright owners, and "Starting at the Bottom"

(STRIKE UP THE BAND)

(STARTING AT THE BOTTOM)

ANNOUNCER:

"En Me Suit" and "Mascot of the Troop" by the Lucky Strike Dance Orchestra.

(EN ME SUIT)

(MASCOT OF THE TROOP)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES ARE ALWAYS KIND TO YOUR THROAT. Thank you.

The Lucky Strike Radio Hour has come to you from the NBC Studios in New York.

AGENCY/Chilleen/st/  
2/7/31

ATX01 0261648

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

TIME:( ) WEAF

LUCKY STRIKE RADIO HOUR

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

FEBRUARY 10, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Jericho" and "Whose Baby Are You" played by special permission of the copyright owners.

(JERICO)

(WHOSE BABY ARE YOU)

ANNOUNCER:

"Three Little Words" and "Hullabaloo" by the Lucky Strike Dance Orchestra.

(THREE LITTLE WORDS)

(WHOSE BABY ARE YOU)

ATX01 0261649

ANNOUNCER:

As a special feature this evening Mr. Rolfe presents the South Sea Islanders, rendering a typical Hawaiian Selection. Following this you will hear the Lucky Strike Dance Orchestra in "Baby Face."

(HAWAIIAN SELECTION)

(BABY FACE)

ANNOUNCER:

Every one knows that sunshine mellows - but cigarette smokers groped haltingly in the dark looking for a finer cigarette -- until a ray of sunshine appeared and LUCKY STRIKE, harnessing those two great forces -- purifying heat and mellowing Ultra Violet Rays in that extra secret and exclusive "TOASTING" Process, produced a new standard of quality... LUCKY STRIKE -- the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" -- an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all ray tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Get Out and Get Under the Moon" and "Dancing to Save Your Sole"

(GET OUT AND GET UNDER THE MOON)

(DANCING TO SAVE YOUR SOLE)

ANNOUNCER:

"Sweet Jennie Lee" played by the Lucky Strike Dance Orchestra.

(SWEET JENNIE LEE)

ANNOUNCER:

"Embraceable You," by special permission of the copyright owners, and "Some of These Days" played by the Lucky Strike Dance Orchestra.

(EMBRACEABLE YOU)

(SOME OF THESE DAYS)

ANNOUNCER:

Too much strain -- too little rest - many a man suffers needless illness simply because he will not pause to take stock of his health. Your physician can keep you well - why not see him, now? "An ounce of prevention is worth a pound of cure." The advice of your physician is: Keep out in the sunshine and open air - and have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop -- THEN - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Happy Days Are Here Again" and "Blue Grass."

(HAPPY DAYS ARE HERE AGAIN)

(BLUE GRASS)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing a typical Hawaiian Medley. Following this, you will again hear the Lucky Strike Dance Orchestra playing "Fine and Dandy."

(HAWAIIAN MEDLEY)

(FINE AND DANDY)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Just a Gigolo" and "Swanee."

(JUST A GIGOLO)

(SWANEE)

ANNOUNCER:

The Honorable Victor J. Miller, Mayor of the City of St. Louis, Missouri -- what this man states is surely of interest to all Americans. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mayor Miller to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. Mayor Miller says: - QUOTE -

"America leads the world in industrial achievement because its great business leaders are imbued with the modern spirit of service - they are willing to make any sacrifice, to incur any expense, to give the public the best. Your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos is a typical example of this high standard of service - no wonder LUCKY STRIKE has achieved its great popularity with smokers everywhere." - UNQUOTE - Signed - VICTOR J. MILLER.

Thank you, Mayor Miller.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Down Among the Sugar Cane," and by special permission of the copyright owners, "I Got Rhythm."

(DOWN AMONG THE SUGAR CANE)

(I GOT RHYTHM)

ANNOUNCER:

A Medley from "Showboat" by special permission of the copyright owners, and "The Ranger's Song" played by the Lucky Strike Dance Orchestra.

(MEDLEY from "SHOWBOAT")

(RANGER'S SONG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

AGENCY/Chilleen  
2/10/31

ATX01 0261653

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

TIME: ( )

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

LUCKY STRIKE RADIO HOUR

FEBRUARY 12, 1931

WEAF

THURSDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,579 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The Lucky Strike Dance Orchestra opens with "Dixiana" and "Turn on the Heat."

(DIXIANA)

(TURN ON THE HEAT)

ANNOUNCER:

"Ma Blushing Rosie" and "Cheer Up" by the Lucky Strike Dance Orchestra.

(MA BLUSHING ROSIE)

(CHEER UP)

ATX01 0261654

ANNOUNCER:

Reach for a LUCKY instead - "IT'S TOASTED." Millions of smokers are grateful for this bit of advice. Only LUCKY STRIKE'S exclusive Process gives you the benefits of Toasting - your throat protection against irritation - against cough.

Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of mellowing Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" -- an extra secret heating process. 20,879 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Cross Your Fingers" and "Let's Do It."

(CROSS YOUR FINGERS)

(LET'S DO IT)

ANNOUNCER:

"Sometimes I'm Happy" by the Lucky Strike Dance Orchestra. Following this, as a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Lover Come Back To Me."

(SOMETIMES I'M HAPPY)

(LOVER COME BACK TO ME)



ANNOUNCER:

"You Can't Get To Heaven That Way" and "What This Little World is After is Laughter," by the Lucky Strike Dance Orchestra.

(YOU CAN'T GET TO HEAVEN THAT WAY)

(WHAT THIS LITTLE WORLD IS AFTER IS LAUGHTER)

ANNOUNCER:

Secret distribution of vicious literature distorting the truth in an effort to mislead the public cannot ~~effect~~<sup>effect</sup> the fact that LUCKY STRIKE is the one and only "TOASTED" Cigarette. Increase in sales greater than all cigarettes combined proves world-wide confidence in LUCKY STRIKE.

Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEM - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The Lucky Strike Dance Orchestra offers "Where's That Rainbow" and "Oh Baby."

(WHERE'S THAT RAINBOW)

(OH BABY)

ANNOUNCER:

"Body and Soul" and "Singin' in the Rain" by the Lucky Strike Dance Orchestra.

(BODY AND SOUL)

(SINGIN' IN THE RAIN)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ, rendering "The Peanut Vender." Following this, the Lucky Strike Dance Orchestra plays "Alabama Bound."

(THE PEANUT VENDER)

(ALABAMA BOUND)

ANNOUNCER:

Warm clothing can protect you in cold weather - but winter or summer only your physician can guard you against illness. Remember "An ounce of prevention is worth a pound of cure." The advice of your physician is: Keep out of doors, take plenty of exercise in the mellow sunshine - and have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED," - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The Lucky Strike Dance Orchestra plays "Hittin' The Bottle."

(HITTIN' THE BOTTLE)

ANNOUNCER:

"Dixie Medley" and "Madelon" by the Lucky Strike Dance  
Orchestra.

(DIXIE MEDLEY)

(MEDLEY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Thursday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC  
Studios in New York.

\*\*\*\*\*

(FINAL REVISION)  
AGENCY/Chillean  
2/12/31

ATX01 0261658

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

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

( ) ( )

10:00 - 11:00 P.M.

FEBRUARY 14, 1931

SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE cigarettes. Everyone knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Bigger and Better" and "Pompanola."

(BIGGER AND BETTER)

(POMPANOLA)

ANNOUNCER:

"Why" and "Hello, Beautiful" by the Lucky Strike Dance Orchestra.

(WHY)

(HELLO, BEAUTIFUL)

ATX01 0261659

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Andy Sanella and his Guitar rendering "I'll See You In My Dreams". Following this, you will again hear the Lucky Strike Dance Orchestra in "Hallelujah".

(I'LL SEE YOU IN MY DREAMS)

(HALLELUJAH)

ANNOUNCER:

To keep well, follow your physician's advice: Keep out of doors as much as possible, take plenty of exercise in the mellow sunshine -- Remember, an ounce of prevention is worth a pound of cure -- have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE -- the finest cigarette you ever smoked -- made of the finest tobaccos -- the Cream of the Crop -- THEN -- "IT'S TOASTED" -- an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Sing Something Simple" and "Pack Up Your Sins".

(SING SOMETHING SIMPLE)

(PACK UP YOUR SINS)

ANNOUNCER:

"What is This Thing Called Love" and "Georgia" by the Lucky Strike Dance Orchestra.

(WHAT IS THIS THING CALLED LOVE)

(GEORGIA)

ANNOUNCER:

Away from the gloomy sunless winter of the North, thousands of people are now journeying south -- seeking the warm sunshine with its beneficial Ultra Violet Rays ... In the sunny South they will see the sun's rays mellowing and ripening -- giving added flavor and taste to growing things.

Everyone knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive TOASTING Process includes the use of Ultra Violet Rays. LUCKY STRIKE -- the finest cigarette you ever smoked -- made of the finest tobaccos -- the Cream of the Crop -- THEN -- "IT'S TOASTED" -- an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by TOASTING. These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The Lucky Strike Dance Orchestra offers "Thank Your Father" and "Sing You Sinners."

(THANK YOUR FATHER)

(SING YOU SINNERS)

ANNOUNCER:

Mr. Rolfe again offers Andy Sanella and His Guitar playing "Hurt". Following this, the Lucky Strike Dance Orchestra plays "Here Comes The Sun."

(HURT)

(HERE COMES THE SUN)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer the first broadcast in the United States of the sensational English hit "The Kerb Step", played by special permission of the copyright owners.

(THE KERB STEP)

ANNOUNCER:

"Two Hearts in Waltz Time" and by special permission of the copyright owners "I Got Rhythm" from "Girl Crazy" played by the Lucky Strike Dance Orchestra.

(TWO HEARTS IN WALTZ TIME)

(I GOT RHYTHM)

ANNOUNCER:

American automobiles --- easy to start and easy to stop - self starters and reliable brakes - these owe much to the inventive genius and manufacturing skill of Vincent Bendix, who, always to the fore in American Industrial development, is now President and Chairman of the Board, Bendix Aviation Corporation, controlling many other outstanding businesses. Consistent with its policy of laying the facts before the public, The American Tobacco Company invited Mr. Bendix to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process. Mr. Bendix says -  
QUOTE -

"Competition is the life of business. To win leadership a manufacturer must make his product more desirable than others. Hence there results a great benefit to the public through constant striving for improvement. The use of the modern Ultra Violet Ray in Toasting the tobaccos used in LUCKY STRIKES is an example of such advancement."

UNQUOTE -

Signed - Vincent Bendix

Thank you, Mr. Bendix.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Waiting for the Robert E. Lee" and "The Peanut Vender."

(WAITING FOR THE ROBERT E. LEE)

(THE PEANUT VENDOR)



ANNOUNCER:

"Bandanna Days" and "Song of the Vagabonds" played by the Lucky Strike Dance Orchestra.

(BANDANNA DAYS)

(SONG OF THE VAGABONDS)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

AGENCY/st  
2/14/31

ATX01 0261664

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

TIME: ( )

( ) ( )  
LUCKY STRIKE RADIO HOUR  
10:00 - 11:00 P.M. FEBRUARY 17, 1931

WEAF

TUESDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days are Here Again" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Plenty of Sunshine for You" and by special permission of the copyright owners, "Good News".

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ATX01 0261665

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra now offer for the first time over a nation-wide network "Adorable Julie" from the smart new revue "The Gang's All Here," which opens on Broadway tomorrow night. Following this, you will hear "I Want To Be Happy."

(ADORABLE JULIE)

(I WANT TO BE HAPPY)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers South Sea Islanders, rendering "Hito March." Following this, you will again hear the Lucky Strike Dance Orchestra in "Starting at the Bottom."

(HITO MARCH)

(STARTING AT THE BOTTOM)

ANNOUNCER:

Through his lifelong devotion to the public interest, Thomas J. Spellacy of Connecticut is known to Americans as one of the greatest leaders of a great State - former Democratic Nominee for Governor of Connecticut - formerly Assistant Attorney General of the United States. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Spellacy to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "TOASTING" process.

Mr. Spellacy says: - QUOTE -

"Public servants, interested in the general prosperity, are bound to hail with satisfaction such outstanding successes as that of your Company in the recent months of business depression. The use of the Ultra Violet Ray in the "Toasting" of your tobaccos is surely an evidence of the extent to which your enterprising management has gone to establish and maintain the quality of your product. It is obvious that the reason for your success lies in this spirit of enterprise."

- UNQUOTE - SIGNED - THOMAS J. SPELLACY.

Thank you, Mr. Spellacy.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance

Orchestra continues with "Chanticleer" and "Moanin' Low".

(CHANTICLEER)

(MOANIN' LOW)

ANNOUNCER:

"Precious Little Thing Called Love" and "Down South"  
by the Lucky Strike Dance Orchestra.

(PRECIOUS LITTLE THING CALLED LOVE)

(DOWN SOUTH)

ANNOUNCER:

Your physician's advice is: Get out in the open air,  
take plenty of exercise in the mellow sunshine - and have a  
periodic health examination at least twice a year. "An ounce of  
prevention is worth a pound of cure."

We are proud that 20,679 American physicians have  
stated LUCKIES to be less irritating than other cigarettes.  
Every one knows that sunshine mellows - that's why LUCKY STRIKE'S  
exclusive "TOASTING" Process includes the use of Ultra Violet Rays.  
LUCKY STRIKE - the finest cigarette you ever smoked - made of the  
finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" -  
an extra secret heating process. Harsh irritants present in all  
raw tobaccos are expelled by "TOASTING." These irritants are  
sold to others. They are not present in your LUCKY STRIKE.  
No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Strike Up The  
Band" by special permission of the copyright owners and "Get Out  
and Get Under the Moon."

(STRIKE UP THE BAND)

(GET OUT AND GET UNDER THE MOON)

ANNOUNCER:

Mr. Rolfe again offers South Sea Islanders playing a group of "Hawaiian Selections." Following this, the Lucky Strike Dance Orchestra plays a medley from "Sunnyside Up."

(HAWAIIAN SELECTIONS)

(MEDLEY from SUNNYSIDE UP)

ANNOUNCER:

"Sweet Lady" and "Pack Up Your Troubles In Your Old Kit Bag" by the Lucky Strike Dance Orchestra.

(SWEET LADY)

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

ANNOUNCER:

To California -- to Florida -- to the West Indies the great winter migration is on!.....Thousands of people are journeying south, seeking the benefits of sunshine -- the tonic of the sun's Ultra Violet Rays. They know that the warm tropical sunshine is good.

The benefits of Ultra Violet Rays are many and varied. Every one knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" -- an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

"Dixie Jamboree" and "Lady Play Your Mandolin"  
by the Lucky Strike Dance Orchestra.

(DIXIE JAMBOREE)

(LADY PLAY YOUR MANDOLIN)

ANNOUNCER:

The Lucky Strike Dance Orchestra continues  
with "Raggedy Ann" and "Yankee Doodle Boy."

(RAGGEDY ANN)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance  
music presented for your pleasure every Tuesday night at this  
hour by the manufacturers of LUCKY STRIKE Cigarettes. Please  
remember, LUCKIES are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you  
from the NBC studios in New York.

AGENCY/D  
2/17/31

ATX01 0261670

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

TIME: ( )

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

THE LUCKY STRIKE RADIO HOUR

FEBRUARY 19, 1931

WEAF

THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - The Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Alexander's Ragtime Band" and "One Step to Heaven."

(ALEXANDER'S RAGTIME BAND)

(ONE STEP TO HEAVEN)

ANNOUNCER:

"Just a Gigolo" and "Fine and Dandy" by the Lucky Strike Dance Orchestra.

(JUST A GIGOLO)

(FINE AND DANDY)

ATX01 0261671



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico, playing "La Cumbarsita". Following this, you will again hear the Lucky Strike Dance Orchestra in "Doin' the Raccoon."

(LA CUMBARISTA)

(DOIN' THE RACCOON)

ANNOUNCER:

From the black midnight of incomplete manufacturing methods - out into the bright sunshine of modern science LUCKY STRIKE'S famous "TOASTING" Process blazed the trail for American smokers. By removing harmful irritants - by drenching the finest tobaccos with extra hours of mellowing sunshine through the use of Ultra Violet Rays, LUCKY STRIKE gave to the world the modern cigarette. And so millions reach for a Lucky instead. Every one knows that sunshine mellows - that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked, made of the finest tobaccos - The Cream of the Crop - THEM - "IT'S TOASTED" - an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "You've Got That Thing" and "Back in your own Back Yard."

(YOU'VE GOT THAT THING)

(BACK IN YOUR OWN BACK YARD)

ANNOUNCER:

"Cheerful Little Earful" and "Hosanna" by the  
Lucky Strike Dance Orchestra.

(CHEERFUL LITTLE EARFUL)

(HOSANNA)

ANNOUNCER:

The marvelous and rapid development of American Radio broadcasting as an entertainment for millions owes much to the sure judgment and accurate scientific knowledge of O. H. Caldwell, member of the first United States Radio Commission, Editor of the magazine, Electronics, and an outstanding scientific authority on the Electron Tube producing Ultra Violet Rays. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Caldwell to visit the plant of the American Tobacco Company, to study Lucky Strike's famous "Toasting" Process, and to report his findings. Mr. Caldwell says:- QUOTE -

"Scientific control of processes and product, backed by fundamental laboratory research; automatic machines of remarkable ingenuity and efficiency; and spic-span cleanliness everywhere - these are the three dominating recollections of my visit to the vast LUCKY STRIKE factory at Richmond, Virginia. Out of research laboratories nowadays are coming new electrical and electronic methods which are revolutionizing modern industries. Therefore at Richmond I was particularly interested in the great new Ultra Violet-Ray chambers, where Lucky Strike Tobacco, in the glare of the electron streams of powerful arcs, undergoes actinic rays actually 400 times the intensity of ordinary sunshine -- science's latest contribution to the elaborate Lucky Strike processes to eliminate irritating acids and acrid oils." - UNQUOTE -

Signed - O. H. Caldwell.

Thank you, Mr. Caldwell.

ATX01 0261674

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hello Beautiful"  
and "Stumbling."

(HELLO BEAUTIFUL)

(STULBLING)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing "El  
Choclo." Following this, you will again hear the Lucky Strike  
Dance Orchestra in "Lady Luck."

(EL CHOCLO)

(LADY LUCK)

ANNOUNCER:

"Who" played by special permission of the copyright owners,  
and "My Temptation" by the Lucky Strike Dance Orchestra.

(WHO)

(MY TEMPTATION)

ANNOUNCER:

Illness waits for no man - it comes when least expected. Your physician can protect you - why not see him now? "An ounce of prevention is worth a pound of cure." Follow your physician's advice: take plenty of exercise in the mellow sunshine - and have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Don't Hold Everything" and "Some of these Days."

(DON'T HOLD EVERYTHING)

(SOME OF THESE DAYS)

ANNOUNCER:

"Good Morning, Dearie" and "Cross Your Fingers" by the Lucky Strike Dance Orchestra.

(GOOD MORNING, DEARIE)

(CROSS YOUR FINGERS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hallelujah."

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

(FINAL REVISION)

AGENCY/D/Chilleen  
2/19/31

ATX01 0261677

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

WEAF TIME: ( )

( )-( )  
LUCKY STRIKE RADIO HOUR  
10:00-11:00 P.M. FEBRUARY 21, 1931 SATURDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturer of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat. B. A. Rolfe and his Lucky Strike Orchestra open with "Hittin' the Ceilin'" and "I Have to Have You".

(HITTIN' THE CEILIN')

(I HAVE TO HAVE YOU)

ANNOUNCER:

"Peanut Vender" and "Kickin' A Hole in the Sky" by the Lucky Strike Dance Orchestra.

(PEANUT VENDER)

(KICKIN' A HOLE IN THE SKY)

ATX01 0261678

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Ah, Sweet Mystery of Life." Following this, you will again hear the Lucky Strike Dance Orchestra in "Alabama Bound."

(AH SWEET MYSTERY OF LIFE)

(ALABAMA BOUND)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!  
The American Tobacco Company thanks, sincerely, the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE, a finer and a better cigarette.

Government figures for January 1931, compared with January 1930, show a loss in total cigarette production. In contrast, the actual sales of LUCKY STRIKE Cigarettes for the month of January show an increase over January last year, of more than 245,000,000 cigarettes.

Again, The American Tobacco Company thanks, sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!



ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with the "Stein Song" and "Where Have You Been".

(STEIN SONG)

(THERE HAVE YOU BEEN)

ANNOUNCER:

"Wedding of the Painted Doll" and "California Here I Come" by the Lucky Strike Dance Orchestra.

(WEDDING OF THE PAINTED DOLL)

(CALIFORNIA HERE I COME)

ANNOUNCER:

It is easy to keep well. Simply see your physician regularly - follow his advice: Keep out in the open air, take plenty of exercise in the mellow sunshine - have a periodic health examination at least twice a year. "An ounce of prevention is worth a pound of cure."

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Happy Days  
Are Here Again" and "Babes in the Wood."

(HAPPY DAYS ARE HERE AGAIN)

(BABES IN THE WOOD)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ, playing  
"When Day is Done." Following this, the Lucky Strike Dance  
Orchestra plays "That Certain Feeling."

(WHEN DAY IS DONE)

(THAT CERTAIN FEELING)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Dusky  
Stevedore."

(DUSKY STEVEDORE)

ANNOUNCER:

From earliest times man has recognized the benefits of  
purifying heat and mellowing sunshine. And so today - every one  
knows that sunshine mellows - that's why the "TOASTING" Process  
includes the use of Ultra Violet Rays. LUCKY STRIKE - the  
finest cigarette you ever smoked - made of the finest tobaccos -  
the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret  
heating process. Harsh irritants present in all raw tobaccos  
are expelled by "TOASTING." These irritants are sold to others.  
They are not present in your LUCKY STRIKE. No wonder LUCKIES  
are always kind to your throat.

ANNOUNCER:

E.A. Rolfe and his Lucky Strike Dance Orchestra continue with "99 Out of a Hundred" and "Grey Bonnet Medley."

(99 OUT OF A HUNDRED)

(GREY BONNET MEDLEY)

ANNOUNCER:

Oh! Baby" and "Ranger's Song played by the Lucky Strike Dance Orchestra.

(OH BABY)

(RANGER'S SONG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please, remember, LUCKIES are always kind to your throat. Thank you.

This program has come to you from the WSC Studios in New York.

AGENCY: D. McE. Hallenbeck. 2/21/31

(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 RADIO HOUR

10:00-11:00 PM

FEBRUARY 24, 1931

TUESDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by Announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Everyone knows that sunshine mellows - that's why LUCKY STRIKE'S Exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder "LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' the Bottle" and "En Me Suit."

(HITTIN' THE BOTTLE)

(EN ME SUIT)

ATX01 0261683

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "With My Guitar and You" and "Pompanola."

(WITH MY GUITAR AND YOU)

(POMPANOLO)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders playing "Aloha Oe!" Following this, you will again hear the Lucky Strike Dance Orchestra in "Fine and Dandy."

(ALOHA OE)

(FINE AND DANDY)

ANNOUNCER:

No "whispering campaign" can withstand the light of this truth: LUCKY STRIKE is made from the finest of fine tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." Every one knows that sunshine mellows - that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKES alone are toasted because "TOASTING" is an extra secret and exclusive process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. 20,679 physicians have stated LUCKIES to be less irritating. And so, without fear of contradiction, we can say truthfully: "No Cigarette, regardless of price, is as good as LUCKIES, whether manufactured by the American Tobacco Company or by any other company." LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Bye Bye Blackbird" and "Lady Be Good."

(BYE BYE BLACKBIRD)

(LADY BE GOOD)

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Alexander Don't You Love Your Baby No More" and "Ninety Nine Out of A Hundred."

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

(NINETY NINE OUT OF A HUNDRED)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Steamboat."

(STEAMBOAT)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

The American Tobacco Company thanks, sincerely, the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE, a finer and a better cigarette.

Government figures for January 1931, compared with January 1930, show a loss in total cigarette production. In contrast, the actual sales of LUCKY STRIKE Cigarettes for the month of January show an increase over January last year, of more than 246,000,000 cigarettes.

Again, the American Tobacco Company thanks, sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ATX01 0261685

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play  
"Dancing To Save Your Sole" and "Hello Beautiful."

(DANCING TO SAVE YOUR SOLE)

(HELLO BEAUTIFUL)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing  
"Royal Hawaiian March." Following this, the Lucky Strike Dance  
Orchestra continues with "Lucky Seven."

(ROYAL HAWAIIAN MARCH)

(LUCKY SEVEN)

ANNOUNCER:

"Two Hearts in Waltz Time" and "Waiting for the Robert  
E. Lee" by the Lucky Strike Dance Orchestra.

(TWO HEARTS IN WALTZ TIME)

(WAITING FOR THE ROBERT E. LEE)

ANNOUNCER:

Fifty million people suffer from colds and bronchitis each year, according to United States Public Health Service authorities. These ailments may have a serious result. Why take a chance? Remember "An ounce of prevention is worth a pound of cure". Have your physician give you a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "Toasting" Process includes the use of the Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED". - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Baltimore" and "Rose Marie".

(BALTIMORE)

(ROSE MARIE)

ANNOUNCER:

"Down Among the Sugar Cane" and "Dixie Medley" by the Lucky Strike Dance Orchestra.

(DOWN AMONG THE SUGAR CANE)

(DIXIE MEDLEY)



ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES ARE ALWAYS KIND TO YOUR THROAT. Thank you.

The LUCKY STRIKE Radio Hour has come to you from the NBC Studios in New York.

AGENCY:McB  
2/21/31

ATX01 0261688

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

TIME: (                      )

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

THE LUCKY STRIKE RADIO HOUR  
FEBRUARY 26, 1931

TEAF  
THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - one chorus of "Happy Days are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that Sunshine melloes - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra open with "Hindustan" and "Cheer Up."

(HINDUSTAN)

(CHEER UP)

ANNOUNCER:

"You Said It" and "Old Man Sunshine" by the LUCKY STRIKE Dance Orchestra.

(YOU SAID IT)

(OLD MAN SUNSHINE)

ATX01 0261689

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "The Waltz You Saved For Me." Following this, you will again hear the Lucky Strike Dance Orchestra playing "Happy Feet."

(THE WALTZ YOU SAVED FOR ME)

(HAPPY FEET)

ANNOUNCER:

Reach for a LUCKY instead - "IT'S TOASTED" - no other cigarette enjoys the extra, secret and exclusive "TOASTING" Process, using mellowing Ultra Violet Rays and purifying heat to give to the world a new standard of cigarette quality...no wonder the acceptance of LUCKY STRIKE is world-wide!

Every one knows that sunshine mellows - that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked, made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra  
continue with "That's My Weakness Now" and "Something To Remember  
You By."

(THAT'S MY WEAKNESS NOW)

(SOMETHING TO REMEMBER YOU BY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "By Special  
Permission of the Copyright Owners I Love You" and "You Can't Get  
To Heaven That Way."

(BY SPECIAL PERMISSION OF THE COPYRIGHT OWNERS I LOVE YOU)

(YOU CAN'T GET TO HEAVEN THAT WAY)

ANNOUNCER:

Today millions of Americans enjoy outdoor sports and one of the men who has helped to give America the finest sports equipment in the world is Julian W. Curtiss, President of A. G. Spalding & Brothers, world-renowned manufacturers of Sporting Goods. Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. Curtiss to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous "Toasting" Process.

Mr. Curtiss says: - Quote -

"People of thirty years ago were well satisfied with their athletic equipment. Had the leaders in the industry been equally satisfied, baseball players still would be using small, board-like gloves; golfers still would be trying, vainly, to hit a gutta percha ball more than 150 yards; tennis players still would be patting the ball with mushy, slow, rackets. But these leaders sought Constant Improvement --- developed marvelous new equipment for every game -- and, as a result, lured new millions into healthy, enjoyable sport ... People of thirty years ago were satisfied with their smoking, too. But, by adhering to an ideal of Constant Improvement, you have developed the Ultra Violet Ray Process in the 'Toasting' of Tobaccos for LUCKY STRIKE. And with this great improvement in tobaccos, you have given smokers pleasure undreamed of thirty years ago."

- UNQUOTE - Signed - JULIAN W. CURTISS.

Thank you, Mr. Curtiss.

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra offers "Darktown Strutters Ball" and "Blondy."

(DARKTOWN STRUTTERS BALL)

(BLONDY)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing, "Love, Your Magic Spell is Everywhere." Following this, the LUCKY STRIKE Dance Orchestra plays "Sometimes I'm Happy."

(LOVE, YOUR MAGIC SPELL IS EVERYWHERE)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra offers "One Love" and "You're The Cream In My Coffee."

(ONE LOVE)

(YOU'RE THE CREAM IN MY COFFEE)

ANNOUNCER:

TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!  
The American Tobacco Company thanks, sincerely, the American people for their evident appreciation of the Company's efforts to produce in the brand of LUCKY STRIKE, a finer and a better cigarette.

Government figures for January 1931, compared with January 1930, show a loss in total cigarette production. In contrast, the actual sales of LUCKY STRIKE Cigarettes for the month of January show an increase over January last year of more than 246,000,000 cigarettes.

Again, The American Tobacco Company thanks, sincerely, the American public for this generous recognition of LUCKY STRIKE'S superiority and for the public patronage so liberally given to LUCKIES. TRUST THE AMERICAN PEOPLE TO CHOOSE THE BEST - ALWAYS!

ATX01 0267693

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra  
continue with "Miss Annabelle Lee" and "Why."

(MISS ANNABELLE LEE)

(WHY)

ANNOUNCER:

"I Know That You Know" and "Mascot of the Troop" played  
by the Lucky Strike Dance Orchestra.

(I KNOW THAT YOU KNOW)

(MASCOT OF THE TROOP)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Thursday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

\*\*\*\*\*

AGENCY/D/Chilleen  
2/26/31

ATX01 0261694

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

TIME: ( )

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

LUCKY STRIKE RADIO HOUR

WEAF

FEBRUARY 28, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Strike Up The Band," played by special permission of the copyright owners and "Clap Yo' Hands."

(STRIKE UP THE BAND)

(CLAP YO' HANDS)

ANNOUNCER:

"Lonesome Lover" and "Georgia" by the Lucky Strike Dance Orchestra.

(LONESOME LOVER)

(GEORGIA)

ATX01 0261695



ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Hungarian Gypsy Orchestra rendering "A Typical Hungarian Medley." Following this, you will again hear the Lucky Strike Dance Orchestra in "Varsity Drag" played by special permission of the copyright owners.

(TYPICAL HUNGARIAN MEDLEY)

(VARSITY DRAG)

ANNOUNCER:

Down in the warm sunshine of the South thousands of people this winter are getting all the good of extra hours of sunshine with its beneficial Ultra Violet Rays -- Ultra Violet Rays that not only aid man, but mellow and ripen growing things.

Every one knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE -- the finest cigarette you ever smoked -- made of the finest tobaccos -- the Cream of the Crop -- THEN -- "IT'S TOASTED" -- an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "My Temptation" and "Charleston."

(MY TEMPTATION)

(CHARLESTON)

ANNOUNCER:

"Just a Gigolo" and "Makin' Whoopee" played by the  
Lucky Strike Dance Orchestra.

(JUST A GIGOLO)

(MAKIN' WHOOPÉE)

ANNOUNCER:

Your physician can protect you from preventable sickness  
but you must give him a chance to help you. Have you had him  
look you over recently? Remember "An ounce of prevention is worth  
a pound of cure." Have a periodic health examination at least  
twice a year.

We are proud that 20,679 American physicians have stated  
LUCKIES to be less irritating than other cigarettes. Every one  
knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive  
"TOASTING" Process includes the use of Ultra Violet Rays. LUCKY  
STRIKE - the finest cigarette you ever smoked - made of the finest  
tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an  
extra, secret heating process. Harsh irritants present in all  
raw tobaccos are expelled by "TOASTING." These irritants are sold  
to others. They are not present in your LUCKY STRIKE. No wonder  
LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Some of These  
Days" and "Embraceable You," played by special permission of the  
copyright owners.

(SOME OF THESE DAYS)

(EMBRACEABLE YOU)

ANNOUNCER:

Mr. Rolfe again offers the Hungarian Gypsy Orchestra playing "Ay Ay Ay." Following this, the Lucky Strike Dance Orchestra plays "Singin' in the Rain."

(AY AY AY)

(SINGIN' IN THE RAIN)

ANNOUNCER:

"What Do We Care" and "Breakaway" by the Lucky Strike Dance Orchestra.

(WHAT DO WE CARE)

(BREAKAWAY)

ANNOUNCER:

Don't give sore throat its chance -- guard your throat! Particularly when physicians tell us the danger of sore throat is increased, don't take a chance -- avoid needless irritation -- reach for a LUCKY instead -- "IT'S TOASTED" -- LUCKIES are always kind to your throat.

Every one knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE -- the finest cigarette you ever smoked -- made of the finest tobaccos -- the Cream of the Crop -- THEN -- "IT'S TOASTED" -- an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue with "Kerb Step" and "Red Mill Medley."

(KERB STEP)

(RED MILL MEDLEY)

ANNOUNCER:

"Ninety Nine Out of a Hundred" and "You're A Grand Old Flag" by the Lucky Strike Dance Orchestra.

(NINETY NINE OUT OF A HUNDRED)

(YOU'RE A GRAND OLD FLAG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

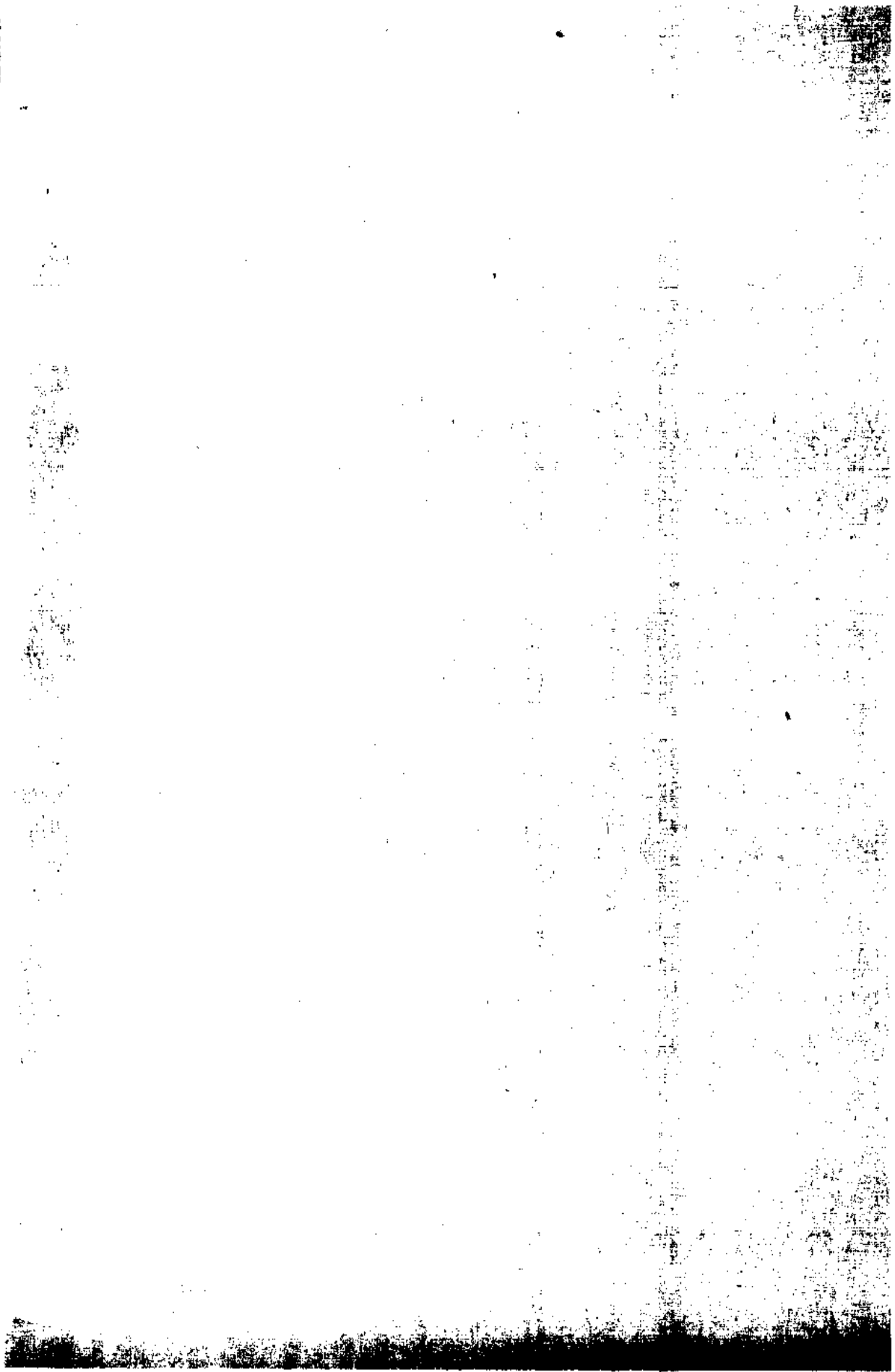
The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/D/Chilleen  
2/27/31

ATX01-0261699

MAR 01



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

TIME: ( )

( )--( )  
LUCKY STRIKE RADIO HOUR  
10:00 - 11:00 P.M. MARCH 3, 1931

WEAF

TUESDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days are Here again" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Everyone knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Bigger and Better" and "Lucky Seven."

(BIGGER AND BETTER)

(LUCKY SEVEN)

ANNOUNCER:

"Tea for Two" and "Black Bottom" by the Lucky Strike Dance Orchestra.

(TEA FOR TWO)

(BLACK BOTTOM)

ATX01 0261701

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "When the Organ Played at Twilight." Following this, you will again hear the Lucky Strike Dance Orchestra in "Lady Luck."

(WHEN THE ORGAN PLAYED AT TWILIGHT)

(LADY LUCK)

ANNOUNCER:

No one can deny this well-known truth: Only in LUCKY STRIKE can you obtain the benefits of the exclusive "TOASTING" Process - your throat protection against irritation - against cough. No wonder millions of smokers reach for a LUCKY instead.

Every one knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop -- THEN -- "IT'S TOASTED" -- an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Sweet Jennie Lee" and "Be Careful With Those Eyes."

(SWEET JENNIE LEE)

(BE CAREFUL WITH THOSE EYES)

ANNOUNCER:

"The Moochi" and "Thank Your Father" by special permission of the copyright owners, played by the Lucky Strike Dance Orchestra.

(THE MOOCHI)

(THANK YOUR FATHER)

ANNOUNCER:

Throats made sensitive thru irritation are never able to withstand severe weather. According to a survey published in United States Public Health Service reports reprint No. 1214 - 48 and 8/10 per cent of the illnesses involving throat infections occur in the four winter months. At all seasons of the year -- BEWARE OF THROAT IRRITATION! .....Guard your throat -- reach for a LUCKY instead -- "IT'S TOASTED."

Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked -- made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED," -- an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Happy Days Are Here Again" and "What Do We Care,"

(HAPPY DAYS ARE HERE AGAIN)

(WHAT DO WE CARE)



ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing  
"Lover Come Back To Me." Following this, the Lucky Strike Dance  
Orchestra plays "Charley My Boy."

(LOVER COME BACK TO ME)

(CHARLEY MY BOY)

ANNOUNCER:

"Tie A Little String Around Your Finger" and "Red Lips"  
by the Lucky Strike Dance Orchestra.

(TIE A LITTLE STRING AROUND YOUR FINGER)

(RED LIPS)

ANNOUNCER:

Today, modern science knows what ancient peoples only  
guessed -- the value of extra hours of sunshine and the many  
benefits of invisible Ultra Violet Rays.

Every one knows that sunshine mellows - that's why  
LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of  
Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever  
smoked - made of the finest tobaccos - the Cream of the Crop --  
THEN -- "IT'S TOASTED" - an extra secret heating process. 20,679  
physicians have stated LUCKIES to be less irritating than other  
cigarettes. Harsh irritants present in all raw tobaccos are  
expelled by "TOASTING." These irritants are sold to others. They  
are not present in your LUCKY STRIKE. No wonder LUCKIES are  
always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Jericho" and "Say It With Music," played by special permission of the copyright owners..

(JERICO)

(SAY IT WITH MUSIC)

ANNOUNCER:

"Alabamy Bound" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(ALABAMY BOUND)

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/chilleen  
3/3/31

ATX01 0261705

NOTE TO ANNOUNCER: (Make local announcements every 15 minutes except on dramatic programs which depend on a succession of thought.)

TIME: ( )

LUCKY STRIKE RADIO HOUR

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

MARCH 5, 1931

WEAF

THURSDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here Again" - with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive TOASTING Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by TOASTING. These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B.A. Rolfe and his Lucky Strike Dance Orchestra open with "Plenty of Sunshine for You" and "I Have to Have You."

(PLENTY OF SUNSHINE FOR YOU)

(I HAVE TO HAVE YOU)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Can This Be Love" and "Cross Your Fingers."

(CAN THIS BE LOVE)

(CROSS YOUR FINGERS)

ATXO1 0261706

ANNOUNCER:

As a special feature this evening, Mr. Rolfe again offers the South Sea Islanders rendering "Wailana." Following this, the Lucky Strike Dance Orchestra plays "Starting at the Bottom."

(WAILANA)

(STARTING AT THE BOTTOM)

ANNOUNCER:

The inventories of The American Tobacco Company as of December 31, 1930 show leaf tobacco stock on hand in excess of one hundred millions of dollars. This is a greater stock of fine tobacco by millions than is carried by any other company. This finest of tobacco - the Cream of the Crop - stored for two years, stored for three years - mellows, ripens, matures, becomes that great reservoir of quality which protects the constant fineness of that great LUCKY STRIKE brand. \$100,000,000 and more of the finest tobaccos. It is this fine tobacco, blended with expert skill, that is subjected to that famous secret and exclusive process - "IT'S TOASTED." Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "You've Got That Thing," and "Where Have You Been."

(YOU'VE GOT THAT THING)

(WHERE HAVE YOU BEEN)

ANNOUNCER:

"I Want To Be Happy" and "Cinderella Brown" by the Lucky  
Strike Dance Orchestra.

(I WANT TO BE HAPPY)

(CINDERELLA BROWN)

ANNOUNCER:

Louis Pasteur, devoting his life to human betterment,  
discovered the principle of sterilization of foods by purifying  
heat -- Sunshine melloes - heat purifies - Medical Science, working  
hand in hand with Pasteur, gave to the world, one of its greatest  
blessings - pasteurization. The devotion of physicians  
throughout the ages to the cause of human health, needs no  
commendation here. Do you help your physician in his effort to  
preserve your health? Have you had a periodic health  
examination? It is only just to him and to yourself to do so.  
Every one knows that sunshine melloes - that heat purifies - and  
so, 20,679 of these men, American physicians, who devote their  
lives to serving Americans, have stated LUCKIES to be less  
irritating than other Cigarettes.

The Lucky Strikd Dance Orchestra continues with  
Everybody Step" by special permission of the copyright owners, and  
"Hosanna."

(EVERYBODY STEP)

(HOSANNA)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing "Kohala March." Following this, you will hear the Lucky Strike Dance Orchestra in "When the Red Red Robin Comes Bob, Bob, Bobbin' Along."

(KOHALA MARCH)

(WHEN THE RED RED ROBIN COMES BOB, BOB, BOBBIN' ALONG)

ANNOUNCER:

"Why" and "Hitting the Ceiling" by the Lucky Strike Dance Orchestra.

(WHY)

(HITTING THE CEILING)

ANNOUNCER:

Forty great liners sailed this week for sunny tropic seas, carrying hundreds of happy passengers who look forward to the joys of days in the warm sunshine, and its beneficial Ultra Violet Rays.

Americans recognize and value the many and varied benefits of sunshine's Ultra Violet Rays. Every one knows that sunshine mellows -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Steamboat" and  
"Peanut Vender."

(STEAMBOAT)

(PEANUT VENDOR)

ANNOUNCER:

"Don't Hold Everything" and "Yankee Doodle Boy" by the  
Lucky Strike Dance Orchestra.

(DON'T HOLD EVERYTHING)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Thursday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

AGENCY/Chilleen/Hallenbeck  
3/5/31

ATX01 0261710

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 7, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Fine and Dandy" and "I Got Rhythm," played by special permission of the copyright owners,

(FINE AND DANDY)

(I GOT RHYTHM)

ATX01 0261711



ANNOUNCER:

"Beyond the Blue Horizon" and "Here Comes the Sun" by  
the Lucky Strike Dance Orchestra.

(BEYOND THE BLUE HORIZON)

(HERE COMES THE SUN)

ANNOUNCER:

As a special feature this evening, Mr. Relfe offers  
El Tango Romantico rendering "Dengozo". Following this, you will  
again here the Lucky Strike Dance Orchestra in "What Do We Care".

(DENGOZO)

(WHAT DO WE CARE)

ANNOUNCER:

Two physicians have won the \$10,000 award of the  
Popular Science Monthly for the most outstanding scientific  
achievement of the year — they discovered a cure for that fatal  
malady, pernicious anemia. For years, American physicians, that  
highest type of American manhood, have devoted their lives to the  
prevention of illness. Your physician serves your family in this  
way, too. Why not help him in his efforts to protect you? Surely  
it will pay you to have a periodic health examination at least twice  
a year and surely it is natural that we should be proud that  
20,679 American physicians, men of the type just described, have  
stated LUCKIES to be less irritating than other cigarettes.

ANNOUNCER: (CONTINUES)

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Happy Feet" and "What is This Thing Called Love."

(HAPPY FEET)

(WHAT IS THIS THING CALLED LOVE?)

ANNOUNCER:

"Hittin' the Bottle" and "You're Lucky to Me." played by the Lucky Strike Dance Orchestra.

(HITTIN' THE BOTTLE)

(YOU'RE LUCKY TO ME)

ANNOUNCER:

"TOASTING" is that extra, secret process that gives to you and to your cigarettes, extra goodness -- extra protection against throat irritation. This Process is offered to you alone in the brand of LUCKY STRIKE. The smooth, ripe mellowness imparted by Ultra Violet Rays -- the purifying heat of the exclusive "TOASTING" Process that removes harsh irritants -- These things are your throat protection against irritation -- against cough. - The finest tobacco - the Cream of the Crop - goes into the LUCKY STRIKE blend - over one hundred million dollars of this fine tobacco is on hand -- a great reserve reservoir that assures the constant quality of your LUCKY STRIKE Cigarette - It is this fine tobacco that undergoes the famous "TOASTING" Process. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Body and Soul"  
and "Three Little Words."

(BODY AND SOUL)

(THREE LITTLE WORDS)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing  
"Noche de Reyas." Following this, the Lucky Strike Dance  
Orchestra plays "A Peach of a Pair."

(NOCHE DE REYAS)

(A PEACH OF A PAIR)

ANNOUNCER:

"Something To Remember You By" and again, by special  
request from Miss Nelson, the "Lucky Girl," who is very fond of  
this new number "What Do We Care."

(SOMETHING TO REMEMBER YOU BY)

(WHAT DO WE CARE)

ANNOUNCER:

No other cigarette enjoys LUCKY STRIKE'S extra, secret and exclusive "TOASTING" Process. No wonder millions of men and women now reach for a LUCKY instead - increase in sales greater than all cigarettes combined proves world-wide acceptance of LUCKY STRIKE - "IT'S TOASTED."

Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - IT'S TOASTED," - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "I'm Proud of You" and "Bye Bye Blues."

(I'M PROUD OF YOU)

(BYE BYE BLUES)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Some of These Days" and "Strike Up The Band," played by special permission of the copyright owners.

(SOME OF THESE DAYS)

(STRIKE UP THE BAND)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/D/Chilleen  
3/7/31

ATX01 0261716

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

(FINAL  
CORRECTION)

TIME:( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 10, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop -- THEN - "IT'S TOASTED" - an extra, secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ATX01 0261717

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Breakaway" and "On Sui."

(BREAKAWAY)

(ON SUI)

ANNOUNCER:

"I'm Bringing a Red Red Rose" and "I Have To Have You" by the Lucky Strike Dance Orchestra.

(I'M BRINGING A RED RED ROSE)

(I HAVE TO HAVE YOU)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Budapest Gypsy Orchestra rendering a "Typical Hungarian Medley." Following this, you will again hear the Lucky Strike Dance Orchestra in "My Temptation."

(TYPICAL HUNGARIAN MEDLEY)

(MY TEMPTATION)

ANNOUNCER:

Today you hardly pick up a magazine or a newspaper without noticing some reference to Ultra Violet Rays. Ultra Violet Rays of sunshine travel so fast they could go seven times around the earth in a second -- yet they are so easily halted that haze or dust in the atmosphere will cut us off from a great part of their benefits. Modern science has reproduced in quantity, beneficial Ultra Violet Rays equalled only by warm summer sunshine, with its many benefits and properties for good. Because Sunshine mellows - because heat purifies -- LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. Is it any wonder that LUCKIES are always kind to your throat.

ATX01 0261719



ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Singin'  
In The Rain" and "Bambalina."

(SINGIN' IN THE RAIN)

(BAMBALINA)

ANNOUNCER:

"Lover Come Back To Me" and "Happy Days Are Here Again"  
played by the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

No amount of ducking and dodging can disprove Government figures showing the gain of LUCKY STRIKE to be greater than all cigarettes combined. LUCKY STRIKE is made from the finest of fine tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED." "TOASTING" is an extra secret and exclusive process. No wonder 20,679 American physicians have definitely stated LUCKIES to be less irritating than other cigarettes. "TOASTING" removes impurities which cause throat irritation and coughing. Then, too, it adds to the flavor and improves the taste.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Get Happy" and "Telling It To The Daisies."

(GET HAPPY)

(TELLING IT TO THE DAISIES)

ANNOUNCER:

Mr. Rolfe again offers the Budapest Gypsy Orchestra playing "Gypsy Melodies." Following this, the Lucky Strike Dance Orchestra plays "That's My Weakness Now."

(GYPSY MELODIES)

(THAT'S MY WEAKNESS NOW)

ANNOUNCER:

"Hello Beautiful" and "Wildflower" by the Lucky Strike Dance Orchestra.

(HELLO BEAUTIFUL)

(WILDFLOWER)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Pack Up Your Troubles In Your Old Kit Bag."

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

ANNOUNCER:

Don't take a chance with a cold. Your physician knows best how to treat it. Remember "An ounce of prevention is worth a pound of cure." Have a periodic health examination at least twice a year.

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Everyone knows that sunshine mellow - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Swanee" and "Embraceable You," played by special permission of the copyright owners.

(SWANEE)

(EMBRACEABLE YOU)

ANNOUNCER:

Ninety Nine Out Of A Hundred" and "Ranger's Song" by the Lucky Strike Dance Orchestra.

(NINETY NINE OUT OF A HUNDRED)

(RANGER'S SONG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/ST/Chilleen  
3/10/31

ATX01 0261724

(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 RADIO HOUR

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

MARCH 12, 1931

THURSDAY

OPENING ANNOUNCEMENT:

(Theme tune - one chorus of "Happy Days Are Here again" with vocal refrain. Immediately followed by announcer.)

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Everyone knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ATX01 0261725

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra open with "Mountain Greenery" and "Clap Yo' Hands," played by special permission of the copyright owners.

(MOUNTAIN GREENERY)

(CLAP YO' HANDS)

ANNOUNCER:

"When Hearts Are Young" and "Charleston" by the Lucky Strike Dance Orchestra.

(WHEN HEARTS ARE YOUNG)

(CHARLESTON)

ANNOUNCER:

As a special feature this evening Mr. Rolfe offers the South Sea Islanders, rendering a "Typical Hawaiian Medley." Following this, you will again hear the LUCKY STRIKE Dance Orchestra in "Sunny," played by special permission of the copyright owners.

(TYPICAL HAWAIIAN MEDLEY)

(SUNNY)

ANNOUNCER:

Wherever people are suffering, there you will find the American physician ready to make any sacrifice to give the sufferer aid - but, your physician would rather keep you well than to cure you - He would rather prevent sickness overtaking you than make you well after it had overtaken you - Why not have a periodic health examination at least twice a year? You owe it to your physician and you owe it to yourself. 20,679 American physicians, men who serve their patients in every State of the land, have stated LUCKIES to be less irritating than other cigarettes. Naturally, we are proud of this record made by these physicians who are your friends.



ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance  
Orchestra continue with "Rose Marie" and "Sweet and  
Low Down".

(ROSE MARIE)

(SWEET AND LOW DOWN)

ANNOUNCER:

"Babes in the Wood" and "I'm Just Wild,  
About Harry" by the Lucky Strike Dance Orchestra.

(BABES IN THE WOOD)

(I'M JUST WILD ABOUT HARRY)

ANNOUNCER:

The inventories of The American Tobacco Company as of December 31, 1930 show leaf tobacco stock on hand in excess of one hundred millions of dollars. This is a greater stock of fine tobacco by millions than is carried by any other company. This finest of tobacco - the Cream of the Crop - stored for two years, stored for three years - mellow, ripens, matures, becomes that great reservoir of quality which protects the constant fineness of that great LUCKY STRIKE brand. \$100,000,000 and more of the finest tobaccos. It is this fine tobacco, blended with expert skill that is subjected to that famous secret and exclusive process - "IT'S TOASTED." Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Alexander's Ragtime Band" and "Liza."

(ALEXANDER'S RAGTIME BAND)

(LIZA)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing a "Typical Hawaiian Medley." Following this, the Lucky Strike Dance Orchestra plays "Alexander Don't You Love Your Baby No More."

(TYPICAL HAWAIIAN MEDLEY)

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Tell Me Little Gypsy," and "Do Do Do,"<sup>both</sup> played by special permission of the copyright owners.

(TELL ME LITTLE GYPSY)

(DO DO DO)

ANNOUNCER:

Increase in sales greater than all cigarettes combined, proves world-wide confidence in LUCKY STRIKE. The unequalled acceptance of LUCKY STRIKE is based upon the knowledge that only in LUCKIES, can cigarette smokers obtain the benefits of that extra, secret and exclusive "TOASTING" Process - Your throat protection against irritation - against cough. Today, many many millions of men and women are "Reaching for a LUCKY Instead" - LUCKY STRIKE, the modern cigarette.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra  
continue with "Say It With Music" and "Every Little Movement".

(SAY IT WITH MUSIC)

(EVERY LITTLE MOVEMENT)

ANNOUNCER:

"Fine and Dandy" and "Bandanna Days" played by the Lucky  
Strike Dance Orchestra.

(FINE AND DANDY)

(BANDANNA DAYS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Victor Herbert  
Medley".

(VICTOR HERBERT MEDLEY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Thursday night at this hour  
by the manufacturers of LUCKY STRIKE Cigarettes. Please  
remember LUCKIES are always kind to your throat. Thank you.

The Lucky Strike Radio Hour has come to you from the  
NBC studios in New York.

AGENCY/st/DLcB  
3/12/31

ATX01 0261732

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

TIME: ( )

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

LUCKY STRIKE RADIO HOUR

MARCH 14, 1931

WEAF

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Every one knows that sunshine mellow -- that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret heating process. 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Harsh irritants present in all raw tobaccos are expelled by "TOASTING". These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

ATX01 0261733

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "One Step to Heaven" and "Pack Up Your Troubles In Your Old Kit Bag."

(ONE STEP TO HEAVEN)

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

ANNOUNCER:

"Would You Like To Talk A Walk" and "What Do We Care" by the Lucky Strike Dance Orchestra.

(WOULD YOU LIKE TO TAKE A WALK)

(WHAT DO WE CARE)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist rendering "Birth of Passion". Following this you will again hear the Lucky Strike Dance Orchestra in "Thank Your Father."

(BIRTH OF PASSION)

(THANK YOUR FATHER)

ANNOUNCER:

"The finest tobacco - The Cream of the Crop" - and how did this phrase originate.

We are in the Southland on the Tobacco market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them in to the market from his farm, probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOND:

- A. 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
32 Dollars Bid 32 Dollars Bid 32 DOO DOO DOO DIDY DOO DOLLARS Bid.  
33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid.  
SOLD AMERICAN.
- B. 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
39 Dollars Bid 39-9-9 39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.
- C. 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYDOO Dollars Bid.  
43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid  
45 5 5 45 5 5 All Done - Sold - AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of Tobacco that has just been sold exclaims - "The finest tobacco - the Cream of the Crop!"

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of the American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, those finest of sun-ripened Tobaccos - "The Cream of the Crop" - that form the basis of that famous LUCKY STRIKE blend.

ATX01 0261735



ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Avalon Medley," and "You've Got That Thing."

(AVALON MEDLEY)

(YOU'VE GOT THAT THING)

ANNOUNCER:

"She's My Ideal" and "Dancing To Save Your Sole" by the Lucky Strike Dance Orchestra.

(SHE'S MY IDEAL)

(DANCING TO SAVE YOUR SOLE)

ANNOUNCER:

Have you filed your income tax today? As a citizen and a taxpayer you may be interested in knowing about Lucky Strike as a taxpayer. The American Tobacco Company paid in taxes and duties last year more than 150 million dollars, equal to more than a dollar for every man, woman and child in this country. In fact, 150 millions of dollars so paid to the United States Treasury in 1930 by the manufacturers of LUCKY STRIKE Cigarettes, covered nearly one quarter of the total interest on the National Debt. A huge sum of money, even in these days! This is certainly striking evidence of public appreciation of LUCKY STRIKE of the scientific progress embodied in LUCKY STRIKE'S famous "TOASTING" Process, which includes the use of modern Ultra Violet Rays - and of the manufacturing achievement which brings you your package of LUCKIES for so little money. And of course! LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Cheerful Little Earful" and "The Best Things In Life Are Free."

(CHEERFUL LITTLE EARFUL)

(THE BEST THINGS IN LIFE ARE FREE)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing "Wedding of the Painted Doll". Following this, the Lucky Strike Dance Orchestra plays "Where's That Rainbow."

(WEDDING OF THE PAINTED DOLL)

(WHERE'S THAT RAINBOW)

ANNOUNCER:

"Steamboat" by the Lucky Strike Dance Orchestra.

(STEAMBOAT)

ANNOUNCER:

Walter Reed, battling the dread yellow fever in Cuba, discovered that a mosquito caused this deadly infection - and with this discovery, American physicians once more had given a great boon to humanity. The man who serves you day by day - the man who watches over the health of that dear family of yours - your physician. - he is ready to make any sacrifice to protect you - Help him! To be sure you are well, have a periodic health examination at least twice a year - 20,679 such men, American physicians, have stated that LUCKIES are less irritating than other cigarettes.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Here Comes The Sun" and "Hello Hawaii".

(HERE COMES THE SUN)

(HELLO HAWAII)

ANNOUNCER:

"Sing Something Simple" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(SING SOMETHING SIMPLE)

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

THE LUCKY STRIKE RADIO HOUR has come to you from the NBC studios in New York.

AGENCY/D  
3/13/31

ATX01 0261740

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 17, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Don't use your throat as a testing ground for unfinished cigarettes - and - Remember every cigarette is unfinished unless harsh irritants are expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261741

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' The Ceilin'" and "Kickin' A Hole In The Sky."

(HITTIN' THE CEILIN')

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

"Do You Ever Think Of Me" and "Thank Your Father," by special permission of the copyright owners, played by the Lucky Strike Dance Orchestra.

(DO YOU EVER THINK OF ME)

(THANK YOUR FATHER)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico, rendering "La Cumbarsita." Following this, you will again hear the Lucky Strike Dance Orchestra in "Hosanna."

(LA CUMBARBITA)

(HOSANNA)

ANNOUNCER:

"The finest tobacco - the Cream of the Crop" - and how did this phrase originate?

We are in the Southland on the Tobacco market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them in to the market from his farm; probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

1st SALE { A. (31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
 { 32 Dollars Bid 32 Dollars Bid 32 Doo Doo Doo DIDY DOO DOLLARS Bid.  
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
 { 35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid. SOLD  
 { AMERICAN.

2nd SALE { B. (37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
 { 38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
 { 39 Dollars Bid 39 - 9 - 9 39 Dollars Bid 39 39 9 9 9 9 SOLD  
 { AMERICAN.

3rd SALE { C. (41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
 { 42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYOOO Dollars Bid.  
 { 43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
 { 45 5 5 45 5 5 All Done - Sold to AMERICAN TOBACCO COMPANY.



ANNOUNCER:

And the farmer standing by his pile of Tobacco that has just been sold exclaims - "The finest tobacco - the Cream of the Crop."

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of the American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, those finest of sun-ripened tobaccos - "The Cream of the Crop" - that form the basis of that famous LUCKY STRIKE Blend.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue  
with "Lady Luck" and "Irish Medley."

(LADY LUCK)

(IRISH MEDLEY)

ANNOUNCER:

"Some of These Days" and "Stein Song" played by the  
Lucky Strike Dance Orchestra.

(SOME OF THESE DAYS)

(STEIN SONG)

ATX01 0261745

ANNOUNCER:

The next time some one offers you a cigarette, ask yourself this question: will it irritate my throat? Remember - all raw tobaccos contain harsh irritants. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants. These irritants are sold to others. They are not present in your LUCKY STRIKE. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Down South."

(DOWN SOUTH)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing "El Chocolo." Following this, the Lucky Strike Dance Orchestra plays "Hittin' the Bottle."

(EL CHOCOLO)

(HITTIN' THE BOTTLE)

ANNOUNCER:

"One Love" and "I've Got My Eye On You" by the Lucky Strike Dance Orchestra.

(ONE LOVE)

(I'VE GOT MY EYE ON YOU)

ANNOUNCER:

There is no joy in life for the man or woman who fears ill health...Why not be sure you are well - see your physician now... Have a periodic health examination at least twice a year.

We are proud - of course we are proud, that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes.

I hold in my hand, three written communications from three physicians located in different sections of the United States. I will read these three communications - to read more would take too much of your time.

One physicians writes -

"For the past seven years I smoked almost all brands of cigarettes for the purpose of discovering a brand that will not irritate the throat. My efforts were almost futile until I began to smoke LUCKY STRIKE - my throat is greatly improved."

Another physican speaking of the "TOASTING" Process writes:

"The heat treatment takes away that bite and harshness which causes many smokers to suffer continuously from throat trouble. They are less irritating because LUCKY STRIKE Cigarettes do not leave that burning feeling in your throat that I have experienced in other cigarettes."

Still Another physician writes: -

"I have smoked LUCKY STRIKE Cigarettes for the past five years and have found them less irritating than any other cigarette. Where some cigarettes cause an irritating effect upon the sensitive throat, LUCKY STRIKE never does."

Of course we are proud that 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with  
"Raggedy Ann" and "Sweet and Hot."

(RAGGEDY ANN)

(SWEET AND HOT)

ANNOUNCER:

"Sing You Sinner" and "You're Here and I'm Here," by the  
Lucky Strike Dance Orchestra.

(SING YOU SINNER)

(YOU'RE HERE AND I'M HERE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays the "Ranger's  
Song."

(RANGER'S SONG)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Tuesday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember --  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

\*\*\*\*\*

AGENCY/Chilleen  
3/17/31

ATX01 0261749

NOTE TO ANNOUNCER:9 (Make local announcements every fifteen minutes except on dramatic programs which depend on a succession of thought)

WEAF

TIME:( )

LUCKY STRIKE RADIO HOUR

( ) ( )  
10.00 - 11.00 P.M.

MARCH 19 1931

THURSDAY

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "Happy Days Are Here Again" with vocal refrain. Immediately followed by announcer.

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Look into your dictionary. Turn to the word unfinished. Your dictionary says it means: "incomplete - partly done." There are only two kinds of cigarettes - finished and unfinished. And every cigarette is unfinished unless harsh irritants are expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your Lucky Strike. Only Lucky Strike offers you the mellowing goodness of the modern Ultra Violet Rays. Lucky Strike - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "It's TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated Luckies to be less irritating than other cigarettes. No wonder Luckies are always kind to your throat.

ATX01 0261750

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Pack Up Your Troubles in Your Old Kit Bag" and "Bigger and Better."

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

(BIGGER AND BETTER)

ANNOUNCER:

"Happy Days Are Here Again" by the Lucky Strike Dance Orchestra.

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famous organist rendering, "Singing in the Rain." Following this, you will again hear the Lucky Strike Dance Orchestra in "Get Happy."

(SINGING IN THE RAIN)

(GET HAPPY)



There's always an interesting story behind every popular phrase.  
"The finest tobacco - the Cream of the Crop" - Here's how this phrase originated.

We are in the Southland on the Tobacco market - in a Tobacco Ware-house, where the long aisles of sun ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them into the market from his farm, probably the night before. Down the aisle, along come the buyers twenty to twenty-five men, each representing a different company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

1st Sale { 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
32 Dollars Bid 32 Dollars Bid 32 Doo Doo Doo DIDY DOO DOLLARS BID.  
33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid.  
(SOLD AMERICAN

2nd Sale { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
39 Dollars Bid 39 -9-9 39 Dollars Bid 39 39 9999 SOLD AMERICAN

3rd Sale { 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
42 Dollars Bid 42 Dollars Bid DIDY DOO DOO DOO DIDY000 Dollars Bid.  
43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
(45 5 5 45 5 5 All Done - Sold to AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of Tobacco that has just been sold exclaims

MR. BOND

"The finest tobacco - the Cream of the Crop."

ANNOUNCER:

There you have it - This is the true story of the origination of this phrase and, day after day, all through the South land, the buyers of the American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, the choicest of sun-ripened tobaccos - "The Cream of the Crop" - that form the basis of that famous LUCKY STRIKE blend.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Sing  
Something Simple," and "Hittin' The Ceiling."

(SING SOMETHING SIMPLE)

(HITTIN' THE CEILING)

ANNOUNCER:

"Happy Feet" and "Strike Up The Band," played, by special  
permission of the copyright owners, by the Lucky Strike Dance  
Orchestra.

(HAPPY FEET)

(STRIKE UP THE BAND)

ANNOUNCER:

Right now - place your hand upon your throat. Remember this sensitive spot next time you are tempted to smoke a cigarette from which harsh irritants have not been expelled. Remember - only Lucky Strike offers you the throat protection of the exclusive "TOASTING" Process which expells harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your Lucky Strike. Everyone knows that sunshine mellows - that's why Lucky Strike's exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. Lucky Strike - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I Got Rhythm," played by special permission of the copyright owners, and "Sometimes I'm Happy."

(I GOT RHYTHM)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ playing "When Day Is Done." Following this, the Lucky Strike Dance Orchestra plays "Plenty of Sunshine For You."

(WHEN DAY IS DONE)

(PLENTY OF SUNSHINE FOR YOU)

ANNOUNCER:

"Lover Come Back To Me" and "Starting At The Bottom" by the Lucky Strike Dance Orchestra.

(LOVER COME BACK TO ME)

(STARTING AT THE BOTTOM)

"Nor love nor honor, wealth nor pow'r,  
can give the heart a cheerful hour  
when health is lost."

So runs an age-old rhyme. Why not insure good health for today and for the future? See your physician now. Have a periodic health examination twice a year.

We are proud - of course we are proud that 20,679 American physicians have stated Luckies to be less irritating than other cigarettes. I hold in my hand (rattle the papers) written communications from physicians located in different sections of the United States. I will read from two of these - to read more would take too much of your time.

One physician writes -

"I believe Toasting benefits tobacco just as pasteurizing milk improves it and sunshine improves health. I have smoked Lucky Strikes for many years. They leave no throat irritations."

Still another physician writes -

"Lucky Strikes are less irritating to tender and sensitive throats. Before using Lucky Strikes, I was always bothered with a tickling sensation in my throat from other cigarettes. The Toasting Process frees the cigarette from irritations to the throat."

We are proud! - Of course we are proud that 20,679 physicians have stated Luckies to be less irritating than other cigarettes. Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "The Peanut Vender" and "Hittin' The Bottle".

(THE PEANUT VENDER)

(HITTIN' THE BOTTLE)

ANNOUNCER:

"Alexander's Ragtime Band" and "Hallelujah" by the Lucky Strike Dance Orchestra.

(ALEXANDER'S RAGTIME BAND)

(HALLELUJAH)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The Lucky Strike Radio Hour has come to you from the NBC studios in New York.

AGENCY/st/mlh  
3/19/31

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

(FINAL  
REVISION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 21, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Americans will not tolerate the unfinished product. No wonder increasing millions are reaching for a LUCKY instead of an unfinished cigarette. And remember - every cigarette is unfinished unless harsh irritants are expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261759



ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Jericho" and, by special permission of the copyright owners, "Good Evening Friends," from Al Jolson's latest Broadway success, "The Wonder Bar."

(JERICHO)

(GOOD EVENING FRIENDS)

ANNOUNCER:

"Alabama Bound" and "Red Lips" by the Lucky Strike Dance Orchestra.

(ALABAMA BOUND)

(RED LIPS)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders rendering a typical "Hawaiian Medley." Following this you will again hear the Lucky Strike Dance Orchestra in "Doin' the Raccoon."

(HAWAIIAN MEDLEY)

(DOIN' THE RACCOON)

ANNOUNCER:

"The finest tobacco - the Cream of the Crop" - and how did this phrase originate?

We are in the Southland on the Tobacco Market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them into the market from his farm, probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

- A. { 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
 1ST SALE { 32 Dollars Bid 32 Dollars Bid 32 DOO DOO DOO DIDY DOO DOLLARS Bid.  
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
 { 35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid. SOLD AMERICAN
  
- B. { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
 2ND SALE { 38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid,  
 { 39 Dollars Bid 39-9-9 39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.
  
- C. { 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
 3RD SALE { 42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYOOO Dollars Bid.  
 { 43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
 { 45 5 5 45 5 5 All Done - SOLD TO AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of Tobacco that has just been sold exclaims:

THE FARMER:

"The finest tobacco - the Cream of the Crop,"

ANNOUNCER:

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of The American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, those finest of sun-ripened tobaccos. 100 million dollars worth of these tobaccos - the Cream of the Crop - are stored to protect the uniform and built-in quality of LUCKY STRIKE - and guarantee to every town and crossroad store in the land the finest cigarette you ever smoked - LUCKY STRIKE - the same fine uniform quality everywhere.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Kerb  
Step" and "Lonesome Lover."

(KERB STEP)

(LONESOME LOVER)

ANNOUNCER:

"Sweet Jennie Lee" and "Mysterious Rag" played by the  
Lucky Strike Dance Orchestra.

(SWEET JENNIE LEE)

(MYSTERIOUS RAG)

ANNOUNCER:

When your physician tells you to gargle your throat he does so to relieve throat irritation. Why add to throat irritation by the use of harsh, unfinished cigarettes. Remember - every cigarette is unfinished unless harsh irritants have been expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants. These irritants are sold to others. They are not present in your LUCKY STRIKE. Every one knows that sunshine mellows - that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Puttin'  
On The Ritz" and "Sometimes I'm Happy."

(PUTTIN' ON THE RITZ)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Mr. Rolfe again offers The South Sea Islanders rendering  
a typical "Hawaiian Medley." Following this, the Lucky Strike  
Dance Orchestra plays "Why."

(HAWAIIAN MEDLEY)

(WHY)

ANNOUNCER:

"Over The Waves" and "Cheer Up" by the Lucky Strike  
Dance Orchestra.

(OVER THE WAVES)

(CHEER UP)

ANNOUNCER:

Three billion two hundred and thirty-seven million dollars - that is the staggering sum which the American people are estimated to have paid last year for sickness: How much did you pay? You can save yourself most of this needless expense by seeing your physician now - by having a periodic health examination twice a year.

We are proud, of course we are proud, that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes.

I hold in my hand written communications from physicians located in different sections of the United States. I will read from three of these communications - to read more would take too much of your time.

One physician writes: -

"I have been using tobacco and cigarettes for the last 28 years, and found that most tobacco and cigarettes irritated my throat. A physician friend of mine recommended that I try to smoke Lucky Strike Cigarettes. I did try them, and have smoked them since 1920, and I have found them to be less irritating to sensitive or tender throats than any other cigarettes."

Another physician writes: -

"Having smoked Lucky Strike Cigarettes for the past four years, I have found that any other cigarette is very irritating whereas I can smoke LUCKY STRIKES without any sign of throat irritation."

Still another physician writes: -

"LUCKY STRIKE Cigarettes are soothing to the throat and satisfying. My smoking friends agree with me that LUCKY STRIKES are less irritating to the throat."

We are proud - of course we are proud - that 20,379 physicians have stated LUCKIES to be less irritating than other cigarettes. LUCKIES are always kind to your throat.



ANNOUNCER:

The Lucky Strike Dance Orchestra continues with  
"Alexander Don't You Love Your Baby No More" and "Connecticut  
Yankee Medley."

(ALEXANDER DON'T YOU LOVE YOUR BABY NO MORE)

(CONNECTICUT YANKEE MEDLEY)

ANNOUNCER:

"Blondy" and "Yankee Doodle Boy" by the Lucky Strike  
Dance Orchestra.

(BLONDY)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of one hour's dance music  
presented for your pleasure every Saturday night at this hour by  
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,  
LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the  
NBC Studios in New York.

\*\*\*\*\*

AGENCY/Chilleen  
3/21/31

ATX01 0261768

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

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

LUCKY STRIKE RADIO HOUR

MARCH 24, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. No matter how much you pay you have only two kinds of cigarettes to choose from - finished and unfinished. And as far as your throat is concerned - every cigarette is unfinished unless harsh irritants have been expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Sunshine Mellow - Heat Purifies! Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261769

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Fine and Dandy" and "I Got Rhythm," played by special permission of the copyright owners.

(FINE AND DANDY)

(I GOT RHYTHM)

ANNOUNCER:

"Sweet Lady" and "Here Comes The Sun" by the Lucky Strike Dance Orchestra.

(SWEET LADY)

(HERE COMES THE SUN)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "Love Your Magic Spell Is Everywhere." Following this, you will again hear the Lucky Strike Dance Orchestra in "Hittin' the Bottle."

(LOVE YOUR MAGIC SPELL IS EVERYWHERE)

(HITTIN' THE BOTTLE)

ANNOUNCER:

"The finest tobacco - the Cream of the Crop" - and how did this phrase originate?

We are in the Southland on the Tobacco Market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them into the market from his farm, probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

- A. { 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
 1ST SALE { 32 Dollars Bid 32 Dollars Bid 32 DOO DOO DOO DIDY DOO DOLLARS Bid.  
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
 { 35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid. SOLD AMERICAN
  
- B. { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
 2ND SALE { 38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
 { 39 Dollars Bid 39-9-9 39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.
  
- C. { 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
 3RD SALE { 42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYOOO Dollars Bid.  
 { 43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
 { 45 5 5 45 5 5 All Done - SOLD TO AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of Tobacco that has just been sold exclaims:

THE FARMER:

"The finest tobacco - the Cream of the Crop."

ANNOUNCER:

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of the American Tobacco Company follow the sales and pick out for that famous brand of Lucky Strike, those finest of sun-ripened tobaccos. More than 100 million dollars worth of these tobaccos - the Cream of the Crop - are stored to protect the uniform and built-in quality of LUCKY STRIKE - and guarantee to you at every town and crossroad store in the land the finest cigarette you ever smoked - LUCKY STRIKE the same fine uniform quality everywhere.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Happy Feet" and "What is this Thing Called Love".

(HAPPY FEET)

(WHAT IS THIS THING CALLED LOVE)

ANNOUNCER:

"I'm Yours" and "The Peanut Vendor" played by the Lucky Strike Dance Orchestra.

(I'M YOURS)

(THE PEANUT VENDOR)

ANNOUNCER:

Would you accept a guarantee or a signed order from The American Tobacco Company? A guarantee backed by 275 million dollars of assets -- a guarantee protected by more than 100 million dollars of the finest tobaccos - the Cream of the Crop? More than 100 million dollars of the choicest tobaccos that safeguard and maintain the uniform quality of LUCKY STRIKE! Would you accept this guarantee of the American Tobacco Company? I hold in my hand a package of LUCKY STRIKES from which I shall read you this guarantee (first let me tear off the protective wrapper);

"Guaranteed by The American Tobacco Company which means that if this package for any reason is unsatisfactory you can get your money back from the dealer," Can you find such a guarantee on any product of any other tobacco manufacturer? Would you accept this iron-clad guarantee of satisfaction? I suggest that you do. You can always trust the manufacturer who trusts your judgment of his product. And your judgment, we are sure, will reflect the judgment of increasing millions of Americans who prefer LUCKIES to any other cigarette. Remember - LUCKY STRIKE IS THE Only Cigarette in the world that gives you throat protection by the exclusive "TOASTING" Process and no other tobacco manufacturer offers on every package this iron-clad guarantee which has no reservation to your service.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Body and Soul" and "Three Little Words."

(BODY AND SOUL)

(THREE LITTLE WORDS)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ rendering "Once Upon A Time." Following this, the Lucky Strike Dance Orchestra plays "You're Lucky To Me."

(ONCE UPON A TIME)

(YOU'RE LUCKY TO ME)



ANNOUNCER:

No crisis can ever down a man so long as his good health is up. Fortify your chances of success by insuring your health for today and for the future. See your physician now. Have a periodic health examination at least twice a year. We are proud - of course we are proud, that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes.

I hold in my hand written communications from physicians located in different sections of the United States. I will read from two of these communications, to read more would take too much of your time.

One physician writes -

"I have smoked Lucky Strike more or less for the past 15 years and find that they are less irritating to the throat than any other cigarettes that I have used. And, I have smoked them all."

Another physician writes: -

"Have smoked Lucky Strike constantly ever since they came out and have yet to have them irritate my throat. In fact they are soothing to most sore throats."

We are proud - of course we are proud - that 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I'm Proud of You" and "Some of these Days".

(I'M PROUD OF YOU)

(SOME OF THESE DAYS)

ANNOUNCER:

"Bye Bye Blues" and "Strike Up The Band" played by special permission of the copyright owners by the Lucky Strike Dance Orchestra.

(BYE BYE BLUES)

(STRIKE UP THE BAND)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The Lucky Strike Radio Hour has come to you from the NBC studios in New York.

AGENCY/st/MCB  
3/24/31

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 26, 1931

THURSDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. What would you think of a baker who sold you unfinished bread? And yet, really - is unfinished bread any worse than an unfinished cigarette? For the health of your throat - remember - every cigarette is unfinished - half-done - unless harsh irritants have been expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Heat purifies - sunshine mellows and only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261778

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with  
"One Step to Heaven" and "Turn on the Heat"

(ONE STEP TO HEAVEN)

(TURN ON THE HEAT)

ANNOUNCER:

"Beyond The Blue Horizon" and "No No Nora" by the Lucky  
Strike Dance Orchestra.

(BEYOND THE BLUE HORIZON)

(NO NO NORA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Andy  
Sanella with his Guitar playing "Dancing With Tears in My Eyes."  
Following this you will again hear the Lucky Strike Dance  
Orchestra in "Cheerful Little Earful".

(DANCING WITH TEARS IN MY EYES)

(CHEERFUL LITTLE EARFUL)

ANNOUNCER:

"The finest tobacco - the Cream of the Crop" - and how did this phrase originate?

We are in the Southland on the Tobacco Market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them into the market from his farm, probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

- A. { 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
 1ST SALE { 32 Dollars Bid 32 Dollars Bid 32 DOO DOO DOO DIDY DOO DOLLARS Bid.  
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
 { 35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid. SOLD  
 (AMERICAN
  
- B. { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
 2ND SALE { 38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
 { 39 Dollars Bid 39-9-9 39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.
  
- C. { 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
 3RD SALE { 42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYOOO Dollars Bid.  
 { 43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
 { 45 5 5 45 5 5 All Done - SOLD TO AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of tobacco that has just been sold exclaims:

THE FARMER:

"The finest tobaccos - the Cream of the Crop."

ANNOUNCER:

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of the American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, those finest of sun-ripened tobaccos. More than 100 million dollars worth of these tobaccos - the Cream of the Crop - are stored to protect the uniform and built-in quality of LUCKY STRIKE - and guarantee to you at every town and crossroad store in the land the finest cigarette you ever smoked - LUCKY STRIKE - the same fine uniform quality everywhere.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with  
"Singin' in the Rain" and "With You",

(SINGIN' IN THE RAIN)

(WITH YOU)

ANNOUNCER:

"Oh Baby" and "Where's that Rainbow" played by  
the Lucky Strike Dance Orchestra.

(OH BABY)

(WHERE'S THAT RAINBOW)

ANNOUNCER:

How much of the full richness of the LUCKY STRIKE Dance Orchestra are you getting? What is it that makes a radio set sound real? Millions who listened in last Tuesday night learned the answer direct from one of the greatest authorities on radio, Mr. O. H. Caldwell, member of the First United States Radio Commission. Mr. Caldwell said: - QUOTE -

"A home which has an obsolete or inferior radio set in which 'corners have been cut' and fidelity skimped - means a family living in a land of musical distortion. On the other hand a home that has a modern, well-engineered radio receiver will be getting at all times the world's greatest music," - UNQUOTE.

And so with Cigarettes, too. Broadly speaking, there are only two kinds of Cigarettes - more and more the Public is recognizing the truth of this fact - an unfinished Cigarette, from which harsh irritants have not been removed and a finished Cigarette, from which harsh irritants, present in all raw tobaccos, irritating to all throats, have been expelled by the toasting process - that toasting process that is without question a most modern step in cigarette manufacture - that toasting process that includes the use of the Ultra Violet Ray. Mr. Caldwell is an authority also on the electron tube producing ultra-violet rays. He has inspected the ultra-violet ray equipment in the Lucky Strike factory.



ANNOUNCER CONTINUES:

I have in my hand Mr. Caldwell's report from which I shall read: QUOTE: "Scientific control of processes and product, backed by fundamental laboratory research; automatic machines of remarkable ingenuity and efficiency; and spic-span cleanliness everywhere - these are the three dominating recollections of my visit to the vast LUCKY STRIKE factory at Richmond, Virginia. Out of research laboratories nowadays are coming new electrical and electronic methods which are revolutionizing modern industries. Therefore at Richmond I was particularly interested in the great new Ultra Violet Ray chambers, where Lucky Strike tobacco, in the glare of the electron streams of powerful arcs, undergoes actinic rays actually 400 times the intensity of ordinary sunshine - science's latest contribution to the elaborate LUCKY STRIKE processes to eliminate irritating acids and acrid oils". UNQUOTE. Signed O. H. Caldwell.  
Thank you, Mr. Caldwell.

There are only two kinds of Cigarettes - finished and unfinished - LUCKY is a finished Cigarette from which, by the famous toasting process, harmful harsh irritants have been expelled. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "What This Little World is After" and "You Can't Get to Heaven That Way".

(WHAT THIS LITTLE WORLD IS AFTER)

(YOU CAN'T GET TO HEAVEN THAT WAY)

ANNOUNCER:

Mr. Rolfe again offers Andy Sanella and Guitar playing "I'm a Dreamer, Aren't We All". Following this, the Lucky Strike Dance Orchestra plays "Sometimes I'm Happy".

(I'M A DREAMER AREN'T WE ALL)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Merry Widow Waltz and Cross Your Fingers by the Lucky Strike Dance Orchestra.

(MERRY WIDOW WALTZ)

(CROSS YOUR FINGERS)

A king is traveling ten thousand miles to reach an American physician. The whole world knows and respects the outstanding achievements of America's physicians. Your physician will give you the same care he would give a king! Why not let him keep you well? See him regularly - have a periodic health examination at least twice a year.

We are proud - of course we are proud - that 20,679 American physicians have stated Luckies to be less irritating than other cigarettes. I hold in my hand written communications from physicians in different sections of the United States. I will read from two of these communications - to read more would take too much of your time.

One physician writes -

"I find from questioning patients who smoke that Lucky Strike Cigarettes are absolutely free from irritating effects on the mucous membranes of the throat."

Another physician writes -

"I always smoke Lucky Strikes and find they have something that no other cigarette has. Lucky Strikes are less irritating to sensitive throats than any other that I have ever smoked."

We are proud - of course we are proud - that 20,679 physicians have stated Luckies to be less irritating than other cigarettes. Luckies are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Cheer Up."

(CHEER UP)

ANNOUNCER:

"Dixie Medley" and "Madelon" by the Lucky Strike Dance Orchestra.

(DIXIE MEDLEY)

(MADELON)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Thursday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/ST/HOB/AH/Chilleen  
3/26/31

ATX01 0261787

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

TIME: ( )

WEAF

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

LUCKY STRIKE RADIO HOUR

MARCH 28, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Broadly speaking, cigarettes are made in two ways only. One - the unfinished way - by retaining harsh irritants present in all raw tobaccos. The other way - the finished way - the LUCKY STRIKE way - by expelling these harsh irritants through the exclusive "TOASTING" Process. That is your throat protection. These irritants are sold to others. They are not present in your LUCKY STRIKE - They are expelled by "TOASTING." Sunshine mellow - heat purifies. Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED," - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261788

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Strike Up The Band" and "Clap Yo' Hands," both played by special permission of the copyright owners.

(STRIKE UP THE BAND)

(CLAP YO' HANDS)

ANNOUNCER:

"Hello Beautiful" and "Georgia" by the Lucky Strike Dance Orchestra.

(HELLO BEAUTIFUL)

(GEORGIA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Romany Gypsies rendering "Souvenir de Budapest." Following this, you will again hear the Lucky Strike Dance Orchestra in "Varsity Drag," played by special permission of the copyright owners.

(SOUVENIR DE BUDAPEST)

(VARSITY DRAG)

ANNOUNCER:

"The finest tobacco - the Cream of the Crop" - and how did this phrase originate?

We are in the Southland on the Tobacco Market - in a Tobacco Warehouse, where the long aisles of sun-ripened, broad tobacco leaves, separated into piles, have been carefully packed - each on its basket, by the farmer who brought them into the market from his farm, probably the night before. Down the aisle, along come the buyers - twenty to twenty-five men, each representing a different Company - a different interest - buying in competition. Hear the song of the auctioneer as he accepts the bids. A strange sing song rhythm handed down for generations.

MR. BOONE:

- A. { 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.  
 1ST SALE { 32 Dollars Bid 32 Dollars Bid 32 DOO DOO DOO DIDY DOO DOLLARS Bid.  
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.  
 { 35 Dollars Bid 35 Dollars Bid 35 and 5 and 5 Dollars Bid. SOLD AMERICAN
  
- B. { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.  
 2ND SALE { 38 Dollars Bid 38 Dollars Bid 38 Nate Nate Nate Nate Dollars Bid.  
 { 39 Dollars Bid 39-9-9 39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.
  
- C. { 41 Dollars Bid 41 Dollars Bid 41 1 1 42 Dollars Bid.  
 3RD SALE { 42 Dollars Bid 42 Dollars Bid DIDY DOODOODOO DIDYOOO Dollars Bid.  
 { 43 Dollars Bid 44 Dollars Bid 44 and 4 and 5 Dollars Bid.  
 { 45 5 5 45 5 5 All Done - SOLD TO AMERICAN TOBACCO COMPANY.

ANNOUNCER:

And the farmer standing by his pile of tobacco that has just been sold exclaims:

THE FARMER:

"The finest tobaccos - the Cream of the Crop."

ANNOUNCER:

There you have it - This is the true story of the origination of this phrase and, day after day, all through the Southland, the buyers of The American Tobacco Company follow the sales and pick out for that famous brand of LUCKY STRIKE, those finest of sun-ripened tobaccos. More than 100 million dollars worth of these tobaccos - the Cream of the Crop - are stored to protect the uniform and built-in quality of LUCKY STRIKE - and guarantee to you at every town and crossroad store in the land the finest cigarette you ever smoked - LUCKY STRIKE - the same fine uniform quality everywhere.



ANNOUNCER:

The Lucky Strike Dance Orchestra continues with  
"Charleston."

(CHARLESTON)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Just a Gigolo"  
and "Ma Mere" - Al Jolson's French Variation of the Mammy Song -  
from the new Broadway Musical Comedy "The Wonder Bar," played by  
special permission of the copyright owners.

(JUST A GIGOLO)

(MA MERE)

ANNOUNCER:

What is the effect of Ultra Violet Rays upon tobacco?  
Dr. E. E. Free, one of America's well-known scientists, addressing  
the Illuminating Engineering Society says: - QUOTE -

"The essential effect of the Ultra Violet is  
the production of better tobacco and of cigarettes regarded  
by virtually all smokers who have tested them as milder  
and with a lesser tendency to cause throat irritation."  
- UNQUOTE.

Here in America LUCKY STRIKE is the only cigarette that  
employs Ultra Violet Rays in the mellowing of tobaccos - the only  
cigarette that brings you the benefits of that exclusive "TOASTING"  
Process which expels harsh irritants present in all raw tobaccos.  
These irritants are sold to others. They are not present in your  
LUCKY STRIKE. LUCKY STRIKE - the finest cigarette you ever  
smoked - made of the finest tobaccos - the Cream of the Crop -  
THEN - "IT'S TOASTED" - an extra secret and exclusive heating  
process. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I Know That You Know" and "Embraceable You," played by special permission of the copyright owners.

(I KNOW THAT YOU KNOW)

(EMBRACEABLE YOU)

ANNOUNCER:

Mr. Rolfe again offers the Romany Gypsies in "Children of the Steppes." Following this, the Lucky Strike Dance Orchestra plays "When My Baby Smiles At Me."

(CHILDREN OF THE STEPPES)

(WHEN MY BABY SMILES AT ME)

ANNOUNCER:

"What Do We Care" and "The King's Horses" by the Lucky Strike Dance Orchestra.

(WHAT DO WE CARE)

(THE KING'S HORSES)

ANNOUNCER:

Every airplane pilot in the United States Military Service costs the government forty thousand dollars to train - but the Government protects its investment by giving every flyer the health protection of a thorough physical examination at frequent intervals. Is your health any the less important? See your physician now. Have a periodic health examination at least twice a year.

We are proud - of course we are proud - that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. I hold in my hand written communications from physicians in different sections of the United States. I will read from two of these communications - to read more would take too much of your time.

One physician writes:-

"I buy ten packages of LUCKY STRIKES to one package of any other brand. They do not irritate my throat like some other cigarettes. Am smoking one as I write this."

Another physician writes:-

"Having experimented with almost every brand of cigarette on the market, I feel justified in making a positive assertion that "Lucky Strikes" are far less irritating than any other."

We are proud - of course we are proud - that 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. LUCKIES are always kind to your throat.

ATX01 0261795

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "The Kerb Step" and "Red Mill Medley."

(KERB STEP)

(RED MILL MEDLEY)

ANNOUNCER:

"Ninety Nine Out Of A Hundred" and "You're A Grand Old Flag" by the Lucky Strike Dance Orchestra.

(NINETY NINE OUT OF A HUNDRED)

(YOU'RE A GRAND OLD FLAG)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The LUCKY STRIKE RADIO HOUR has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/Chilleen  
3/27/31

ATX01 0261796

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

(FINAL  
CORRECTION)

TIME: ( )

WEAF

LUCKY STRIKE RADIO HOUR

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

MARCH 31, 1931

TUESDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Infection always attacks at the weakest point. That's why the first signs of a cold develop in the nose and throat. Avoid irritation at this sensitive spot - beware of unfinished cigarettes. Remember - all cigarettes are unfinished unless harsh irritants have been expelled. LUCKY STRIKE is the only cigarette that offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Sunshine mellow - heat purifies. Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. No wonder 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. No wonder LUCKIES are always kind to your throat.

ATX01 0261797

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open  
with "Breakaway" and "Puttin' On The Ritz."

(BREAKAWAY)

(PUTTIN' ON THE RITZ)

ANNOUNCER:

"Somebody Loves Me" and "Dixie Jamboree" by the Lucky  
Strike Dance Orchestra.

(SOMEBODY LOVES ME)

(DIXIE JAMBOREE)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El  
Tango Romantico playing "Jealousy." Following this, you will again  
hear the Lucky Strike Dance Orchestra in "Plenty of Sunshine For  
You."

(JEALOUSY)

(PLENTY OF SUNSHINE FOR YOU)

ANNOUNCER:

One of America's most popular scientific magazines describes a class in the prevention of colds at a great Eastern University. Regular treatment, including frequent Ultra Violet Ray baths, reduced the number of colds to nearly 50 per cent less than usual. Nearly every day Science calls attention to the marvels of Ultra Violet Rays. No one has yet set a limit for the full powers of Ultra Violet Rays. No one has yet challenged the statement - sunshine mellows - heat purifies. Only LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobaccos - the Cream of the Crop - THEM - "IT'S TOASTED." Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. That's why we say there are only two kinds of cigarettes - finished and unfinished. LUCKY STRIKE is a finished cigarette because "TOASTING" expels harsh irritants. LUCKIES are always kind to your throat.



ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "My Private Personal Pal" and "I'm Sitting On Top Of The World."

(MY PRIVATE PERSONAL PAL)

(I'M SITTING ON TOP OF THE WORLD)

ANNOUNCER:

"Lucky Me, Lovable You" and "Blue Grass" played by the Lucky Strike Dance Orchestra.

(LUCKY ME, LOVABLE YOU)

(BLUE GRASS)

ANNOUNCER:

More than 346 million pounds of tobacco were used in 1930 in cigarettes alone. Compared with 1913 this is an increase of 17 tons a day. More of this enormous pile of tobacco was used in LUCKY STRIKE than in any other cigarette - but only the finest tobaccos - the Cream of the Crop. More than 100 million dollars worth of these finest of fine tobaccos is now being stored to protect the uniform quality of the famous blend of LUCKY STRIKE. But that is only the starting point of LUCKY STRIKE'S superiority. The job is finished only after these choice tobaccos go through the famous and exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. We say finished because there are only two kinds of cigarettes - finished and unfinished. And remember - every cigarette is unfinished unless harsh irritants have been expelled. Only LUCKY STRIKE offers you the throat protection of the exclusive "TOASTING" Process which expels harsh irritants present in all raw tobaccos. These irritants are sold to others. They are not present in your LUCKY STRIKE. Sunshine mellows - heat purifies. Only LUCKY STRIKE offers you the mellowing goodness of modern Ultra Violet Rays. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with  
"Georgia" and "It's A Precious Little Thing Called Love."

(GEORGIA)

(IT'S A PRECIOUS LITTLE THING CALLED LOVE)

ANNOUNCER:

Mr. Rolfe again offers El Tango Romantico playing  
"La Veeda." Following this, the Lucky Strike Dance Orchestra  
plays "Stumbling."

(LA VEEDA)

(STUMBLING)

ANNOUNCER:

"One Love" and "Sometimes I'm Happy" by the Lucky Strike  
Dance Orchestra.

(ONE LOVE)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

Big oaks from little acorns grow - and many a serious illness starts with a neglected little symptom. Remember your physician's advice: "An ounce of prevention is worth a pound of cure." See your physician now. Have a periodic health examination at least twice a year.

We are proud - of course we are proud - that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. I hold in my hand written communications from physicians in different sections of the United States. I will read from three of these communications - to read more would take too much of your time.

One physician writes:-

"Have personally used Lucky Strike for several years and find them less irritating to my throat than any others."

Another physician writes:-

"Unquestionably my throat is less irritated by Lucky Strikes than any other cigarette I smoke."

Still another physician writes:-

"I can recommend Lucky Strike to any one who desires a cigarette which is not irritating to the most sensitive throat."

We are proud - of course we are proud - that 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Makin' Whoopie" and "Lucky Seven."

(MAKIN' WHOOPIE)

(LUCKY SEVEN)

ANNOUNCER:

"Alabama Bound" and "Over There" by the Lucky Strike Dance Orchestra.

(ALABAMA BOUND)

(OVER THERE)

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

\*\*\*\*\*

AGENCY/Chilleen  
3/31/31

ATX01 0261804