



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.

APRIL 2, 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. Don't rasp your throat with harsh irritants present in unfinished cigarettes. Remember there are only two kinds of cigarettes...finished and unfinished. Unfinished cigarettes retain harsh irritants present in all raw tobaccos. LUCKY STRIKE - a finished cigarette - expels 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." Add the benefit of modern Ultra Violet Rays. And, of course, LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Hittin' The Ceilin'" and "I Have To Have You."

(HITTIN' THE CEILIN')

(I HAVE TO HAVE YOU)

ANNOUNCER:

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

(THE PEANUT VENDER)

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, playing "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:

The story of LUCKY STRIKE'S superiority is told in the red circle on the back of each package... in only 25 words. Let me read them to you. QUOTE - "A Blend of Burley, Virginia and Turkish tobacco (based on the original LUCKY STRIKE tobacco formula.) An entirely new principle in cigarette manufacture "IT'S TOASTED." - UNQUOTE. That famous blend of Burley, Virginia and Turkish tobaccos refers to more than 100 million dollars worth of the finest of fine tobaccos - the Cream of the Crop - now stored to insure the uniform quality of LUCKY STRIKE at every town and cross-road store in America. And that new principle refers to the most modern step in cigarette manufacture - described by the phrase "IT'S TOASTED." No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Stein Song" and "Where Have You Been."

(STEIN SONG)

(WHERE HAVE YOU BEEN)

ANNOUNCER:

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

(WEDDING OF THE PAINTED DOLL)

(CALIFORNIA HERE I COME)

ANNOUNCER:

We invited one of the country's leading experts on Ultra Violet Rays to inspect the LUCKY STRIKE Factories. This eminent scientist, now Dean of the Engineering School in one of the country's leading universities, has this to say about the Ultra Violet Ray equipment employed in the manufacture of LUCKY STRIKE Cigarettes. - QUOTE -

"The units in your factories...appear to be the largest unit installations on record for chemical purposes...the most powerful searchlight in the world uses only two-thirds of the arc energy of the bank of twelve arcs in each of your units...the electrical consumption of each unit in fifteen hours would have been equal to the average domestic consumption of electricity in the United States in the whole year of 1928." - UNQUOTE.

Sunshine mellows, Heat purifies. Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in the mellowing of tobaccos. LUCKY STRIKE - made of the finest tobaccos - 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 "Happy Days Are Here Again" and "Babes in the Woods."

(HAPPY DAYS ARE HERE AGAIN)

(BABES IN THE WOODS)

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:

"Dusky Stevedore" by the Lucky Strike Dance Orchestra.

(DUSKY STEVEDORE)

ANNOUNCER:

To use the very words of a former President of the United States. - QUOTE - "IT may well be claimed that the care of the individual and the family health is the first and most patriotic duty of a citizen." - UNQUOTE. So have a periodic health examination at least twice a year. We have told you of those physicians who have stated LUCKIES to be less irritating than other cigarettes. I will read two communications from physicians - to read more would take too much of your time.

One Physician writes:-

"Lucky Strikes are decidedly less irritating to the throat than any other brand which I have used."

Another Physician writes:-

"I have a sensitive throat myself and I can smoke LUCKY STRIKES with less irritation than any other brands."

Remember LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Ninety Nine Out Of A Hundred Wanna Be Loved" and "Grey Bonnet Medley."

(NINETY NINE OUT OF A HUNDRED WANNA BE LOVED)

(GREY BONNET MEDLEY)

ANNOUNCER:

"Oh Baby" and "Ranger's Song" 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 Thursday 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/Chillien
4/2/31

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Bigger and Better" and "On The Mississippi."

(BIGGER AND BETTER)

(ON THE MISSISSIPPI)

ANNOUNCER:

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

(WHY)

(HELLO BEAUTIFUL)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Guatemala Marimba Ensemble playing "La Paloma." Following this, you will again hear the Lucky Strike Dance Orchestra in "Hallelujah."

(LA PALOMA)

(HALLELUJAH)

ANNOUNCER:

The finest tobaccos - the Cream of the Crop - I hold in my hand a letter dated March 14, 1931, from Mr. W. A. Hunt, President of the Citizen's Bank & Trust Company, Henderson, North Carolina, one of the great tobacco centers of the Southland.

Mr. Hunt says: - QUOTE -

"I have observed one thing in the purchase of leaf tobacco on the Henderson market during the past season, that the character of leaf tobacco that was purchased by your company was of very superior grades, and this is one reason, I suppose, that Lucky Strikes are so popular with the people at the present time." - UNQUOTE.

Please do not overlook the fact that this fine tobacco is "TOASTED" - that LUCKY STRIKE is the only cigarette in America that 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 "Sing
Something Simple" and "By The Sea."

(SING SOMETHING SIMPLE)

(BY THE SEA)

ANNOUNCER:

"What Is This Thing Called Love" and "Good Evening,
Friends" played by special permission of the copyright owners,
by the Lucky Strike Dance Orchestra.

(WHAT IS THIS THING CALLED LOVE)

(GOOD EVENING FRIENDS)

ANNOUNCER:

The world's most powerful searchlight uses only two-thirds of the arc energy in each unit of the Ultra Violet Ray equipment employed in LUCKY STRIKE'S exclusive "TOASTING" Process. I have with me a copy of a famous scientist's report - from which I shall read to you. - QUOTE -

"During the course of some recent investigations on the toxicity of irradiated and non-irradiated tobacco samples, we became interested to ascertain whether Ultra Violet Rays produced any change in the quality of the cigarettes. It may interest you to know that I was able to detect a very definite difference in the irritant qualities of the treated and untreated cigarettes. Several tests were made, not only on myself, but others as well, and we experienced little difficulty in selecting the treated or irradiated cigarettes as distinctly less irritating to the mucous membrane of the nose and pharynx than the control or untreated cigarette." - UNQUOTE.

LUCKY STRIKE is the only cigarette in America 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. LUCKY STRIKE - the finest cigarette you ever smoked - 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 "Thank Your Father" played by special permission of the copyright owners, and "Sing You Sinners."

(THANK YOUR FATHER)

(SING YOU SINNERS)

ANNOUNCER:

Mr. Rolfe again offers the Guatemala Marimba Ensemble playing "Marcheta." Following this, by special permission of the copyright owners, the Lucky Strike Dance Orchestra plays "Elizabeth."

(MARCHETA)

(ELIZABETH)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "I Got Rhythm" played by special permission of the copyright owners, and "Two Hearts in 3/4 Waltz Time."

(I GOT RHYTHM)

(TWO HEARTS IN 3/4 WALTZ TIME)

ANNOUNCER:

20,679 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 was smoking another popular and highly advertised brand, my throat became irritated so I switched to Lucky Strikes and find they agree with me much better."

Another physician writes:-

"I have smoked cigarettes for many years. Of late years I have smoked nothing but Lucky Strikes. I can smoke Lucky Strikes with much less irritation than any other brand of cigarettes."

Still another physician writes:-

"I find LUCKY STRIKE Cigarettes less irritating to my throat than any other cigarette that I have smoked. I believe this is due to the Toasting Process."

Don't forget to have your physician give you that periodic health examination and remember LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Waiting For the Robert E. Lee" and "Lady Play Your Mandolin."

(WAITING FOR THE ROBERT E LEE)

(LADY PLAY YOUR MANDOLIN)

ANNOUNCER:

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

(BANDANNA DAYS)

(SONG OF THE VAGABOND)

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 Program of the LUCKY STRIKE DANCE ORCHESTRA comes to you from the NBC Studios in New York.

AGENCY/Chilleen
4/3/31

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

APRIL 7, 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. Did you know that the average Britisher smokes 300 more cigarettes a year than the average American? And LUCKY smokers will be interested to know that their British cousins are showing an overwhelming preference for a certain cigarette which includes modern Ultra Violet Rays in the mellowing of its tobaccos. For your greater enjoyment - remember here in America LUCKY STRIKE is the one and only cigarette that employs modern Ultra Violet Rays.

ANNOUNCER:

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

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ANNOUNCER:

"Look For The Silver Lining," by special permission of the copyright owners, and "Around the Corner," by the Lucky Strike Dance Orchestra.

(LOOK FOR THE SILVER LINING)

(AROUND THE CORNER)

ANNOUNCER:

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

(KOHALA MARCH)

(JERICHO)

ANNOUNCER:

We invited one of the country's leading experts on Ultra Violet Rays to inspect the LUCKY STRIKE Factories. This eminent scientist, now Dean of the Engineering School in one of the country's leading universities, has this to say about the Ultra Violet Ray equipment employed in the manufacture of LUCKY STRIKE Cigarettes - QUOTE -

"The units in your factories...appear to be the largest unit installations on record for chemical purposes...the most powerful searchlight in the world uses only two-thirds of the arc energy of the bank of twelve arcs in each of your units...the electrical consumption of each unit in fifteen hours would have been equal to the average domestic consumption of electricity in the United States in the whole year of 1928." - UNQUOTE.

Sunshine mellows. Heat purifies. Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in the mellowing of tobaccos. LUCKY STRIKE - made of the finest tobaccos - THEM - "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 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" played 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."

(THE PARADE OF THE WOODEN SOLDIERS)

ANNOUNCER:

What does your cigarette smoke leave behind in your throat? It all depends on what kind of cigarette you smoke. Bear in mind there are only two kinds to choose from - finished and unfinished. The unfinished cigarette retain harsh irritants present in all raw tobaccos. The finished cigarette comes to you with harsh irritants expelled. LUCKY STRIKE - a finished cigarette - made of the Cream of the Crop - THEN - "IT'S TOASTED" - an extra secret and exclusive heating process. It is this process that expels harsh irritants. 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 "Lucky Seven" and "Ma Blushin' Rose."

(LUCKY SEVEN)

(MA BLUSHIN' ROSE)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders in "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," played by special permission of the copyright owners, by the Lucky Strike Dance Orchestra.

(TALES FROM THE VIENNA WOODS)

(MEDLEY FROM FOLLOW THRU)

ANNOUNCER:

You are all familiar with the handwriting of your physician. You see it when he writes a prescription for you when you are ill. Often it is quaint and hard to read. I have before me an interesting bit of handwriting from one of the many thousands of physicians who have written to us. It reads: - QUOTE -

"They are less irritating, because Lucky Strike Cigarettes do not leave that burning feeling in your throat that I have experienced in other cigarettes." - UNQUOTE.

And from another fellow-physician we get this opinion:

- QUOTE -

"For the past seven years I smoked 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." - UNQUOTE.

When you see your physician about that periodic health examination - ask him about LUCKY STRIKE Cigarettes. We trust his judgment - just as you do.

ANNOUNCER:

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

(FINE AND DANDY)

(MY HEART STOOD STILL)

ANNOUNCER:

"'Leven Thirty Saturday Night" and "Yankee Doodle Boy" by the Lucky Strike Dance Orchestra.

('LEVEN 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 Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/Chilleen
4/7/31

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.

APRIL 9, 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.

You know how warm and soothing the sun can be in the summer season when plants grow. Can you picture 340 suns shining at one time? According to a former consulting physicist of the U.S. Department of Agriculture, Dr. E. E. Free, it would take 340 suns shining at once upon the tobacco-growing regions to produce the mellowing effect of modern Ultra Violet Rays employed in the manufacture of LUCKY STRIKE Cigarettes. And LUCKY STRIKE is the only cigarette in America that makes this addition to your smoking enjoyment.

ANNOUNCER:

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)

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 "Doin'
The Raccoon."

(LA CUMBARSAITA)

(DOIN' THE RACCOON)

ANNOUNCER:

Some people almost always seem to have a sore throat. If you are one of these, perhaps you are smoking the wrong kind of cigarette. Did you know, for instance, that really there are only two kinds of cigarettes - finished and unfinished? Unfinished cigarettes retain harsh irritants present in all raw tobaccos. LUCKY STRIKE - a finished cigarette - made of the Cream of the Crop - expels harsh irritants through the exclusive "TOASTING" Process. And that is your throat protection against irritation - against cough.

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" played by the Lucky Strike Dance Orchestra.

(CHEERFUL LITTLE EARFUL)

(HOSANNA)

ANNOUNCER:

We quote the following from a letter received from the Pacific Coast Representative of one of America's greatest newspapers: - QUOTE -

"I recently had occasion to ride in a Yellow cab in San Francisco. The driver, at his own expense, maintains cigarettes in his cab for the convenience of his customers. I noticed that he used LUCKY STRIKE Cigarettes, and I asked him why he did this. He told me that he had tried switching to different brands, but that the majority of his customers preferred LUCKY STRIKES, and now he is using them exclusively." - UNQUOTE.

LUCKY STRIKES quality begins with the finest tobacco - the Cream of the Crop. It is finished only after that fine tobacco has undergone the famous "TOASTING" Process which removes harsh irritants present in all raw tobacco - LUCKY STRIKES made of the Cream of the Crop - "IT'S TOASTED."

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Hello Beautiful" and "Stumbling."

(HELLO BEAUTIFUL)

(STUMBLING)

ANNOUNCER:

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

(EL CHOCOLO)

(LADY LUCK)

ANNOUNCER:

"Who" and "My Temptation" by the Lucky Strike Dance Orchestra.

(WHO)

(MY TEMPTATION)

ANNOUNCER:

"I have been a cigarette smoker for about 22 years and in this time have tried several kinds, but somehow have come to where I say - give me Lucky Strikes." And, ladies and gentlemen, these are the very words sent to us by one of the many thousands of physicians who have stated LUCKIES to be less irritating than other cigarettes.

Next time you have your periodic health examination, ask your physician about LUCKY STRIKE. More than likely his answer will be in our favor - and therefore in yours, too. For no other cigarette in the world can point to such remarkable recognition from physicians. And so we say in all sincerity - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "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 Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/Chilleen
4/9/31

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.

APRIL 11, 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.

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

1. (BLACK BOTTOM)

1A (WHEN THE RED RED ROBIN COMES BOB BOB BOBBING ALONG)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "School Days."

2. (SCHOOL DAYS)

ANNOUNCER:

That was surprising news the other day, when a famous physician was quoted by the press to have stated that, in his opinion, bran and similar roughage is conducive to ill-health rather than making for good health. But nobody could mistake his meaning. Everybody knows how rough bran is - and therefore, irritating. Irritants are harmful to any part of the body - especially to your throat. There are only two kinds of cigarettes - finished and unfinished. And every cigarette is unfinished unless harsh irritants have been expelled. Lucky Strike is the only cigarette in America that offers you the throat protection of the exclusive TOASTING Process which expels harsh irritants present in all raw tobaccos.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Shaking the Blues Away." Following this, as a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist, rendering: "The Doll Dance."

3. (SHAKING THE BLUES AWAY)

3A (THE DOLL DANCE)

ANNOUNCER:

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

4. (BUBBLING OVER)

4A (EVERYTHING IS PEACHES DOWN IN GEORGIA)

ANNOUNCER:

"Yearning" and "Ma' Blushin' Rosie" by the Lucky Strike Dance Orchestra.

5. (YEARNING)

5A (MA BLUSHIN' ROSIE)

ANNOUNCER:

Deer hunting is a man's sport and a certain physician who had returned from a two weeks' vacation -fit as a fiddle--wrote us: "For several years I smoked another brand of cigarettes until last November, when I was up in the north woods deer hunting. One of the party, to whom was delegated the task of providing provisions, provided only Lucky Strikes in the cigarette line. I at first was disappointed not to have had my favorite brand, but before the two weeks were up I was a complete convert to Lucky Strikes, I, too, had noted...that the throat irritation was much less than with my old brand...I came to the conclusion that the pre-heating of the tobacco must volatilize certain irritating substances and yet not sacrifice any of the flavor of the tobacco." This is a letter from one physician, and 20,679 physicians have written us stating that Luckies are less irritating than other cigarettes. We suggest that you ask your physician about Luckies the next time you visit him for that periodic health examination.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with
"SMILE Darn You , Smile". and "Red Lips"

6. (SMILE DARN YOU SMILE)

6½ (RED LIPS)

ANNOUNCER:

"Baltimore" and "After You've Gone" by the Lucky
Strike Dance Orchestra.

7. (BALTIMORE)

7½ (AFTER YOU'VE GONE)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ
playing "Trees". Following this you will again hear the Lucky
Strike Dance Orchestra in "Sweet Jennie Lee"

8. (TREES)

8½ (SWEET JENNIE LEE)

ANNOUNCER:

Spring is here! The warm kindly sun climbs northward, loosening the harsh grip of winter. The frozen earth stirs warmly; buds burst into flower. Truly, sunshine mellows! Scientists believe that the mellowing influence of sunshine is due to the action of the Ultra Violet Rays. Is it any wonder, then, that the tobaccos which go into LUCKY STRIKE Cigarettes are richer, riper, mellow? Modern Ultra Violet Rays are included in the exclusive toasting process. And remember--Lucky Strike is the only cigarette in America that through its toasting process makes this addition to your smoking enjoyment. No wonder Luckies are always kind to your throat.

ANNOUNCER:

"King's Horses" and "King Chanticleer" by the Lucky
Strike Dance Orchestra.

9. (KING'S HORSES)

9½ (KING CHANTICLEER)

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra continue
with "El Capitan" and "Here In My Arms."

10 (EL CAPITAN)

10½ (HERE IN MY ARMS)

ANNOUNCER:

Hold a LUCKY STRIKE cigarette in your hand - examine it - you will see that some of the shredded tobacco is lighter - some is darker. There are many choice varieties of tobacco in that cigarette of yours - tobaccos assembled from all over the world - from Turkey - from Virginia - the Carolinas - from Kentucky - and always - the choicest leaves, carefully selected. The American Tobacco Company has \$100,000,000 worth of such tobaccos - the Cream of many Crops - constantly stored to guarantee the uniform quality of your LUCKY STRIKE. But these fine tobaccos are only the beginning! That famous blend of LUCKY STRIKE is not finished until these fine tobaccos have been "TOASTED" and harsh irritants present in all raw tobaccos are thereby expelled for your protection and enjoyment.

ANNOUNCER:

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

11. (MISS ANNABELLE LEE)

11½ (VICTOR HERBERT MEDLEY)

Fortune Teller
Ball and Chain
Good Bye John
Oriental Dance
Gypsy Love Song
"Gzardus" from "Fortune Teller"

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 Dance Orchestra has come to you from
the NBC Studios in New York.

AGENCY: EJ:MFH:DM
4/11/31

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

(FINAL
CORRECTION)

TIME: ()

WEAF

THE LUCKY STRIKE RADIO HOUR

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

APRIL 14, 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.

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:

The Lucky Strike Dance Orchestra plays "Hello Beautiful" and "By The Sea."

(HELLO BEAUTIFUL)

(BY THE SEA)

ANNOUNCER:

A New York newspaper recently told of a mechanical man who sits down, lights a cigarette, and smokes it. Of course, it makes no difference what kind of cigarette this steel-throated robot smokes. But remember, when you smoke a cigarette, it must be one which is made for a human throat - your throat. Lucky Strike is mellowed by modern Ultra Violet Rays - the only cigarette in America that, through its exclusive "TOASTING" Process, makes this addition to your smoking enjoyment - protecting your throat against irritation - against cough.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Georgia."

Following this, as a special feature this evening, Mr. Rolfe offers the Romany Gypsy Orchestra, rendering "Souvenir de Budapest."

(GEORGIA)

(SOUVENIR DE BUDAPEST)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Varsity Drag," played by special permission of the copyright owners, and "Charleston."

(VARSITY DRAG)

(CHARLESTON)

ANNOUNCER:

"Just a Gigolo" and "Ma Mere" (from the Wonder Bar) played by special permission of the copyright owners, by the Lucky Strike Dance Orchestra.

(JUST A GIGOLO)

(MA MERE)

ANNOUNCER:

A New York woman and her husband made a real test of the truthfulness of LUCKY STRIKE advertising. On Tuesday, April 7th, they listened to the Lucky Strike Dance Orchestra and heard our reference to the large number of physicians who have stated LUCKY STRIKES to be less irritating. They also heard the suggestion "When you see your physician about that periodic health examination, ask him about LUCKY STRIKE Cigarettes." This woman now writes us as follows: "Your suggestion prompted my husband to consult our physician and he asked him about Lucky Strikes. He strongly approved his choice of the brand and pointed out to him that the purification of the tobaccos by heat which you refer to in your radio announcement, unquestionably provides a cigarette of greater mildness and consequently of less irritating effect upon the throat. While you did not know we were checking up on you I thought you might be interested in the result."

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 Gypsy Orchestra, playing "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:

The finest of raw tobaccos are like diamonds in the rough. That's why it's the finish that counts. And that's why there are two and 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. That's the reason LUCKIES are always kind to your throat.

ANNOUNCER:

"What do We Care" and "King's Horses" by
the Lucky Strike Dance Orchestra.

(WHAT DO WE CARE)

(KING'S HORSES)

ANNOUNCER:

"The Kerb Step" and "Red Mill Medley"
by the Lucky Strike Dance Orchestra.

(THE KERB STEP)

(THE RED MILL MEDLEY)

ANNOUNCER:

When a lawyer makes a statement before a jury he backs it up with sound evidence -- and facts. The manufacturers of LUCKY STRIKES believe sincerely in that method. Not until 20,679 American physicians gave supporting evidence to the claim -- "LUCKIES are less irritating than other cigarettes" -- were you told this important fact. Here are the statements two physicians have sent to us:

One Writes: -

"Have smoked LUCKY STRIKES almost exclusively for nine years, more than a package a day, without experiencing any irritation or any impairment of voice."

Another physician writes: -

"I have smoked LUCKY STRIKES quite a great deal and noticed that they did not bite the tongue or irritate the throat as other cigarettes do."

Your physician is the man whose scientific knowledge you rely upon when you have a periodic health examination. The next time you see your physician -- ask him his opinion of the statement "LUCKIES are always kind to your throat."

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 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/McB/MFH/Chilleen
4/14/31

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.

APRIL 16, 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.

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

(BIGGER AND BETTER)

(LUCKY SEVEN)

ANNOUNCER:

More than 346 million pounds of tobacco were used in 1930 in cigarettes alone. More than 100 million dollars worth of these finest of fine tobaccos are 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. 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. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

ANNOUNCER:

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

(TEA FOR TWO)

(BLACK BOTTOM)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers
Lew White, world-famed Organist rendering, "When The Organ Played
At Twilight."

(WHEN THE ORGAN PLAYED AT TWILIGHT)

ANNOUNCER:

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)

(FROM AN ANNOUNCER OTHER THAN MR. THORGERSEN)

Many radio listeners have commented upon the sincerity and conviction which Mr. Thorgersen, the radio announcer on the LUCKY STRIKE radio program, puts into his announcements. There's an interesting story back of this. Mr. Thorgersen's announcements reflect the sincerity of a man who has actually seen what he talks about. Mr. Thorgersen has gone through the plants where LUCKY STRIKES are manufactured.....he has seen what we mean by the Cream of the Crop...he has observed the famous "TOASTING" Process, expelling harsh irritants present in all raw tobaccos.... he has actually smelled these harsh irritants, after they had been expelled and he knows the thrill of having seen the great batteries of Ultra Violet Ray machines that mellow the fine LUCKY STRIKE tobaccos. You may be sure that he has a great and honest belief in the benefits of "TOASTING." And so it should not be surprising that Mr. Thorgersen is able to put so much sincerity and expression into his words.

MR. THORGERSEN:

Thank you, Mr. Havrilla. Every word you have said is true. When I say LUCKIES are always kind to your throat they are more than words to me...when I say them, I see before me a complete picture of what I saw down in the plants at Reidsville, when I witnessed every step of the famous and exclusive "TOASTING" Process, and found out the reason why LUCKIES are always kind to your throat.

ANNOUNCER:

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

(THE MOOCHI)

(THANK YOUR FATHER)

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "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, you will again hear the Lucky Strike Dance Orchestra in "Charley My Boy."

(LOVER COME BACK TO ME)

(CHARLEY MY BOY)

ANNOUNCER:

When you step up to a counter to buy a package of cigarettes - please remember this important fact - you really have only two kinds to choose from...finished and unfinished. Unfinished cigarettes contain harsh irritants present in all raw tobaccos. LUCKY STRIKE - a finished cigarette - comes to you after harsh irritants have been expelled. They are not present in your LUCKY STRIKE. "TOASTING" - an extra secret and exclusive heating process - expels them - We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. Reach for a LUCKY - and you choose a finished cigarette - a modern cigarette, kind to your throat - LUCKIES are always kind to your throat.

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:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue
with "Jericho" and "Say It With Music," played by special
permission of the copyright owners.

(JERICHO)

(SAY IT WITH MUSIC)

ANNOUNCER:

A challenge: It concerns our reference to that great number of physicians who have stated LUCKY STRIKES to be less irritating than other cigarettes. "On what authority do you make this statement," writes a radio listener. Here is the answer to the challenge! The manufacturers of LUCKY STRIKE have handed me a copy of a signed statement by Messrs. Lybrand, Ross Bros. & Montgomery, nationally-known public accountants and auditors. From that document, I read as follows: - QUOTE -

"Questionnaire to Doctors:

1. In your judgment is the heat treatment, or Toasting Process, applied to tobaccos previously aged and cured, likely to free the cigarette from irritation to the throat?

2. Do you think from your experience with LUCKY STRIKE Cigarettes, that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

We certify that we have examined signed cards answering Question One and Question Two, and that there are 18,781 affirmative answers to Question One and 20,679 affirmative answers to Question Two." - SIGNED - LYBRAND, ROSS BROS. & MONTGOMERY.

(Accountants and Auditors) - UNQUOTE.

Certainly, no individual in all America can question the veracity of this nationally-known firm of expert accountants. Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

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

(ALABAMA BOUND)

(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 Program of the LUCKY STRIKE Dance Orchestra has
come to you from the NBC Studios in New York.

AGENCY/Chilleen
4/16/31

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.

APRIL 18 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.

B. A. Rolfe and his Lucky Strike Dance Orchestra open
with "King Cotton" and "Crazy Song".

(KING COTTON)

(CRAZY SONG)

ANNOUNCER:

A word about advertising. Would the radio listener rather take his advertising straight or sugar-coated? The manufacturers of LUCKY STRIKE Cigarettes prefer the straight-from-the-shoulder method of salesmanship. And so we take this great opportunity to tell you the facts about the use of Ultra Violet Rays in the "TOASTING" of LUCKY STRIKE tobaccos. Every one knows that sunshine mellows and Dr. E. E. Free, one of the many scientists who have approved of our use of the Ultra Violet Ray in the mellowing of LUCKY STRIKES, said in a recent public address - QUOTE

- "The essential effect of the Ultra Violet Ray 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.

Thank you, Dr. Free.

Remember - LUCKY STRIKE is the only cigarette in America that through its "TOASTING" Process makes this addition to your smoking enjoyment. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

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

(I GOT RHYTHM)

(THE PEANUT VENDOR)

ANNOUNCER:

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

(STARTING AT THE BOTTOM)

(LOVER COME BACK TO ME)

(One chorus of negro chant being hummed. Chant dies away gradually -- allowing for slight pause before announcement)

ANNOUNCER: (With Southern accent)

Well Suh, here we are in the Southland. Lookin' at broad, golden fields of sun-ripened tobaccos that stretch out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Up the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes Suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You all listen now to the workers chanting in the fields.

(CHANT OF THE DARKIES) (Chant is loud here for twenty seconds -- then grows fainter till Mr. Thorgerson says LUCKY STRIKE. By this time it has died out entirely.)

ANNOUNCER:

The planter standing by, watches the harvesting as a mother watches her child -- his pride and joy -- the finest tobaccos -- the Cream of the Crop -- the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos -- The Cream of many Crops throughout the world -- are constantly being purchased by The American Tobacco Company for your LUCKY STRIKE -- but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette -- a finished cigarette -- LUCKY STRIKE -- the cigarette from which harsh irritants, present in all raw tobaccos, have been expelled by the exclusive "TOASTING" Process -- your throat protection against irritation -- against cough.

ANNOUNCER:

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

(PLENTY OF SUNSHINE FOR YOU)

(WABASH MOON)

ANNOUNCER:

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

(SOMETIME'S I'M HAPPY)

(HITTIN' THE BOTTLE)

ANNOUNCER:

"So Long Mary" and "Get Happy" by the Lucky Strike Dance Orchestra.

(SO LONG MARY)

(GET HAPPY)

ANNOUNCER:

Every cigarette - yes, every cigarette starts with raw tobaccos...but it's the process of manufacture that separates cigarettes into two classes - and only two classes - finished and unfinished. Unfinished cigarettes retain harsh irritants present in all raw tobaccos. LUCKY STRIKE - a finished cigarette - comes to you after harsh irritants present in all raw tobaccos have been expelled through the exclusive "TOASTING" Process. And that is your throat protection. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE, a finished cigarette. No wonder LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Hittin' the Ceiling" and "Hosanna".

(HITTIN' THE CEILING)

(HOSANNA)

ANNOUNCER:

"Happy Feet" by the Lucky Strike Dance Orchestra. Following this Mr. Rolfe again offers Andy Sanella and his guitar playing "Wind in the Willows".

(HAPPY FEET)

(WIND IN THE WILLOWS)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Canadian Capers" and "Body and Soul".

(CANADIAN CAPERS)

(BODY AND SOUL)

No doubt you've often wondered about the meaning of that peculiar looking letter "R" with a line drawn through it which appears on every Doctor's prescription. The origin of this famous symbol is from the Latin word "recipe" which means TAKE. And when your physician says "take" you know that he advises you in the best interest of your health.

From more than 20,000 American physicians has come the opinion that LUCKIES are less irritating than other cigarettes.

One physician writes:

"I personally smoke Lucky Strikes because of their uniform flavor and have at no time felt any inconvenience from an irritated throat, as I have experienced with other brands."

And another physician writes:

"I use Lucky Strike all the time myself and find them less irritating to the throat than any other cigarettes. In fact they are the best."

Why not benefit by your physician's experience and long scientific training by taking that periodic health examination. And when you're with your physician, we suggest that you verify our statement that LUCKIES are always kind to your throat.

ANNOUNCER:

"Give My Regards to Broadway" and "Pack Up Your Troubles
In Your Old Kit Bag & Smile" by the Lucky Strike Dance Orchestra.

(GIVE MY REGARDS TO BROADWAY)

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

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 Dance Orchestra has come to you from
the NBC Studios in New York.

AGENCY:EJ:MFH:HM

4/18/31

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

(FINAL
REVISION)

TIME: ()

WEAF

THE LUCKY STRIKE RADIO HOUR

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

APRIL 21, 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.

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" by the Lucky Strike Dance Orchestra.

(WHEN HEARTS ARE YOUNG)

ANNOUNCER:

Here is a fact for you - seven cigarettes are smoked today where one was smoked sixteen years ago, according to figures compiled by a prominent New York economist. Much of this increase is due to the fact that modern smokers have discovered the superiority of the TOASTED cigarette - LUCKY STRIKE. And don't forget there are only two kinds of cigarettes - finished and unfinished. The unfinished cigarette still has in it harsh irritants present in all raw tobaccos. LUCKY STRIKE is preferred by millions because it is finished - because harsh irritants present in all raw tobaccos have been expelled -- driven out -- expelled by LUCKY STRIKE'S exclusive "TOASTING" Process. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. That's the reason LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Charleston." Following this, as a special feature this evening, Mr. Rolfe offers the South Sea Islanders in a "Medley of typically Hawaiian Songs."

(CHARLESTON)

(MEDLEY OF TYPICALLY HAWAIIAN SONGS)

ANNOUNCER:

"Sunny" and "Rose Marie" both played by special permission of the copyright owners by the Lucky Strike Dance Orchestra.

(SUNNY)

(ROSE MARIE)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Sweet and Low Down" and "Babes in the Wood."

(SWEET AND LOW DOWN)

(BABES IN THE WOOD)

MR. THORGERSEN:

The finest tobacco - the Cream of the Crop - let's take you with us here to the Southland among the tobacco fields. Listen to the whistle of the steamboat around the bend of the river.

(Three blasts of ship's whistle, sound of ship puffing, water, then chant of workers. One chorus of negro chant being hummed full. Chant dies away gradually - allowing for slight pause before announcement.)

MR. BOND: (With Southern Accent) (Chant is low all thru this announcement.)

Well, suh, look at those broad, golden fields of sun-ripened tobaccos that stretch out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Down the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes Suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You-all listen now to the workers chanting in the fields.

(CHANT OF THE DARKIES - (Chant is loud here for twenty seconds - then grows faint and continues all thru Mr. Thorgersen's announcement.)

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child - his pride and joy - the finest tobaccos - the Cream of the Crop - the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos - the Cream of many crops throughout the world -- are constantly being purchased by The American Tobacco Company for your LUCKY STRIKE - but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette - a finished cigarette - LUCKY STRIKE - the cigarette from which harsh irritants, present in all raw tobaccos, have been expelled by the exclusive "TOASTING" Process - your throat protection against irritation - against cough.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I'm Wild About Harry" and "Alexander's Ragtime Band."

(I'M WILD ABOUT HARRY)

(ALEXANDER'S RAGTIME BAND)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Liza." Following this, Mr. Rolfe again offers the South Sea Islanders in another "Hawaiian Medley."

(LIZA)

(HAWAIIAN MEDLEY)

ANNOUNCER:

"Alexander Don't You Love Your Baby No More" and "Tell Me Little Gypsy," played by special permission of the copyright owners, by the Lucky Strike Dance Orchestra.

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

(TELL ME LITTLE GYPSY)

ANNOUNCER:

A recent front-page news item in the New York Times tells of the search which scientists are making for an unknown vitamin. Because work already done convinces them that such a vitamin does exist, it will not be surprising if we shortly hear of its discovery. A romantic adventure these explorers are setting out upon! It was this same spirit of scientific inquiry, backed by thorough knowledge of tobacco chemistry not equalled anywhere outside The American Tobacco Company, which led to the discovery of the benefits of Ultra Violet Rays when applied to tobaccos. Science had previously demonstrated that the mellowing of tobaccos is a process of oxidation. The manufacturers of LUCKY STRIKE applied this knowledge as they studied the effects of Ultra Violet Rays on vegetable matter and thereby achieved a great advance and improvement in the process of "TOASTING" LUCKY STRIKE tobaccos - a process which is exclusive and unique to LUCKY STRIKE. LUCKY STRIKE - the only cigarette in America that, through its "TOASTING" Process, makes this addition to your smoking enjoyment - the mellowing benefits of Ultra Violet Ray.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Do Do Do" and "Say It With Music" both played by special permission of the copyright owners.

(DO DO DO)

(SAY IT WITH MUSIC)

ANNOUNCER:

"Every Little Movement" and "Fine and Dandy" by the Lucky Strike Dance Orchestra.

(EVERY LITTLE MOVEMENT)

(FINE AND DANDY)

ANNOUNCER:

There are two letters in the alphabet which, placed after a man's name, give him universal respect and confidence. These letters are - M.D. - Doctor of Medicine. We have received thousands of communications signed with those letters - M.D. These physicians stated LUCKIES to be less irritating than other cigarettes. To use the very words of one physician —

"The Lucky Strike Cigarettes which I have smoked are absolutely non-irritating to the throat — something that I cannot say of other cigarettes I have used."

And another physician writes —

"I smoke Lucky Strikes and don't have that morning cough which other cigarettes cause."

When you see your physician for that periodic health examination ask him about LUCKIES. Prove to yourself that LUCKIES are always kind to your throat.

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.

APRIL 23, 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.

B. A. Rolfe and his Lucky Strike Dance Orchestra open
with "Hittin' The Ceiling" and "I Have To Have You."

(HITTIN' THE CEILING)

(I HAVE TO HAVE YOU)

ANNOUNCER:

One of the most mysterious elements known to chemistry is Ultra Violet Rays. And strange are their uses. Did you ever hear of Black Light? Through a specially prepared screen, modern Science has produced an invisible black light under which genuine pearls can be told from the most cleverly made imitations; through which counterfeit currency can easily be detected. Nearly every day wonderful new uses are being discovered for Ultra Violet Rays. And the use which modern smokers appreciate is the mellowing of the LUCKY STRIKE Tobaccos with Ultra Violet Rays. LUCKY STRIKE, you must remember, is the only cigarette in America that through its exclusive "TOASTING" Process makes this addition to your smoking enjoyment.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "The Peanut Vendor" and "Kickin' A Hole In The Sky."

(THE PEANUT VENDOR)

(KICKIN' A HOLE IN THE SKY)

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 playing "Alabama Bound."

(AH SWEET MYSTERY OF LIFE)

(ALABAMA BOUND)

ANNOUNCER:

"Stein Song" and "Where Have You Been" by the Lucky Strike Dance Orchestra.

(STEIN SONG)

(WHERE HAVE YOU BEEN)

MR. THORGERSEN:

The finest tobacco - the Cream of the Crop - let's take you to the Southland among the tobacco fields. Listen to the whistle of the steamboat around the bend of the river:

(Three blasts of ship's whistle, sound of ship puffing, water, then chant of workers. One chorus of negro chant being hummed full. Chant dies away gradually -- allowing for slight pause before announcement.)

MR. BOND: (With Southern Accent) (Chant is low all thru this announcement.)

Well, suh, look at those broad, golden fields of sun-ripened tobaccos that stretch out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Up the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes Suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You all listen now to the workers chanting in the fields.

(CHANT OF THE DARKIES) (Chant is loud here for twenty seconds -- then grows faint and continues all through Mr. Thorgersen's announcement.)

(MR. THORGERSEN'S ANNOUNCEMENT ON NEXT PAGE)

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child -- his pride and joy -- the finest tobaccos - the Cream of the Crop - the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos...The Cream of many Crops throughout the world -- are constantly being purchased by The American Tobacco Company for your LUCKY STRIKE -- but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette -- a finished cigarette -- LUCKY STRIKE -- the cigarette from which harsh irritants, present in all raw tobaccos, have been expelled by the exclusive "TOASTING" Process -- your throat protection against irritation -- against cough.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers
"Wedding of the Painted Doll" and "California Here I come".

(WEDDING OF THE PAINTED DOLL)

(CALIFORNIA HERE I COME)

ANNOUNCER:

"Happy Days are Here Again" and "Babes in the Wood"
by the LUCKY STRIKE Dancy Orchestra.

(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, you will again hear
the LUCKY STRIKE Dance Orchestra in "That Certain Feeling"

(WHEN DAY IS DONE)

(THAT CERTAIN FEELING)

ANNOUNCER:

An interesting question. It comes from a physician in Washington, D.C. who seeks information about our oft-repeated statement that harsh irritants, present in all raw tobaccos, are expelled from the LUCKY STRIKE tobacco, by the "TOASTING" Process, and then sold to others -- sold to others -- and therefore not present in your LUCKY STRIKE.

Just what do we mean by this statement that these irritants are sold to others?

What would you say?

Frankly, we never thought that there could be two meanings to our statement, so we are glad to take this opportunity to make the one and only meaning absolutely clear. The harsh irritants present in all raw tobaccos, which are expelled by LUCKY STRIKE'S exclusive "TOASTING" Process, are sold to manufacturers of chemical compounds. In other words, the removal of irritants in the manufacture of LUCKY STRIKE is not a mere laboratory procedure for the purpose of getting an advertising phrase -- it is a definite and vitally important process in rendering LUCKY STRIKE Cigarettes less irritating than other cigarettes. And that is what we mean when we say -- there are only two kinds of cigarettes -- finished and unfinished. The unfinished cigarette has in it harsh irritants present in all raw tobaccos. LUCKY STRIKE -- a finished cigarette -- comes to you after harsh irritants present in all raw tobaccos have been expelled through the exclusive "TOASTING" Process. That is why LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Dusky Stevedore."

(DUSKY STEVEDORE)

ANNOUNCER:

"Ninety Nine Out Of A Hundred" and "Grey Bonnet Medley"

by the Lucky Strike Dance Orchestra.

(NINETY NINE OUT OF A HUNDRED)

(GREY BONNET MEDLEY)

ANNOUNCER:

What are you going to do on your vacation this summer? One thing is certain, you will want to keep in the open air, breathe deeply and take plenty of exercise. That is the advice of your physician, and who can better advise you? The American Tobacco Company has also received written communications from more than 20,000 American physicians, in regard to LUCKY STRIKE Cigarettes ---- They state that LUCKIES are less irritating than other cigarettes.

One physician writes us -

"I have smoked many hundred Lucky Strike Cigarettes and find them less irritating than any other to my own sensitive throat."

Another physician writes:-

"From my personal experience with Lucky Strike Cigarettes, I can highly recommend them to all who wish a good cigarette, free from irritation to mouth and throat."

These are the men -- American physicians -- on whom you depend when you have your periodic health examination. Ask your own physician about LUCKY STRIKE and prove to yourself that LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer
"Oh Baby," and "Ranger's Song."

(OH BABY)

(RANGER'S SONG)

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 Program of the LUCKY STRIKE Dance Orchestra has
come to you from the NEC Studios in New York.

AGENCY/MH/HM/EJ/BL/Chilleen
4/23/31

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

(FINAL
CORRECTION)

TIME: ()

WEAF

THE LUCKY STRIKE RADIO HOUR

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

APRIL 25, 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.

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Roll on Mississippi" and "Bandanna Days."

(ROLL ON MISSISSIPPI)

(BANDANNA DAYS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Donna Clara," from the "Wonder Bar."

(DONNA CLARA)

ANNOUNCER:

So revolutionary - so outstanding an achievement is LUCKY STRIKE'S use of modern Ultra Violet Rays in the "TOASTING" of its tobaccos that even scientists, when they studied the subject, were amazed. I hold in my hand a letter dated March 12, 1931, from a former Consulting Physicist of the U. S. Department of Agriculture, Dr. E. E. Free. Dr. Free, who had previously been retained to study our Ultra Violet process, also studied LUCKY STRIKE'S advertising. Knowing the facts as he does, he believes that we should give all the facts so that every reader may know the importance of Ultra Violet Ray when applied to tobaccos. He writes:

"One is impressed. . . by what seems to be a prevalent feeling among scientific men and others that the Ultra Violet Ray advertising, to put it bluntly, is bunk. This feeling usually disappears, once these individuals are told the real facts; especially, the great intensity of Ultra Violet radiation used, the large amount of scientific work which has been done, and the theory held as to the chemical character of the Ultra Violet effects."

Thank you, Dr. Free. Heat purifies, sunshine mellows -- and LUCKY STRIKE is the one and only cigarette in America that, through its exclusive "TOASTING" Process, makes this addition to your smoking enjoyment -- the mellowing goodness of modern Ultra Violet Rays.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Lady Lucky." Following this, as a special feature this evening Mr. Rolfe offers El Tango Romantico rendering "La Cumparsita."

(LADY LUCK)

(LA CUMPARSITA)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Elizabeth" and "What Do We Care."

(ELIZABETH)

(WHAT DO WE CARE)

ANNOUNCER:

"Babes in the Wood" and "Birth of Passion" by the Lucky Strike Dance Orchestra.

(BABES IN THE WOOD)

(BIRTH OF PASSION)

MR. THORGERSEN:

The finest tobacco - the Cream of the Crop - let's take you to the Southland among the tobacco fields. Listen to the whistle of the steamboat around the bend of the river:

(Three blasts of ship's whistle, sound of ship puffing, water, then chant of workers. One chorus of negro chant being hummed full. Chant dies away gradually -- allowing for slight pause before announcement.)

MR. BOND: (With Southern Accent) (Chant is low all thru this announcement.)

Well, suh, look at those broad, golden fields of sun-ripened tobaccos that stretch out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Up the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes Suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You all listen now to the workers chanting in the fields.

(CHANT OF THE DARKIES) (Chant is loud here for twenty seconds -- then grows faint and continues all through Mr. Thorgersen's announcement.)

(MR. THORGERSEN'S ANNOUNCEMENT ON NEXT PAGE)

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child -- his pride and joy -- the finest tobaccos - the Cream of the Crop - the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos ... the Cream of many Crops throughout the world -- are constantly being purchased by The American Tobacco Company for your LUCKY STRIKE -- but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette - LUCKY STRIKE. "TOASTING" expels from LUCKY STRIKE tobaccos certain harsh irritants present in all raw tobaccos - And so "TOASTING" is your throat protection against irritation - against cough.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Medley from "Follow Thru," played by special permission of the copyright owners, and "Miss Annabelle Lee."

(MEDLEY FROM "FOLLOW THRU" - Button Up Your Overcoat)
I Want To Be Bad }
You Wouldn't Fool Me }
Button Up Your Overcoat)

(MISS ANNABELLE LEE)

ANNOUNCER:

"Makin' Whoopee" by the Lucky Strike Dance Orchestra.
Following this, Mr. Rolfe again offers El Tango Romantico playing "El Choclo."

(MAKIN' WHOOPÉE)

(EL CHOCLO)

ANNOUNCER:

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

(I WANT TO BE HAPPY)

ANNOUNCER:

Ask your physician what cigarette is best for you. We are confident he will agree with the 20,679 American physicians whose written statements are in our files that LUCKIES are less irritating than other cigarettes. I read from two of these written statements of physicians.

One of them writes:

"I think the Toasting process applied to tobaccos gives them a mildness easy on the throat. I find LUCKY STRIKE Cigarettes less irritating to sensitive throats than any other."

Another writes:

"LUCKY STRIKE Cigarettes are less irritating to the throat....than any I have ever tried."

When we say LUCKIES are always kind to your throat it is not merely a manufacturer's enthusiasm about his product. It is a sincere expression of faith in our product, and remember, 20,679 physicians have stated LUCKY STRIKE to be less irritating than other cigarettes.

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:

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

(POPULARITY)

(HITTIN' THE BOTTLE)

ANNOUNCER:

An interesting question. It comes from a physician in Washington, D.C. who seeks information about our oft-repeated statement that certain harsh irritants, present in all raw tobaccos, are expelled from the LUCKY STRIKE tobacco by the "TOASTING" Process, and then sold to others -- sold to others -- and therefore not present in your LUCKY STRIKE.

Just what do we mean by this statement that these irritants are sold to others?

What would you say?

Frankly, we never thought that there could be two meanings to our statement, so we are glad to take this opportunity to make our meaning absolutely clear.

Certain harsh irritants present in all raw tobaccos -- which are expelled by LUCKY STRIKE'S exclusive "TOASTING" Process -- are sold by us to a manufacturer of chemical compounds. In other words, the removal of these irritants in the manufacture of LUCKY STRIKE is not a mere laboratory procedure for the purpose of getting an advertising phrase -- it is a definite and vitally important process in rendering LUCKY STRIKE Cigarettes less irritating than other cigarettes. Remember -- LUCKY STRIKE comes to you after certain harsh irritants present in all raw tobaccos have been expelled through the exclusive "TOASTING" Process. That is why LUCKIES are always kind to your throat.

ANNOUNCER:

"One Step to Heaven" and "Stars and Stripes Forever"
by the Lucky Strike Dance Orchestra.

(ONE STEP TO HEAVEN)

(STARS AND STRIPES FOREVER)

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 Program of the LUCKY STRIKE Dance Orchestra has
come to you from the NBC Studios in New York.

AGENCY/McB/Chilleen
4/25/31

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

(FINAL MASTER COPY)

TIME: ()

LUCKY STRIKE RADIO HOUR

WEAF

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

APRIL 28, 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.

Consider your Adam's Apple. I said "Consider your Adam's Apple." Don't rasp your throat with harsh irritants. We suggest that you "Reach for a LUCKY instead." Now! Please! - Actually put your finger on your Adam's Apple. Touch it - your Adam's Apple - Do you know you are actually touching your larynx? This contains your voice box - your vocal chords. When you consider your Adam's Apple you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - Remember LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process, including the use of the modern Ultra Violet Rays, expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple."

ANNOUNCER:

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:

The Lucky Strike Dance Orchestra plays "School Days", and "Shaking the Blues Away".

(SCHOOL DAYS)

(SHAKING THE BLUES AWAY)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed organist, rendering "The Doll Dance." Following this, the Lucky Strike Dance Orchestra will play "Bubbling Over With Love."

(THE DOLL DANCE)

(BUBBLING OVER WITH LOVE)

MR. THORGERSEN:

The finest tobacco - the Cream of the Crop - let's take you to the Southland among the tobacco fields. Listen to the whistle of the steamboat around the bend of the river:

(Three blasts of ship's whistle. One chorus of negro chant being hummed full. Chant dies away gradually - allowing for slight pause before announcement.)

MR. BOND: (With Southern accent)(Chant is low all thru this announcement)

Well, suh, look at those broad, golden fields of sun-ripened tobaccos stretchin' out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Down the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes Suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You all listen now to the workers chanting in the fields.

(CHANT OF THE DARKIES)(Chant is loud here for twenty seconds - then grows faint and continues all through Mr. Thorgersen's announcement).

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child -- his pride and joy -- the finest tobaccos -- the Cream of the Crop -- the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos ... the Cream of many Crops throughout the world -- are constantly being purchased by the American Tobacco Company for your LUCKY STRIKE -- but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette -- LUCKY STRIKE. "TOASTING" expels from LUCKY STRIKE tobaccos certain harsh irritants present in all raw tobaccos -- And so "TOASTING" is your throat protection against irritation -- against cough.

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 Lucky Strike Dance Orchestra plays "Smile Darn Ya Smile" and "Red Lips."

(SMILE DARN YA SMILE)

(RED LIPS)

ANNOUNCER:

We are proud that 20,679 physicians have stated that LUCKIES are less irritating than other cigarettes - and we are proud to be able to read from the actual signed statements we have received from these physicians - here's what one physician says about LUCKIES:

"Lucky Strikes are considerably less irritating than other cigarettes and I have tried practically all the other brands."

From the statement of another physician, I read this:

". . . The Lucky Strike cigarettes are much less irritating to any throat, especially to sensitive throats, than any other cigarettes that I know of."

When you have your physician check up on your health we suggest that you also get his opinion on LUCKIES.

ANNOUNCER:

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

(BALTIMORE)

(AFTER YOU'VE GONE)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the organ, playing
"Trees." Following this you will again hear the Lucky Strike
Dance Orchestra in "Sweet Jennie Lee."

(TREES)

(SWEET JENNIE LEE)

ANNOUNCER:

"The King's Horses" and "King Chanticleer" by the Lucky
Strike Dance Orchestra.

(THE KING'S HORSES)

(KING CHANTICLEER)

ANNOUNCER:

Ladies and gentlemen, we have received ten telephone calls since the Lucky Strike Dance Orchestra went on the air tonight, requesting that we ask Mr. Thorgersen to repeat our first announcement.

We are glad to oblige.

Accordingly we now interrupt the Lucky Strike program, so that Mr. Thorgersen may repeat the announcement.

MR. THORGERSEN:

Consider your Adam's Apple. I said "Consider Your Adam's Apple." Don't rasp your throat with harsh irritants. We suggest that you "Reach for a LUCKY instead". Now! Please! - Actually put your finger on your Adam's Apple. Touch it - your Adam's Apple - Do you know you are actually touching your larynx? This contains your voice box - your vocal chords. When you consider your Adam's Apple you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - Remember LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process, including the use of the modern Ultra Violet Rays, expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple."

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "El Capitan" and "Here In My Arms", played by special permission of the copyright owners.

(EL CAPITAN)

(HERE IN MY ARMS)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Miss Annabelle Lee" and "Victor Herbert Medley."

(MISS ANNABELLE LEE)

(VICTOR HERBERT MEDLEY) Fortune Teller
Ball and Chain
Good Bye John
Oriental Dance
Gypsy Love Song
"Czardus" from "Fortune Teller"

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. Edward Thorgersen speaking.

The program of the LUCKY STRIKE DANCE ORCHESTRA has come to you from the NBC studios in New York.

AGENCY/st/DMcB/D
4/29/31

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

WEAF

TIME: ()

(FINAL MASTER COPY)

LUCKY STRIKE RADIO HOUR

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

APRIL 30, 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.

Consider your Adam's Apple. I said - "Consider your Adam's Apple." Don't rasp your throat with harsh irritants. We suggest that you "Reach for a LUCKY instead." Now! Please! Actually put your finger on your Adam's Apple. Touch it - your Adam's Apple - Do you know you are actually touching your larynx? This is your voice box -- it contains your vocal chords. When you consider your Adam's Apple you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - Remember LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process, including the use of the modern Ultra Violet Rays, expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple."

ANNOUNCER:

E. 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:

The Lucky Strike Dance Orchestra continues with "Beyond The Blue Horizon" and "Here Comes The Sun".

(BEYOND THE BLUE HORIZON)

(HERE COMES THE SUN)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico rendering "Dengoza." Following this, you will again hear the Lucky Strike Dance Orchestra playing "What Do We Care."

(DENGOZA)

(WHAT DO WE CARE)

MR. THORGERSEN:

The finest tobacco - the Cream of the Crop - let's take you to the Southland among the tobacco fields. Listen to the whistle of the steamboat around the bend of the river:

(Three blasts of ship's whistle. One chorus of negro chant being hummed full. Chant dies away gradually - allowing for slight pause before announcement.)

MR. BOND: (With Southern Accent) (Chant is low all thru this announcement.)

Well, suh, look at those broad, golden fields of sun-ripened tobaccos stretchin' out before us. Fragrance and mellowness and ripeness of choice tobacco fills all the air. Down the long rows of tobacco march the workers, cuttin' every plant at the stalk. They sing while they work. Yes suh, a melodious, soothin' spiritual handed down ever since the days when George Washington himself was one of America's great tobacco planters. You all listen now to the workers chanting in the fields.

(CHANT OF DARKIES:) (Chant is loud here for twenty seconds - then grows faint and continues all through Mr. Thorgersen's announcement.)

(MR. THORGERSEN'S ANNOUNCEMENT ON NEXT PAGE)

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child -- his pride and joy -- the finest tobaccos -- the Cream of the Crop -- the king of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos....the Cream of many Crops throughout the world -- are constantly being purchased by The American Tobacco Company for your LUCKY STRIKE -- but that is only the first step in the marvelous journey that changes the raw tobaccos into the modern cigarette -- LUCKY STRIKE. "TOASTING" expels from LUCKY STRIKE tobaccos certain harmful irritants present in all raw tobaccos -- "TOASTING" which includes the use of modern ultra violet rays is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat -- and so we say "Consider your Adam's Apple."

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:

"Hittin' The Bottle" and "You're Lucky To Me" by the LUCKY STRIKE Dance Orchestra.

(HITTIN' THE BOTTLE)

(YOU'RE LUCKY TO ME)

"Lucky Strike Cigarettes are very pleasing and never irritate my throat or cause any ill effects."

The words I have just read to you are not my own. Nor are they the words of a manufacturer interested in the sale of his product. They constitute the written statement of a physician. That signed statement I hold in my hand.

Twenty thousand, six hundred and seventy-nine American physicians have written us that LUCKIES are less irritating to the throat than other cigarettes. Remember, those modern ultra violet rays, for LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" process expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. LUCKIES are always kind to your throat, and so we say "Consider your Adam's Apple."

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "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, you will again hear the Lucky Strike Dance Orchestra in "A Peach Of A Pair."

(NOCHE DE REYAS)

(A PEACH OF A PAIR)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Something To Remember You By" and "What Do We Care."

(SOMETHING TO REMEMBER YOU BY)

(WHAT DO WE CARE)

Last Tuesday night millions listening to the LUCKY STRIKE Radio program heard the announcement; "Consider your Adam's Apple - Don't rasp your throat with harsh irritants. Reach for a LUCKY instead."

A New Jersey woman who listened in writes: "I was astonished when I heard your reference to the Adam's apple. Knowing that women as well as men smoke cigarettes, I wondered why you appeal to men only - because I have always understood that women have no Adam's Apple. If I am wrong, please correct me."

Madam, you have asked me frankly and so we frankly tell you you are mistaken. Every woman has an Adam's Apple, just as every man has an Adam's Apple. Everybody has an Adam's Apple. Only, in men, the Adam's Apple is apparent. In the case of women, with their swan-like throats, the Adam's Apple is smaller and is covered by a softer layer of flesh. If you press your finger against your throat you can feel your Adam's Apple. When you touch it you are actually touching your larynx - the structure that is your voice box and contains your vocal chords. And so when you consider your Adam's Apple - you are really considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Lucky Strike's toasting process which includes the use of the modern ultra violet rays expels certain harsh irritants present in all raw tobaccos. These expelled irritants are not present in your LUCKY STRIKE - the modern cigarette. We sell these expelled irritants to manufacturers of chemical compounds. Consider your Adam's Apple - Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "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, by special permission of the copyright owners, "Strike Up The Band."

(SOME OF THESE DAYS)

(STRIKE UP THE BAND)

CLOSING ANNOUNCEMENT:

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, and so we say, "Consider Your Adam's Apple." Thank you.

The program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY:EJ

5/1/31

MAY