

(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

MAY 2, 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.

Eve started it and the daughters of Eve inherited it. Eve gave Adam the apple, and it seems that Adam must have passed it on. For every man and every woman has an Adam's Apple --- that is your larynx, your voice box --- it contains your vocal chords. Consider your Adam's Apple -- when you do so, 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, which includes the use of 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, and so we say "Consider your Adam's Apple."

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra open with "Bigger and Better" and "The One Man Band."

(BIGGER AND BETTER)

(THE ONE MAN BAND)

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra continue with "You're Driving Me Crazy" and "Hands Across the Sea".

(YOU'RE DRIVING ME CRAZY)

(HANDS ACROSS THE SEA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Gypsy Orchestra rendering "Souvenir de Budapest". Following this you will again hear the LUCKY STRIKE Dance Orchestra in Breakaway."

(SOUVENIR DE BUDAPEST)

(BREAKAWAY)

MR. THORGERSEN:

The circus is in town!

(Steam calliope - voice of barker at side show -
babble of voices - peanut whistle - roar of
tiger - stomp of elephants - circus band)

BARKER:

Here it is folks - the greatest show on earth. The
bearded lady, the smallest man in captivity, Jumbo Jumbo, the
biggest elephant. Right this way.

(Oboe and Tom Tom - few bars)

CHILD'S VOICE:

Mamma, I wanna see an elephant.

ANOTHER CHILD'S VOICE:

Look Mamma, there's a giraffe - look, he hasn't any
Adam's Apple.

THIRD CHILD'S VOICE: (Peanut Whistle)

Mamma, there's the peanut whistle, I want peanuts, peanuts.

VENDOR:

Peanuts! Peanuts! Here y'are, lady, two bags...Peanuts,
popcorn -

VOICE:

Hey, boy, give me a couple of pack of LUCKIES!

VENDOR:

Yessir -- LUCKIES - LUCKY STRIKES! Yessir, here y'are.
LUCKIES! . . here y'are, lady, thank you. LUCKIES! Anyone else?
Yessir, LUCKIES! LUCKIES! Yessir. Right this way for your
LUCKY STRIKES! Cigarettes, folks - LUCKIES - Cigarettes.

(Band full here. Then fades out as Mr. Thorgersen
starts his announcement)

MR. THORGERSEN:

Of course it's LUCKIES the crowd asks for. Whether it's a circus, a baseball game - wherever cigarettes are smoked - there you will always find that the crowd demands LUCKIES. And if you will ask the cigarette boy he will tell you that he sells more LUCKY STRIKES than any other cigarettes. Why? Because LUCKY STRIKE is made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret and exclusive heating process which includes the mellowing benefits of the modern Ultra Violet Rays. It is this exclusive process that 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...and that is your throat protection - against irritation - against cough. That is why LUCKIES are always kind to your throat. We repeat: Consider your Adam's Apple. Don't rasp your throat with harsh irritants. LUCKIES are always kind to your throat.

ANNOUNCER:

"Blondy" and "Got the Bench Got the Park" by the
LUCKY STRIKE Dance Orchestra.

(BLONDY)

(GOT THE BENCH GOT THE PARK)

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra continues with "You
Can't Get to Heaven that Way" and "Dusky Stevedore."

(YOU CAN'T GET TO HEAVEN THAT WAY)

(DUSKY STEVEDORE)

ANNOUNCER:

The New York American tells us this interesting fact:

"We have more physicians and hospitals than any nation on the globe. Yet we have a higher death rate than the Antipodes, Scandinavia, Holland and Ontario."

This statement in a great newspaper indicates that in spite of the advantage of modern medical science and in spite of the fact that America has the greatest physicians in the world, many of us carelessly risk illness. So much needless illness would be avoided if we all had health examinations regularly. And don't overlook this fact when you smoke. Remember that 20,679 physicians have stated LUCKIES to be less irritating than other cigarettes.

In the words of one physician:

"LUCKY STRIKE Cigarettes are the only ones that do not make me cough and I have used practically all other cigarettes at times."

When you see your physician about that periodic check-up on your health -- don't forget to ask him about LUCKIES.

ANNOUNCER:

"Roamin' Thru the Roses" and "Puttin' on the Ritz"

by the LUCKY STRIKE Dance Orchestra.

(ROAMIN' THRU THE ROSES)

(PUTTIN' ON THE RITZ)

ANNOUNCER:

Mr. Rolfe again offers the Gypsy Orchestra playing
"Children of the Steppes". Following this you will again hear the
LUCKY STRIKE Dance Orchestra in "Waiting for the Robert E. Lee."

(CHILDREN OF THE STEPPES)

(WAITING FOR THE ROBERT E. LEE)

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra offer
"Blue Pacific Moonlight" and "Don't Hold Everything."

(BLUE PACIFIC MOONLIGHT)

(DON'T HOLD EVERYTHING)

ANNOUNCER:

The warm days of summer will soon be here. And the girls - bless their hearts - will be more fascinating than ever in their cool, filmy frocks, short sleeves and low-out necks. A pretty woman's graceful throat reveals in all the fullness of its beauty that captivating charm that none can deny and perhaps to lovely woman this is her most cherished possession - Put your finger on your throat - on your Adam's Apple - Men know they have one, but perhaps you ladies, whose Adam's Apple, in truth, is so graciously masked in soft lovely curves, perhaps you yourselves have thought that only man had an Adam's Apple - You have one as well as the men - so put your finger on your Adam's Apple - Now you are touching your larynx - your voice box - which contains your vocal chords that give birth to every note you sing - to every word you utter. Your Adam's Apple is a priceless possession - a wonder of nature worthy of your tenderest care.

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 which includes the use of 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. Who is there - man or woman - who does not realize the importance of the throat? Who is there - man or woman - who does not at heart agree with this very simple statement - Consider your Adam's Apple.

ANNOUNCER:

"Roll on Mississippi" and "Just a Little Closer" by
the LUCKY STRIKE Dance Orchestra.

(ROLL ON MISSISSIPPI)

(JUST A LITTLE CLOSER)

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra continues with "Bye
Bye Blackbird" and "Yankee Doodle Boy."

(BYE BYE BLACKBIRD)

(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, and don't forget ---
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/MCB/D/Chilleen
5/2/31

(FINAL REVISION)

(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

MAY 5, 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 dande music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes.

Consider the Garden of Eden. When that old serpent put Eve up to the idea of handing Adam an apple, he may have been doing them both a good turn - for where would we be today, ladies and gentlemen, without our Adam's Apple. If we didn't have our Adam's Apple, we couldn't sing, we couldn't even speak. For actually your Adam's Apple is simply the name for that spot in your throat where your voice box, containing your vocal chords is located. So - Consider your Adam's Apple. Even today, perhaps, there is another kind of serpent in the smoker's Garden of Eden - a serpent that won't do you any good turn - harsh irritants present in all raw tobaccos. 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 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, and so we say "Consider your Adam's Apple."

ANNOUNCER:

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

(STRIKE UP THE BAND)

(CALIFORNIA, HERE I COME)

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Ten Little Miles From Town" and "Some Of These Days."

(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 Vendor." Following this, you will again hear the Lucky Strike Dance Orchestra playing "Clap Hands, Here Comes Charlie," played by special permission of the copyright owners.

(THE PEANUT VENDOR)

(CLAP HANDS, HERE COMES CHARLIE)

(SOFT CHORUS OF "SWANEE RIVER". BLENDING OF VOICES)

MR. THORGERSEN: Bring together in one place a native of Virginia, a native of Kentucky and a native of the Carolinas and this is what happens.

FIRST VOICE: Well Sir, down here where I come from, along the James River in Virginia (BOAT WHISTLE) they raise the finest tobaccos in the world.

SECOND VOICE: Well! I can't hardly believe that, because I know that in old Kentucky where I come from, they raise the finest tobaccos anyone ever saw anywhere.

THIRD VOICE: I hate to contradict you all, but up there in Caswell County North Carolina we Tar Heels just naturally can't help but raise the finest tobaccos.

(A BABBLE OF VOICES. THE THREE MEN ARGUING WITH EACH OTHER FOR A FEW SECONDS)

MR. THORGERSEN: Gentlemen, Gentlemen - I agree with each of you. It's true that your States do grow choice tobacco - But bear in mind that there are more kinds of fine tobacco than there are States in America, and it takes many different kinds of choice tobacco to make the famous blend of LUCKY STRIKE Cigarettes. That's why The American Tobacco Company has buyers in tobacco markets all over the world - in order to be sure of getting the Cream of the Crop.

FIRST VOICE: Yes, Suh. I guess he's right. But Kentucky and Carolina could help.

SECOND VOICE: Sure, he's right, my friend. He takes the finest tobacco from everywhere.

THIRD VOICE: I hadn't thought of that.

MR. THORGERSEN: (STRONGER)

But all of you planters, whether you come from Virginia, the Carolinas or Kentucky, should remember this - the Cream of the Crop is only the starting point, Even that choice tobacco must be aged and ripened for three years - but the most important step of all is the TOASTING PROCESS - that extra secret and exclusive heating process which expels certain harsh irritants present in all raw tobaccos - and so TOASTING is your throat protection against irritation - against cough.

And remember - LUCKY STRIKE'S famous exclusive TOASTING Process includes the use of modern Ultra Violet Rays. Consider the mellowing benefit of Ultra Violet Rays to tobaccos - it is a scientific advance and a most valuable addition to that exclusive TOASTING Process whose benefits LUCKY STRIKE alone among American cigarettes brings to your smoking enjoyment.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "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:

An Oriental monarch - a king has come to America for medical treatment. He has traveled many thousands of miles to get the care of an American physician. He has the same confidence in American physicians that we have. And so, of course, we are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Here is what one of these physicians writes.

"I have smoked various kinds of cigarettes and find LUCKY STRIKES the least irritating."

And another physician writes:

"I have smoked LUCKY STRIKES for several years, because they have been less irritating to my throat than any other cigarette."

Your physician will give you the same medical care that he would give to a king. Why not see him about that important periodic health examination? In return for this reminder, may we ask you to remember that LUCKIES are always kind to your throat?

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play
"Happy Days Are Here Again" and "I Know That You Know."

(HAPPY DAYS ARE HERE AGAIN)

(I KNOW THAT YOU KNOW)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Thank Your
Father," played by special permission of the copyright owners.
Following this, Mr. Rolfe again offers Lew White at the organ
playing "Lover Come Back To Me."

(THANK YOUR FATHER)

(LOVER COME BACK TO ME)

ANNOUNCER:

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

(LEFT ALL ALONE AGAIN BLUES)

(HOSANNA)

(FEW BARS OF "L'AMOUR TOUJOUR L'AMOUR")

ANNOUNCER:

Consider your Adam's Apple! A most attractive young lady, with a softly round throat as beautiful as it is talented, has just sung you a little song. If that young lady had been without her Adam's Apple - though in her case you cannot see it for it is hidden, as it should be, by the soft curves of her swan-like throat - If, I say, she had not had her Adam's Apple, her song would never have reached your ears. Without an Adam's Apple no man or woman alive could sing a note, or speak a word. Put your finger on your Adam's Apple. You are touching your larynx. This is your voice box. Inside it are your vocal chords. One of the miracles made by the wondrous hands of nature. More marvelous than any musical instrument ever fashioned by the hand of man. Your Adam's Apple - don't abuse it - it is most certainly deserving of your most earnest care.

Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - Remember LUCKY STRIKE is the only cigarette in America that gives you the benefit of the exclusive "TOASTING" Process, including the use of the modern Ultra Violet Rays - that exclusive "TOASTING" Process which 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.

(SHORT BIT OF SAME TUNE)

Consider your Adam's Apple. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(THE MOOCHI)

(TELL ME)

ANNOUNCER:

"By special permission of the copyright owner, the Lucky Strike Dance Orchestra plays "Song of the Horseman," from the motion picture serial production "Phantom of the West." Following this, you will hear "Over There."

(SONG OF THE HORSEMAN)

(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/McB/D/Chilleen
5/5/31

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.

MAY 7, 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 "On The Mississippi".

(BIGGER AND BETTER)

(ON THE MISSISSIPPI)

ANNOUNCER:

"Why" by the Lucky Strike Dance Orchestra.

(WHY)

ANNOUNCER:

You men aren't alone in the possession of an Adam's Apple. For every woman, too, has an Adam's Apple -- although it is concealed by the graceful, swan-like lines of her throat. You know women care greatly about their throats, for every woman knows that the first physical signs of age show at the throat. And what part of the delicate mechanism of your body is more important and deserves greater care than the tender membranes within that beautiful throat. Really, your Adam's Apple is simply the name for the larynx - your voice box, containing your vocal chords. So - Consider your Adam's Apple. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process, including the use of 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. And that is your throat protection - against irritation - against cough. Consider your Adam's Apple. Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Hello Beautiful".
Following this, as a special feature this evening Mr. Rolfe offers
the Guatemala Marimba Ensemble playing "La Paloma."

(HELLO BEAUTIFUL)

(LA PALOMA)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play
"Hallelujah" and "Sing Something Simple."

(HALLELUJAH)

(SING SOMETHING SIMPLE)

ANNOUNCER:

"By The Sea" and "What Is This Thing Called Love" by
the Lucky Strike Dance Orchestra.

(BY THE SEA)

(WHAT IS THIS THING CALLED LOVE)

(SOFT CHORUS OF "SWANEE RIVER" - BLENDING OF VOICES)

MR. THORGERSEN:

Bring together in one place a native of Virginia, a native of Kentucky and a native of the Carolinas and this is what happens.

FIRST VOICE:

Well Sir, down here where I come from, along the James River in Virginia, they raise the finest tobaccos in the world.

SECOND VOICE:

Well! I can't hardly believe that, because I know that in old Kentucky where I come from, they raise the finest tobaccos any one ever saw anywhere.

THIRD VOICE:

I hate to contradict you all, but up there in Caswell County North Carolina we Tar Heels just naturally can't help but raise the finest tobaccos.

(A BABBLE OF VOICES - THE THREE MEN ARGUING WITH EACH OTHER FOR A FEW SECONDS)

MR. THORGERSEN:

Gentlemen, Gentlemen, please -- I agree with each of you. It's true that your States do grow choice tobaccos - But bear in mind that there are more kinds of fine tobacco than there are States in America, and it takes many different kinds of choice tobacco to make the famous blend of LUCKY STRIKE Cigarettes. That's why The American Tobacco Company has buyers in tobacco markets all over the world - in order to be sure of getting the Cream of the Crop.

FIRST VOICE:

Yes, Suh. I guess he's right. But Virginia sure does raise fine tobacco.

SECOND VOICE:

Sure, he's right, my friend. He takes the finest tobacco from everywhere.

THIRD VOICE:

I hadn't thought of that, gentlemen.

MR. THORGERSEN: (STRONGER)

But all of you planters, whether you come from Virginia, the Carolinas or Kentucky, should remember this - the Cream of the Crop is only the starting point. Even that choice tobacco must be aged and ripened for three years - but the most important step of all is the "TOASTING" Process -- that extra secret and exclusive heating process which expels certain harsh irritants present in all raw tobaccos - and so "TOASTING" is your throat protection against irritation - against cough.

And remember - LUCKY STRIKE'S famous exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. Consider the mellowing benefit of Ultra Violet Rays to tobaccos - it is a scientific advance and a most valuable addition to that exclusive "TOASTING" Process whose benefits LUCKY STRIKE alone among American cigarettes brings to your smoking enjoyment.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "Good Evening Friends" and, by special permission of the copyright owners, "Thank Your Father."

(GOOD EVENING FRIENDS)

(THANK YOUR FATHER)

ANNOUNCER:

"Sing You Sinners" by the Lucky Strike Dance Orchestra. Following this, Mr. Rolfe again offers the Guatemala Marimba Ensemble playing "Marcheta."

(SING YOU SINNERS)

(MARCHETA)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra continue with "Elizabeth."

(ELIZABETH)

A new competition is going on today. Some of the outstanding successes of modern times are men who forged success out of adversity. Those who fight back against adversity find health an indispensable asset -a great ally. Do not neglect your health. The best insurance is a periodic health examination. Have you visited your doctor recently and had him check up on your condition? An ounce of prevention is worth a pound of cure. When you consider the importance of throat protection, remember that twenty thousand six hundred and seventy-nine American physicians have stated Lucky Strikes to be less irritating than other cigarettes. Let me read you from one of these signed statements: Quote

"I believe that Lucky Strike Cigarettes are much less irritating to the mucus membrane of the naso pharynx than other cigarettes. End quote.

And again from another physician: Quote

"I use Lucky Strike, for I find them less irritating than any other brand of cigarettes. End Quote.

Don't forget that periodic health examination, and when you see your doctor, ask him what he thinks about Lucky Strike.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with "I Got Rhythm," played by special permission of the copyright owners, and "Two Hearts In Waltz Time."

(I GOT RHYTHM)

(TWO HEARTS IN WALTZ TIME)

ANNOUNCER:

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

(WAITING FOR THE ROBERT E. LEE)

(LADY PLAY YOUR MANDOLIN)

ANNOUNCER:

Consider your Adam's -- but wait a minute. Here is a letter I am sure will interest you. A letter from Pierre, noted beauty culturist of 39 West 57th Street, New York. He writes: "Please -- please explain to your women listeners that they as well as men have Adam's Apples. I don't know how many fair patrons who have come to me for neck treatments within the last few days have asked me about Adam's Apples -- and have seemed to be utterly unconvincing when I tell them every one has an Adam's Apple."

Ladies -- your beauty specialist is right. Of course you have an Adam's Apple. Yours is concealed by the smoothly rounded curves of your throat, but you have -- and you are most fortunate in having -- an Adam's Apple. If you were without an Adam's Apple, you would spend the rest of your life in absolute silence. Everybody -- put your finger on your Adam's Apple. Really, your Adam's Apple is simply a name for your larynx -- your voice box that contains your vocal chords. It is the fountain from which springs all song, all laughter, all conversation -- your Adam's Apple. What would men do without this marvelous musical instrument! How careful we should be to look after it -- not to slight it or to look upon it lightly.

ANNOUNCER: (CONTINUES)

Don't rasp your throat with harsh irritants -- Reach for a LUCKY instead. 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. And remember -- here in America LUCKY STRIKE is the only cigarette which brings you the added benefit of the exclusive "TOASTING" Process, which includes the use of the modern Ultra Violet Rays.

LUCKIES are always kind to your throat. Are you?
Consider your Adam's Apple!

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra offer
"Bandanna Days" and "Song of the Vagabonds."

(BANDANNA DAYS)

(SONG OF THE VAGABONDS)

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. And don't forget --
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/LD/Chilleen
5/7/31

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.

MAY 9, 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.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Bubbling Over With Love" and "With My Guitar and You."

(BUBBLING OVER)

(WITH MY GUITAR AND YOU)

ANNOUNCER:

The great Lord Tennyson in a beautiful poem refers to a woman's Adam's Apple as "The warm white apple of her throat." And so really, the heart of loveliness in every woman's throat is her Adam's Apple. Consider your Adam's Apple. Touch it... your Adam's Apple -- That is your larynx -- your voice box -- it contains your vocal chords. When you consider your Adam's Apple you are considering your throat -- your vocal chords. Protect the delicate membranes within your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants! Reach for a LUCKY instead. "TOASTING" 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. LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, cannot be duplicated. It is this Process that expels these harsh irritants. And that is your throat protection against irritation -- against cough. Consider your Adam's Apple. Remember LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra continues with
"Pomponola". Following this, as a special feature this evening,
Mr. Rolfe offers the South Sea Islanders playing "Aloha Oe".

(POMPONOLA)

(ALOHA OE)

ANNOUNCER:

"Fine and Dandy" and "Bye Bye Blackbird" by the
Lucky Strike Dance Orchestra.

(FINE AND DANDY)

(BYE BYE BLACKBIRD)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Lady Be Good"
and "Dream Mother!"

(LADY BE GOOD)

(DREAM MOTHER)

(SOFT CHORUS OF "SWANEE RIVER" - BLENDING OF VOICES)

MR. THORGERSEN:

Bring together in one place a native of Virginia, a native of Kentucky and a native of the Carolinas and this is what happens.

FIRST VOICE:

Well Sir, down here where I come from, along the James River in Virginia, they raise the finest tobaccos in the world.

SECOND VOICE:

Well! I can't hardly believe that, because I know that in old Kentucky where I come from, they raise the finest tobaccos any one ever saw anywhere.

THIRD VOICE:

I hate to contradict you all, but up there in Caswell County North Carolina we Tar Heels just naturally can't help but raise the finest tobaccos.

(A BABBLE OF VOICES - THE THREE MEN ARGUING WITH EACH OTHER FOR A FEW SECONDS)

MR. THORGERSEN:

Gentlemen, Gentlemen, please -- I agree with each of you. It's true that your States do grow choice tobaccos - But bear in mind that there are more kinds of fine tobacco than there are States in America, and it takes many different kinds of choice tobacco to make the famous blend of LUCKY STRIKE Cigarettes. That's why the American Tobacco Company has buyers in tobacco markets all over the world - in order to be sure of getting the Cream of the Crop.

FIRST VOICE:

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SECOND VOICE:

Sure, he's right, my friend. He takes the finest tobacco from everywhere.

THIRD VOICE:

I hadn't thought of that, gentlemen.

MR. THORGERSEN: (STRONGER)

But all of you planters, whether you come from Virginia, the Carolinas or Kentucky, should remember this - the Cream of the Crop is only the starting point. Even that choice tobacco must be aged and ripened for three years - but the most important step of all is the "TOASTING" Process -- that extra secret and exclusive heating process which expels certain harsh irritants present in all raw tobaccos - and so "TOASTING" is your throat protection against irritation - against cough.

And remember - LUCKY STRIKE'S famous exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. Consider the mellowing benefit of Ultra Violet Rays to tobaccos - it is a scientific advance and a most valuable addition to that exclusive "TOASTING" Process whose benefits LUCKY STRIKE alone among American cigarettes brings to your smoking enjoyment.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance
Orchestra play "Ninety Nine Out of a Hundred" and
"Steamboat".

("NINETY NINE OUT OF A HUNDRED")

("STEAMBOAT")

ANNOUNCER:

"Dancing to Save Your Sole" and "Walkin' My
Baby Back Home" by the Lucky Strike Dance Orchestra.

("DANCING TO SAVE YOUR SOLE")

("WALKIN' MY BABY BACK HOME")

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders
playing "Royal Hawaiian March". Following this, you will
again hear the Lucky Strike Dance Orchestra in "Lucky
Seven".

("ROYAL HAWAIIAN MARCH")

("LUCKY SEVEN")

ANNOUNCER:

When you have to speak fast and to the point, do you stop and clear your throat? Don't rasp your throat with harsh irritants present in all raw tobaccos. LUCKY STRIKE - the modern cigarette - comes to you after certain harsh irritants present in all raw tobaccos have been expelled by the exclusive "TOASTING" Process. This is your throat protection. Here is what one physician says about LUCKIES:

"I have been smoking LUCKY STRIKES for years. I have a very sensitive throat and I find LUCKY STRIKES less irritating than any cigarette I can buy."

Another physician tells us this:

"I consider LUCKY STRIKE the most satisfactory cigarette I have ever smoked. Does not irritate my throat."

We are proud that twenty thousand six hundred and seventy-nine physicians have stated LUCKIES to be less irritating than other cigarettes. When your physician next checks up on your health, ask him about LUCKIES!

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "When I Take My
Sugar to Tea" and "Right Now."

(WHEN I TAKE MY SUGAR TO TEA)

(RIGHT NOW)

ANNOUNCER:

"Baltimore" by the Lucky Strike Dance Orchestra.

(BALTIMORE)

ANNOUNCER:

When you visit your physician for your periodic health examination, one of the very first things he asks you to do is to open your mouth wide, and to say "Ah." He is examining the delicate lining of your throat. "Ah!" There is not a man or woman who could even make this simple sound, if in the throat there were no Adam's Apple. Put your finger on your Adam's Apple. It is your larynx - the voice box containing your vocal chords. In the softly rounded throats of women, the Adam's Apple may be difficult to see - but every time that a woman uses her voice, she is speaking from her Adam's Apple.

What a delicate piece of Nature's handiwork the Adam's Apple is. How sensitive - how easily put out of order - this little body of tissue that means so much in our daily lives. A slight cold - even a tiny particle lodged in the throat - and our voice often grows husky. In acute cases we may even lose our voice for several days. It is well worth our while to take every precaution in guarding the delicate tissues from all irritation.

Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - remember, harsh irritants are present in all raw tobaccos.

LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" process, which includes the use of 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. When we say "Consider your Adam's Apple" we are addressing not merely men who wish to guard against throat irritation and cough, but we are addressing every woman -- every woman -- who knows that a youthful throat must be a healthy one.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Down Among The Sugar Cane" and "Dixie Medley."

(DOWN AMONG THE SUGAR CANE)

(DIXIE MEDLEY -- (My Gal's A Highborn Lady)
(Georgia Camp Meeting)
(Dixie)

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, and don't forget - "Consider Your Adam's Apple." Be careful of your choice of cigarettes. Thank you.

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

AGENCY/Chilleen
5/9/31

(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 P.M.

MAY 12, 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.

ANNOUNCER:

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

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

(BIGGER AND BETTER)

ANNOUNCER:

Nature meant women to be beautiful - to fascinate and to attract. And which of woman's many beauties is more fascinating and attractive than a youthful, graceful throat?

But as the years pass by, with their inevitable wear and tear, nature often touches that beautiful throat with unkind hands. Protect the beauty of your throat; protect its health and usefulness; and by all means protect the delicate membranes within your throat.

Put your finger on your Adam's Apple. Everybody has one - even our wives, our daughters and mothers, although theirs is concealed beneath the softness of smooth curves. So everybody - everybody put your finger on your Adam's Apple. You now are touching a most precious thing. Inside your Adam's Apple is hidden the musical instrument with which you sing, and laugh and talk. Inside your Adam's Apple is your voice box - it contains your vocal chords. Be careful in your choice of cigarettes. 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, which includes the use of 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. This is a message to men who would protect their throats - and to women who would keep their young throats healthy. Consider your Adam's Apple!

ANNOUNCER:

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

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

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

(SINGING IN THE RAIN)

(GET HAPPY)

ANNOUNCER:

"Sing Something Simple" and "Hittin' The Ceiling" by the Lucky Strike Dance Orchestra.

(SING SOMETHING SIMPLE)

(HITTIN' THE CEILING)

(SOFT CHORUS OF "SWANEE RIVER" - BLENDING OF VOICES)

MR. THORGERSEN:

Bring together in one place a native of Virginia, a native of Kentucky and a native of the Carolinas and this is what happens.

FIRST VOICE:

Well Sir, down here where I come from, along the James River in Virginia, they raise the finest tobaccos in the world.

SECOND VOICE:

Well! I can't hardly believe that, because I know that in old Kentucky where I come from, they raise the finest tobaccos any one ever saw anywhere.

THIRD VOICE:

I hate to contradict you all, but up there in Caswell County, North Carolina, we Tar Heels just naturally can't help but raise the finest tobaccos.

(A BABBLE OF VOICES - THE THREE MEN ARGUING WITH EACH OTHER FOR A FEW SECONDS)

MR. THORGERSEN:

Gentlemen, Gentlemen, please -- I agree with each of you. It's true that your States do grow choice tobaccos -- But bear in mind that there are more kinds of fine tobacco than there are States in America, and it takes many different kinds of choice tobacco to make the famous blend of LUCKY STRIKE Cigarettes. That's why the American Tobacco Company has buyers in tobacco markets all over the world -- in order to be sure of getting the Cream of the Crop.

FIRST VOICE:

Yes, Suh. I guess he's right. But Virginia sure does raise fine tobacco.

SECOND VOICE:

Sure, he's right, my friend. He takes the finest tobacco from everywhere.

THIRD VOICE:

Yes Suh, it takes the best to make the best.

MR. THORGERSEN: (STRONGER)

But all of you planters, whether you come from Virginia, the Carolinas or Kentucky, should remember this - the Cream of the Crop is only the starting point. Even that choice tobacco must be aged and ripened for three years - but the most important step of all is the "TOASTING" Process -- that extra secret and exclusive heating process which expels certain harsh irritants present in all raw tobaccos - and so "TOASTING" is your throat protection against irritation - against cough.

And remember - LUCKY STRIKE'S famous exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. Consider the mellowing benefit of Ultra Violet Rays to tobaccos - it is a scientific advance and a most valuable addition to that exclusive "TOASTING" Process whose benefits LUCKY STRIKE alone among American cigarettes brings to your smoking enjoyment.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "Happy Feet" and, by special permission of the copyright owners, "Strike Up The Band."

(HAPPY FEET)

(STRIKE UP THE BAND)

ANNOUNCER:

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

(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, you will again hear the Lucky Strike Dance Orchestra in "Plenty of Sunshine For You."

(WEDDING OF THE PAINTED DOLL)

(PLENTY OF SUNSHINE FOR YOU)

ANNOUNCER:

Front page news!

A great American surgeon has just successfully completed a delicate operation on a visiting Oriental monarch - who has traveled thousands of miles to receive the universally-recognized skill of the American physician. Well does the whole world honor and respect the American physician!

And so, of course we are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. Here is a statement from one of these physicians:

"I find the Lucky Strike cigarettes the least irritating of any cigarette on the market and I attribute this to the Toasting Process."

And another physician writes:

"I am fully convinced after having used all present brands of cigarettes that Lucky Strikes are less irritating, as I have a sensitive throat myself."

Your physician will give you the same medical care that he would give to a king. Why not see him about that periodic health examination? And when you do, ask him about LUCKIES. Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

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

(LOVER COME BACK TO ME)

(STARTING AT THE BOTTOM)

ANNOUNCER:

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

(THE PEANUT VENDER)

(HITTIN' THE BOTTLE)

ANNOUNCER:

Be careful in your choice of cigarettes — Consider your Adam's Apple. For your Adam's Apple is your voice box - it contains your vocal chords. Consider your Adam's Apple and you will be considering your throat. Without it you couldn't sing or speak.

It is the heart of your throat, the center of its usefulness.

Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. "TOASTING" 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. LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, cannot be duplicated. It is this process that expels these harsh irritants. And that is your throat protection - against irritation - against cough. Consider your Adam's Apple. Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alexander's Ragtime Band" and "Hallelujah".

(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. "Consider Your Adam's Apple". Be careful in your choice of cigarettes. 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/st/McB
5/12/31

(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.

MAY 14th, 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.

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" by the Lucky Strike Dance Orchestra.

(SOMEBODY LOVES ME)

MR. RAINEY:

Think of some of the pretty women you know. Have you ever stopped to consider what an important part is played in their attractiveness by the graceful curves of their softly rounded throats and necks? How well every woman realizes the advantage to her beauty if her throat is graceful and shapely. She knows the care that must be taken to safeguard the exquisite loveliness of that tender flesh against signs of neglect or age. And the health of the throat is as important as its beauty - nothing is more deserving of tender care than the delicate membranes within the throat.

Put your finger on your Adam's Apple. For women this may be difficult, for their Adam's Apples are so delicately concealed in the softness of their rounded throats. But men will find theirs easily. So everybody - put your finger on your Adam's Apple. That Adam's Apple which you feel is called by physicians "The Larynx." It is your voice box - the marvelous little home of your vocal chords. If men and women had no Adam's Apples, there would be no operas, no plays or talkies, no songs broadcast by the radio. For in the Adam's Apple is your human microphone. One of nature's greatest wonders - one well worth your serious concern.

(MR. RAINEY CONTINUES ON NEXT PAGE)

Be careful in your choice of cigarettes. 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, which includes the use of 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.

What woman will question that beauty is a reflection of natural health? What man's common sense will question the wisdom of taking thought of his throat - his vocal chords? Consider your Adam's Apple!

ANNOUNCER:

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

(DIXIE JAMBOUREE)

(JEALOUSY)

ANNOUNCER:

"Plenty of Sunshine for You" and "My Private Personal Pal" by the Lucky Strike Dance Orchestra.

(PLENTY OF SUNSHINE FOR YOU)

(MY PRIVATE PERSONAL PAL)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "I'm Sitting on Top of the World" and "Lucky Me, Lovable You".

(I'M SITTING ON TOP OF THE WORLD)

(LUCKY ME, LOVABLE YOU)

-4-

(SOFT CHORUS OF "SWANEE RIVER" BLENDING OF VOICES)

MR. THORGERSEN

Bring together in one place a native of Virginia, a native of Kentucky and a native of the Carolinas and this is what happens.

FIRST VOICE

Well sir, down here where I come from, along the James River in Virginia, they raise the finest tobaccos in the world.

SECOND VOICE

Well! I can't hardly believe that, because I know that in old Kentucky where I come from, they raise the finest tobaccos any one every saw anywhere.

THIRD VOICE

I hate to contradict you all, but up there in Caswell County, North Carolina, we Tar Heels just naturally can't help but raise the finest tobaccos.

(A BABBLE OF VOICES THE THREE MEN ARGUING WITH EACH OTHER FOR A FEW SECONDS)

MR. THORGERSEN:

Gentlemen, Gentlemen, please--I agree with each of you. It's true that your States do grow choice tobaccos--But bear in mind that there are more kinds of fine tobacco than there are States in America, and it takes many different kinds of choice tobacco to make the famous blend of LUCKY STRIKE Cigarettes. That's why the American Tobacco Company has buyers in tobacco markets all over the world---in order to be sure of getting the Cream of the Crop.

FIRST VOICE:

Yes, Suh, I guess he's right. But Virginia sure does raise fine tobacco.

SECOND VOICE:

Sure, he's right, my friend. He takes the finest tobacco from everywhere.

THIRD VOICE:

Yes Suh, it takes the best to make the best.

MR. THORGERSEN: (STRONGER)

But all of you planters, whether you come from Virginia, the Carolinas or Kentucky, should remember this--the Cream of the Crop is only the starting point. Even that choice tobacco must be aged and ripened for three years--but the most important step of all is the "TOASTING" Process--that extra secret and exclusive heating process which expels certain harsh irritants present in all raw tobaccos--and so "TOASTING" is your throat protection against irritation--against cough.

And remember--LUCKY STRIKE'S famous exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. Consider the mellowing benefit of Ultra Violet Rays to tobaccos--it is a scientific advance and a most valuable addition to that exclusive "TOASTING" Process whose benefits LUCKY STRIKE alone among American cigarettes brings to your smoking enjoyment.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Blue Grass"
and "Georgia"

(BLUE GRASS)

(GEORGIA)

ANNOUNCER:

"It's A Precious Little Thing Called Love" by the
Lucky Strike Dance Orchestra. Following this, Mr. Rolfe again
offers El Tango Romantico playing "La Veeda"

(IT'S A PRECIOUS LITTLE THING CALLED LOVE)

(LA VEEDA)

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra play
"Stumbling" and "One Love"

(STUMBLING)

(ONE LOVE)

MR. THORGERSEN:

Here's what a physician writes about LUCKIES:

"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."

Another physician states:

"I have used Luckies for several years and have never had throat irritation I could trace to smoking. Have tried other brands myself and am not satisfied with them. This has been the experience of a large number of my associates."

Adding to the cumulative force of this verdict, another physician writes:

"Lucky Strike cigarettes are the only ones that do not make me cough and I have used practically all other cigarettes at times."

You are likely to find when you visit your physician for your periodic health examination that he is a smoker of LUCKIES - for 20,679 American physicians have written to us stating that LUCKIES are less irritating than other cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sometimes I'm
Happy" and "Makin' Whoopie."

(SOMETIMES I'M HAPPY)

(MAKIN' WHOOPEE)

ANNOUNCER:

"Lucky Seven" by the Lucky Strike Dance Orchestra.

(LUCKY SEVEN)

MR. THORGERSEN:

Eve started it but Adam apparently finished it - because while Eve, by all accounts, gave Adam the apple in the Garden of Eden, it seems that Adam passed it on - for today every man has an Adam's Apple and so has every woman. With you women it is concealed by the soft curves of your graceful swan-like throats. Consider your Adam's Apple. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead - It's "TOASTED." "TOASTING" 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. LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, cannot be duplicated. It is this process that expels these harsh irritants. And that is your throat protection against irritation - against cough. Consider your Adam's Apple! Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

B.A. Rolfe and his LUCKY STRIKE Dance Orchestra play
"Alabama Bound" and "Over There."

(ALABAMA BOUND)

(OVER THERE)

CLOSING ANNOUNCEMENT:

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

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. "Consider Your
Adam's Apple." Be careful in your choice of cigarettes.
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/ST/Chilleen
5/14/31

(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 RADIC HOUR

()-()
10:00- 1100 P.M.

MAY 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.

Tonight The American Tobacco Company repeats a message of great importance to every man and woman listening in - to every individual smoker! Are you ready? Listen - Please - Now! Put your finger on your Adam's Apple. That is your larynx - your voice-box - it contains your vocal chords. It is the heart of your throat - for without it you couldn't sing, or speak, or shout. So - when you consider your Adam's Apple you are considering your throat - your vocal chords. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. "TOASTING" expels certain harsh irritants present in all raw tobaccos. Those expelled irritants are not present in your LUCKY STRIKE - the modern cigarette. We sell these expelled irritants to manufacturers of chemical compounds. LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this process that expels these harsh irritants. And that is your throat protection - against irritation - against cough. Consider your Adam's Apple! Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Dip Your Brush in the Sunshine" and, by special permission of the copyright owners, "Varsity Drag."

(DIP YOUR BRUSH IN THE SUNSHINE)

(VARSITY DRAG)

ANNOUNCER:

The Lucky Strike Dance orchestra continues with "I'm Always Chasing Rainbows" and "Moonlight Saving Time."

(I'M ALWAYS CHASING RAINBOWS)

(MOONLIGHT SAVING TIME)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Happy Feet."

(HAPPY FEET)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL - SEQUE. INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN - FADE TO ANNOUNCEMENTS.)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP -- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE - regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that --
THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it. I can't use it. Only those leaves I pointed to -- MAKSOUL -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER: There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER:

(IN TURKISH) It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH) You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget -- your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But -- that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED." "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

"Alexander's Ragtime Band" and "Victor Herbert Fox Trot Medley" by the Lucky Strike Dance Orchestra.

(ALEXANDER'S RAGTIME BAND)

(VICTOR HERBERT FOX TROT MEDLEY)

Because You're You
Al Fresco
Italian Street Song
Mascot of the Troop.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offer "I Got Rhythm", played by special permission of the copyright owners, and "Singing A Song to the Stars."

(I GOT RHYTHM)

(SINGING A SONG TO THE STARS)

ANNOUNCER: (MR. THORGERSEN)

To those thousands of American physicians -- to our own American Medical Corps, ambulance drivers, war nurses, hospital attendants and members of the American Red Cross -- to all who ministered to our wounded and sick in the great world war -- LUCKY STRIKE tonight PRESENTS ITS ARMS IN SALUTE.

We think it appropriate that we should read you communications from two SOLDIER physicians -- just two and remember that twenty thousand six hundred and seventy nine American physicians have stated that LUCKIES are less irritating than other cigarettes.

Hear the words of this physician who thirteen years ago stood in the thick of enemy shells:

"I was severely gassed in France and left with tender throat but find that above all others can use LUCKY STRIKES with most comfort and have tried every other brand."

And now -- just a few words of a brief message sent by another -- another member of the American Expeditionary Force:

"I am satisfied that LUCKY STRIKE Cigarettes are less irritating. I was very badly gassed in war...but can smoke LUCKY STRIKES."

Severely gassed -- he could use LUCKIES with the most comfort.

LUCKY STRIKE IS JUSTLY PROUD OF ITS RECORD OF SERVICE!

ANNOUNCER:

"Miss Annabelle Lee" and "Fine and Dandy" by the Lucky Strike Dance Orchestra.

(MISS ANNABELLE LEE)

(FINE AND DANDY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "My Temptation." Following this, Mr. Rolfe again offers the Romany Gypsy Orchestra playing "Czardasiana."

(MY TEMPTATION)

(CZARDASIANA)

ANNOUNCER:

"Raggin' the Scale" and "Two Hearts in Waltz Time" by the Lucky Strike Dance Orchestra.

(RAGGIN' THE SCALE)

(TWO HEARTS IN WALTZ TIME)

ANNOUNCER: (MR. RAINEY)

Can you tell a woman's age by the curves of her throat? That may depend upon the care which she has taken of it. Beauty specialists tell us that a throat which has been neglected is often one of the first tell-tale signs of age. And is this surprising, when we consider how tender, how beautiful and yet how sensitive is the flesh of a woman's throat? And surely, the delicate membranes within that throat are also deserving of the tenderest care, to avoid rack, rasp or strain -- perhaps by coughing.

Put your finger on your Adam's Apple. We all have them -- men and women alike -- we all have Adam's Apples. The Adam's Apples of the Fairer Sex are more difficult to see, for they are so neatly covered by the gentle curves of the feminine throat. But every one has an Adam's Apple -- so now every one -- put your finger on your Adam's Apple. You are now touching your larynx -- your voice box that contains your vocal chords. Without your Adam's Apple, you could not speak a word. So treat your Adam's Apple with consideration -- with care.

Be careful in your choice of cigarettes. 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, which includes the use of 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.

To smokers -- to men and to women who would protect their throats from irritation -- from cough -- we repeat this simple phrase. Consider your Adam's Apple! Remember -- LUCKIES are always kind to your throat,

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ho Hum" and
"One More Time."

(HO HUM)

(ONE MORE TIME)

ANNOUNCER:

"Starting at the Bottom" and "Mary is a Grand Old Name"
by the Lucky Strike Dance Orchestra.

(STARTING AT THE BOTTOM)

(MARY IS A GRAND OLD NAME)

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

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday, Thursday and Saturday night at this hour by the manufacturers of LUCKY STRIKE Cigarettes. Consider your Adam's Apple. Be careful in your choice of cigarettes -- Remember! LUCKIES are always kind to your throat.

The program of the LUCKY STRIKE DANCE ORCHESTRA has come to you from the N.B.C. Studios in New York.

AGENCY:EJ:EJ:DMC

5/16/31

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.

MAY 19, 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 "Plenty of Sunshine For You" and "Good News."

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Look For The Silver Lining," played by special permission of the copyright owners.

(LOOK FOR THE SILVER LINING)

ANNOUNCER: (Rainey)

The great Lord Tennyson in a beautiful poem refers to a woman's Adam's Apple as "The warm white apple of her throat." And so really, the heart of loveliness in every woman's throat is her Adam's Apple. Consider your Adam's Apple. Touch it - your Adam's Apple - That is your larynx - your voice box - it contains your vocal chords. When you consider your Adam's Apple you are considering your throat - your vocal chords. Protect the delicate membranes within your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants! Reach for a LUCKY instead. "TOASTING" 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. LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this process that expels these harsh irritants. And that is your throat protection against irritation - against cough. Consider your Adam's Apple - Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Around the Corner".
Following this Mr. Rolfe presents the South Sea Islanders playing
"Kohala March".

(AROUND THE CORNER)

(KOHALA MARCH)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Jericho" and
"I Want To Be Happy".

(JERICHO)

(I WANT TO BE HAPPY)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Sing Something
Simple" and "Give Yourself a Pat On The Back".

(SING SOMETHING SIMPLE)

(GIVE YOURSELF A PAT ON THE BACK)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL -- SEQUE. INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN - FADE TO ANNOUNCEMENTS.)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP -- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE - regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that --
THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it. I can't use it. Only those leaves I pointed to -- MAKSOUK -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER: There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER:

(IN TURKISH) It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH) You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget - your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But - that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED." "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra offers
"Oh Lady Be Good" and "Parade of the Wooden Soldiers."

(OH LADY BE GOOD)

(PARADE OF THE WOODEN SOLDIERS)

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Lucky Seven."

(LUCKY SEVEN)

ANNOUNCER:

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

(HAWAIIAN MEDLEY)

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER: (MR. THORGERSEN)

Ask your physician what he thinks about LUCKY STRIKE Cigarettes. Perhaps he is one of those 20,679 physicians who have written to us saying that they have found LUCKIES to be less irritating than other cigarettes. You know that your physician can give you sound advice on matters of health --- that is why you should see him regularly for a periodic health examination ... and that is why we take pleasure in reading to you from such statements by physicians as this:

"Lucky Strikes are the only cigarettes that I can smoke for any length of time that will not produce a cough and some irritation of throat."

Here is what another physician writes about LUCKIES --- I read from that physician's statement:

"I certainly believe that the toasting process frees the cigarette from its irritating effect to the throat, and as a result makes it one of the best cigarettes on the market."

LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Tales From The Vienna Woods" and, by special permission of the copyright owners, a "Medley from Follow Thru."

(TALES FROM THE VIENNA WOODS)

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

ANNOUNCER:

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

(FINE AND DANDY)

(MY HEART STOOD STILL)

ANNOUNCER: (MR. THORGERSEN)

Here is a letter we have received from a forest ranger out in Montana. He writes:

"There is no question but what your cigarette is kind to the throat and it is a familiar sight to see a few packages tucked away in the pack-sack of most outdoor men in this region....however....each year we experience considerable trouble and suffer large losses through forest fires in the National Forest. I think that you might help us by a few words of caution about cigarettes in the woods."

We are very glad indeed to offer this advice to all of you people who are planning your vacation in the woods. Enjoy yourself - and enjoy your LUCKY STRIKE - but don't let that enjoyment, through carelessness, cause danger and destruction to the beautiful forest where you are spending your vacations. Just follow these simple rules when you are in the woods:

1. Be sure to put out your match before you throw it away and be sure your campfire is completely out before you leave it.
2. Be sure your cigarette is extinguished to the very last spark before you discard it.

Wherever you go on your vacation - take along a carton of LUCKIES. Remember -- LUCKY STRIKE is the only cigarette that offers you the throat protection of the exclusive "TOASTING" process which includes the use of modern Ultra Violet Rays... the exclusive process that expels certain harsh irritants present in all raw tobaccos. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra offers "Eleven Thirty Saturday Night" and "Yankee Doodle Boy."

(ELEVEN THIRTY SATURDAY NIGHT)

(YANKEE DOODLE BOY)

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday, Thursday and Saturday nights at this hour by the manufacturers of LUCKY STRIKE Cigarettes. "Consider Your Adam's Apple" - be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat.

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

AGENCY/ST/Chilleen
5/19/31

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

MAY 21, 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.

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."

(SCHOOL DAYS)

ANNOUNCER:- Mr. Rainey

How well every woman realizes the advantage of her beauty if her throat is graceful and shapely. She knows the care that must be taken to safeguard the exquisite loveliness of that tender flesh against signs of neglect or age. Think of some of the pretty women you know. Have you ever stopped to consider what an important part is played in their attractiveness by the graceful curves of their softly rounded throats and necks? And the health of the throat is as important as its beauty - nothing is more deserving of tender care than the delicate membranes within the throat.

Put your finger on your Adam's Apple. For women this may be difficult, for their Adam's Apples are so delicately concealed in the softness of their rounded throats. But men will find theirs easily. So everybody - put your finger on your Adam's Apple. The Adam's Apple which you feel is called by physicians "The Larynx". It is your voice box - the marvelous little home of your vocal chords. If men and women had no Adam's Apples, there would be no operas, no plays or talkies, no songs broadcast by the radio. For in the Adam's Apple is your human microphone. One of nature's greatest wonders - one well worth your serious concern.

Be careful in your choice of cigarettes. 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, which includes the use of modern Ultra Violet Rays, expels certain harsh irritants present in all raw tobacco. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

What man or woman's common sense will question the wisdom of taking thought of the throat - the vocal chords? Consider your Adam's Apple! Luckies are always kind to your throat.

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, playing the "Doll Dance."

(SHAKING THE BLUES AWAY)

(DOLL DANCE)

The Lucky Strike Dance Orchestra plays "Bubbling Over With Love" and "Everything is Peaches Down in Georgia."

(BUBBLING OVER WITH LOVE)

(EVERYTHING IS PEACHES DOWN IN GEORGIA)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL - SEQUE, INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN -- FADE TO ANNOUNCEMENTS)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP -- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE -- regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that --

THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it, I can't use it. Only those leaves I pointed to -- MAKSOU -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER:

There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER:

(IN TURKISH) It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH) You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget-your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But -- that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED". "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

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

(SMILE DARN YA SMILE)

(RED LIPS)

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 playing "Sweet Jennie Lee".

(TREES)

(SWEET JENNIE LEE)

ANNOUNCER: (MR. THORGERSEN)

"I believe the heat treatment and toasting process removes the harshness from the tobacco that goes into LUCKY STRIKES.. I think they are less irritating to any throat and more noticeably of course to those who might be possessors of tender, sensitive throats."

The statement from which I have just read is the signed statement of an American physician - one of 20,679 American physicians who have stated LUCKY STRIKE to be less irritating than other cigarettes. Because of its sincerity and impressiveness, I am going to read that statement again:

"I believe the heat treatment and toasting process removes the harshness from the tobacco that goes into LUCKY STRIKES...I think they are less irritating to any throat and more noticeably of course to those who might be possessors of tender, sensitive throats." (END QUOTE)

Prove it for yourself. Consider your Adam's Apple -- Remember LUCKIES are always kind to your throat. And ask your own physician about LUCKIES when next you visit him for a periodic health examination.

ANNOUNCER:

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

(KING'S HORSES)

(KING CHANTICLEER)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "El Capitan" and,
by special permission of the copyright owners, "Here In My Arms."

(EL CAPITAN)

(HERE IN MY ARMS)

ANNOUNCER: (MR. THORGERSEN)

"Beauty is truth, truth beauty - that is all ye know on earth, and all ye need to know."

In these memorable lines the immortal poet Keats reminds us of one great secret of Nature. For in Nature, truth is beauty - and what woman does not realize that the beauty of the graceful lines of a swan-like throat is one of her most precious treasures? Our message tonight has to do with something just as important as the beauty of your throat - that is those delicate membranes within your throat. We speak of the larynx - of throat irritation - of cough. Consider your Adam's Apple - touch it - that is your larynx - your voice box - it contains your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead. Remember - all raw tobaccos contain harsh irritants, but LUCKY STRIKE is "TOASTED," and "TOASTING" includes the use of modern Ultra Violet Rays - that important scientific advance in the mellowing of tobaccos. "TOASTING" is that exclusive LUCKY STRIKE process which expels certain harsh irritants present in all raw tobaccos. LUCKY STRIKE is the only cigarette in America that can truthfully say "IT'S TOASTED" - an extra, secret and exclusive process that includes the use of modern Ultra Violet Rays. And so we say "Consider your Adam's Apple" - and Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "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")

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday, Thursday and Saturday nights at this hour by the manufacturers of LUCKY STRIKE Cigarettes. "Consider Your Adam's Apple" - be careful in your choice of cigarettes. 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/DMcB/D/Chilleen
5/21/31

(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

MAY 23, 1931

SATURDAY

OPENING ANNOUNCEMENT:

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

ANNOUNCER: (MR. THORGERSEN)

Good evening, my friends. And so begins this hour of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes.

Isn't your throat worth a little consideration? Don't place a needless burden upon it. Consider your Adam's Apple - your larynx - your voice box - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. "TOASTING" 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. LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this exclusive process that expels these harsh irritants. And that is your throat protection - against irritation - against cough. Be careful in your choice of cigarettes. Consider your Adam's Apple --- Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "One Step To Heaven" and "Please Don't Talk About Me When I'm Gone."

(ONE STEP TO HEAVEN)

(PLEASE DON'T TALK ABOUT ME WHEN I'M GONE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "That Mysterious Rag" and "No No Nora."

(THAT MYSTERIOUS RAG)

(NO NO NORA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico rendering "La Cumparsita." Following this, the Lucky Strike Dance Orchestra plays "Runnin' Wild."

(LA CUMPARSITA)

(RUNNIN' WILD)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL - SEQUE. INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN - FADE TO ANNOUNCEMENTS.)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP -- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE - regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that --
THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it. I can't use it. Only those leaves I pointed to -- MAKSOUK -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER: There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER:

(IN TURKISH) It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH) You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget - your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But - that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED." "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Singing in the Rain" and "With You."

(SINGING IN THE RAIN)

(WITH YOU)

ANNOUNCER:

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

(OH BABY)

(WHERE'S THAT RAINBOW)

ANNOUNCER: (MR. THORGERSON)

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? . . . That is the question we put before American physicians. 20,679 physicians answeres "Yes." Here is what one physician writes - - I read from his statement:

"I have never before been able to smoke cigarettes without throat irritation. Lucky Strikes have not given me the slightest irritation." End Quote.

And lest you think that this is an exception let me read you a statement from another physician - He writes:

"I find Lucky Strike Cigarettes to be a mild, non-irritating, pleasing and restful smoke free from the pungent and irritating effect of other cigarettes." End quote.

Certainly, LUCKIES are always kind to your throat. Why not check up on us while you check up on yourself? At your next periodic health examination ask your physician about LUCKIES. We repeat - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "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 El Tango Romantico playing "El Choclo".

Following this, the Lucky Strike Dance Orchestra plays "Little Joe".

(EL CHOCLO)

(LITTLE JOE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "It Looks Like Love" and "Cross Your Fingers".

(IT LOOKS LIKE LOVE)

(CROSS YOUR FINGERS)

ANNOUNCER (MR. RAINEY)

Here is an interesting piece of news for women. In a famous book "Beauty and Health", published by J. B. Lippincott Company, appears this paragraph.

"The commonest cause of throat wrinkles is the habit of holding the head down. Since almost every occupation, whether it be studying, office, factory or house work, requires one to look downward a good deal of the time, it is no wonder that this type of wrinkle mars the smooth beauty of most necks!" End quote. And so the book further on advises women to hold the head up for beauty's sake.

The manufacturer of LUCKY STRIKE are not concerned with external beauty. They know that the delicate membranes within the throat are as important as its beauty. And that is the reason for the advice--Consider you Adam's Apple. For your Adam's Apple is your larynx, and when you consider it, you are considering your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Remember--all raw tobaccos contain harsh irritants. LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. "TOASTING" includes the use of the modern Ultra Violet Rays. Don't lose sight of the importance of Ultra Violet Rays in the mellowing of tobaccos. And please remember--LUCKY STRIKE is the only cigarette in America that brings you the added benefits of "TOASTING" which includes the use of Ultra Violet Rays. And so we say--Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Cheer Up" and
"Here Comes The Sun."

(CHEER UP)

(HERE COMES THE SUN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dixie Medley,"
and "Madelon."

(DIXIE MEDLEY)

(MADELON)

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Tuesday, Thursday and Saturday
night at this hour by the manufacturers of LUCKY STRIKE Cigarettes.
"Consider Your Adam's Apple" - be careful in your choice of
cigarettes. Remember - LUCKIES are always kind to your throat.

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

AGENCY/HM/DMcB/BL/Chilleen-
5/23/31

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.

MAY 26 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 "Bigger and Better" and "The One Man Band."

(BIGGER AND BETTER)

(THE ONE MAN BAND)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays ""You're Driving Me Crazy".

(YOU'RE DRIVING ME CRAZY)

ANNOUNCER: (MR. RAINEY)

Nature meant every woman to be beautiful. But, as every woman knows, Nature defied means beauty denied. Every woman watches her throat for the tell-tale signs of approaching age or neglect. Certainly the delicate membranes within your throat are as important as its beauty. And nothing is more deserving of tender care than these delicate membranes within the throat. So consider your Adam's Apple. For your Adam's Apple is your larynx - your voice box - it contains your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Remember - harsh irritants are present in all raw tobaccos, but LUCKY STRIKE is "TOASTED." And "TOASTING" includes the use of modern Ultra Violet Rays. It is through the exclusive "TOASTING" Process that LUCKY STRIKE comes to you after certain harsh irritants present in all raw tobaccos have been expelled. We emphasize the importance of Ultra Violet Rays in the "TOASTING" of LUCKY STRIKE tobaccos - and don't forget here in America LUCKY STRIKE is the only cigarette that can truthfully say. "IT'S TOASTED" - an extra, secret and exclusive process which includes the use of modern Ultra Violet Rays. Remember - LUCKIES are always kind to your throat, Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hands Across the Sea." Following this, as a special feature this evening, Mr. Rolfe offers the Romany Gypsy Orchestra playing "Souvenir De Budapest."

(HANDS ACROSS THE SEA)

(SOUVENIR DE BUDAPEST)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Breakaway" and "Blondy."

(BREAKAWAY)

(BLONDY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Got The Bench Got The Park" and "You Can't Get To Heaven That Way."

(GOT THE BENCH GOT THE PARK)

(YOU CAN'T GET TO HEAVEN THAT WAY)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL - SEQUE. INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN - FADE TO ANNOUNCEMENTS.)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP -- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE - regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that --

THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it. I can't use it. Only those leaves I pointed to -- MAKSOUK -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER: There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER:

(IN TURKISH) It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH) You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget -- your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But -- that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED." "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dusky Stevedore"
and "Roamin' Thru the Roses".

(DUSKY STEVEDORE)

(ROAMIN' THRU THE ROSES)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Puttin' on the
Ritz". Following this, Mr. Rolfe again offers the Romany Gypsy
Orchestra playing "Children of the Steppes".

(PUTTIN' ON THE RITZ)

(CHILDREN OF THE STEPPES)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Waiting for the
Robt. E. Lee".

(WAITING FOR THE ROBT. E. LEE)

ANNOUNCER: (MR. THORGERSEN)

Of course you wouldn't smoke a cigarette that contained sharp sand -- that is an irritant you could see. But what about those invisible harsh irritants present in all raw tobaccos? Don't rasp your throat with harsh irritants -- Reach for a LUCKY instead. Remember, LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. No wonder 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes.

Here is what one physician writes -- I read from his statement: "I have been smoking 'Lucky Strike' cigarettes for years, for they are less irritating than any other I have smoked." End quote.

Another physician writes this: "The constant smoking of Lucky Strike cigarettes certainly cause much less irritation to my throat than other well known brands that I have been accustomed to smoke." End quote.

When we advise you to have a periodic health examination, we do so for the sake of your health -- and, for the sake of your throat, ask your physician what cigarette you should smoke. We believe he will agree with us that LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays " Blue
Pacific Moonlight" and "Don't Hold Everything"

(BLUE PACIFIC MOONLIGHT)

(DON'T HOLD EVERYTHING)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Roll
on Mississippi" and "Just A Little Closer"

(ROLL ON MISSISSIPPI)

(JUST A LITTLE CLOSER)

ANNOUNCER: Mr. Thorgersen

Place your finger on your Adam's Apple. 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. What is the effect of modern Ultra Violet Rays upon tobacco? Dr. E. E. Free, one of America's well-known scientists, who was retained by us to study LUCKY STRIKE'S manufacturing process, addressing the Illuminating Engineering Society, said:

"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."

Thank you, Dr. Free.

Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in connection with its exclusive "TOASTING" Process - the only cigarette that brings you the benefits of the exclusive "TOASTING" Process which expels certain harsh irritants present in all raw tobaccos. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Bye Bye Blackbird"
and "Yankee Doodle Boy."

(BYE BYE BLACKBIRD)

(YANKEE DOODLE BOY)

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music
presented for your pleasure every Tuesday, Thursday and Saturday
nights at this hour by the manufacturers of LUCKY STRIKE
Cigarettes. "Consider Your Adam's Apple" -- be careful in your
choice of cigarettes. 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/EJ/DMB/MFH/HMC/Chilleen
5/26/31

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.

MAY 28, 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.

Eve started it and the daughters of Eve inherited it. Eve gave Adam the apple, and it seems that Adam must have passed it on. For every man and every woman has an Adam's Apple. Put your finger on your Adam's Apple - that is your larynx, your voice box - it contains your vocal chords. Consider your Adam's Apple - when you do so, you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Here in America LUCKY STRIKE is the only cigarette which brings you the added benefit of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is this exclusive process that 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. And so we say "Consider your Adam's Apple."

ANNOUNCER:

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

(MOUNTAIN GREENERY)

(CLAP YO' HANDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "When Hearts Are Young" and "Charleston."

(WHEN HEARTS ARE YOUNG)

(CHARLESTON)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the South Sea Islanders playing an "Hawaiian Medley." Following this, the Lucky Strike Dance Orchestra plays "Sunny," by special permission of the copyright owners.

(HAWAIIAN MEDLEY)

(SUNNY)

NARRATOR:

Come with us to Turkey -- Turkey.

(MUESSIN CALL - SEQUE. INSTRUMENTAL MUSIC WITH INSERTION OF SONG BY MAN AND WOMAN - FADE TO ANNOUNCEMENTS.)

(THE SOUND PROLOGUE SHOULD NOT TAKE MORE THAN 20 SECONDS)

NARRATOR:

Smyrna - with its Mosques and Minarets. Turkey - where the choicest Turkish tobaccos are obtained for the famous LUCKY STRIKE blend. A buyer of The American Tobacco Company is on the scene. Let's follow him as he passes through the streets where a bazaar is in full swing.

(MUSIC AND MOB NOISES UP --- FADE)

NARRATOR:

The buyer is on his way to the rural districts where a rich tobacco crop has been harvested. He is intent on one purpose -- to buy the Cream of the Crop! And his orders are to get the Cream of the Crop for LUCKY STRIKE - regardless of the cost! His is a difficult task, for well does he realize the Turkish temperament -- the pride of the planter in his choice crop -- and that well-known characteristic of exacting a premium price for the very tobaccos which The American Tobacco Company demands. He is hurrying to keep an appointment with the foremost tobacco planter in the section. Let's go with him.

(RING UP MUSIC -- FADE)

BUYER: There! That's the tobacco I want. Not this. Not that -- THIS.

TURKISH PLANTER:

How about this? -- this is very fine too.

BUYER: No, I don't want it. I can't use it. Only those leaves I pointed to -- MAKSOUK -- The Cream of the Crop.

TURKISH WOMAN:

What are you arguing about? The gentleman has offered a great price. Accept it!

BUYER: There! Your wife agrees with me. Here we've been talking for hours. I'm paying you a record price -- give me the Cream of the Crop and let's call it a day!

TURKISH PLANTER: (IN TURKISH)

It's a bargain. I congratulate you, Mr. Smith. I am content. By Allah! I swear by the Prophets that you have bought the Cream of my Crop. (IN BROKEN ENGLISH)
You can be sure that the American Tobacco Company has bought the finest of the fine Turkish tobaccos.

(BRING UP MUSIC - FADE OUT)

ANNOUNCER: (MR. THORGERSEN)

You have witnessed only one episode in the gathering of the many choice tobaccos that go into your LUCKY STRIKE. In Turkey alone the American Tobacco Company has more than 3,000 employees -- experts in Turkish tobaccos -- whose constant efforts are devoted to selecting and separating only the Cream of the Crop. But don't forget - your LUCKY STRIKE contains not only Turkish tobaccos but the finest of fine tobaccos from many lands.

But - that is only the start. Remember all raw tobaccos contain harsh irritants. That is why your LUCKY STRIKE is "TOASTED." "TOASTING" is that important and exclusive process which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation -- against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Rose Marie," by special permission of the copyright owners, and "Sweet and Low Down."

(ROSE MARIE)

(SWEET AND LOW DOWN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Babes in the Woods" and "I'm Just Wild About Harry."

(BABES IN THE WOODS)

(I'M JUST WILD ABOUT HARRY)

ANNOUNCER: MR. THORGERSEN

Nothing so well expresses our advice to you to have a periodic health examination regulary - as this statement by a physician, published in a New York newspaper:

"The health examination...will, we hope, in a measure, bring about a change in the mode of living which is reacting unfavorably on the middle-age group. The average span of life of the individual after he reaches 45 is becoming discouragingly shorter." END QUOTE.

Another physician tells us this: "I have been smoking LUCKY STRIKES for years. I have a very sensitive throat and I find LUCKY STRIKES less irritating than any cigarette I can buy." END QUOTE.

Here is what another physician writes: - I read from his statement: "Have smoked LUCKY STRIKES for several years. I find they are the only cigarette which does not irritate my throat." END QUOTE.

Of course, you want to keep well, all the time. So have a periodic health examination at least twice a year - and when you do so, ask your physician about LUCKIES. Remember, 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(ALEXANDER'S RAGTIME BAND)

(LIZA)

ANNOUNCER:

Mr. Rolfe again offers the South Sea Islanders playing an 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 plays "Tell Me Little Gypsy," played by special permission of the copyright owners, and "Do Do Do."

(TELL ME LITTLE GYPSY)

(DO DO DO)

ANNOUNCER: (MR. RAINEY)

"A thing of beauty is a joy forever," wrote the immortal poet Keats. And what is so beautiful as a snow-white throat free from little tell-tale signs of neglect. When the neck begins to grow old looking- when premature lines and wrinkles begin to appear - you know that Nature is exacting her penalty for some neglect. But as against its outward beauty, you can't see the warning that Nature writes within your throat. . . When you permit the delicate membranes to be irritated. And certainly the inside of your throat deserves as much tender care as the outside. So, Consider your Adam's Apple - that is your larynx, your voice box, your vocal chords. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Here in America LUCKY STRIKE is the only cigarette that brings you the added benefit of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. It is this exclusive "TOASTING" Process that expels certain harsh irritants present in all raw tobaccos. LUCKIES are always kind to your throat. Remember - Consider your Adams's Apple.

ANNOUNCER:

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

(SAY IT WITH MUSIC)

(EVERY LITTLE MOVEMENT)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Bandanna Days" and "Victor Herbert Medley."

(BANDANNA DAYS)

(VICTOR HERBERT MEDLEY)

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday, Thursday and Saturday nights at this hour by the manufacturers of LUCKY STRIKE Cigarettes. "Consider Your Adam's Apple" - be careful in your choice of cigarettes. 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/Howarth/Chilleen
5/28/31

ANNOUNCER: (MR. THORGERSEN)

The trained singer knows the importance of throat care. And remember - care of the throat is not only vital to throat beauty but to the delicate membranes within your throat. So - Consider your Adam's Apple. For that is your larynx - your voice box - it contains your vocal chords. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. All raw tobaccos contain harsh irritants - but remember - LUCKY STRIKE is "TOASTED." And "TOASTING" includes the use of modern Ultra Violet Rays - that important scientific advance in the mellowing of tobaccos. "TOASTING" is that exclusive process which expels certain harsh irritants present in all raw tobaccos. LUCKY STRIKE is the only cigarette in America that can truthfully say - "IT'S TOASTED" - that extra, secret and exclusive process which includes the use of Ultra Violet Rays. Remember - LUCKIES are always kind to your throat - and don't forget - Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I Wanna Sing About You" and "Doin' The Raccoon."

(I WANNA SING ABOUT YOU)

(DOIN' THE RACCOON)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist, rendering "I Surrender Dear." Following this, the Lucky Strike Dance Orchestra plays "I Got A Sweet Somebody."

(I SURRENDER DEAR)

(I GOT A SWEET SOMEBODY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Get Out And Get Under The Moon" and "I Know That You Know."

(GET OUT AND GET UNDER THE MOON)

(I KNOW THAT YOU KNOW)

ANNOUNCER: (MR. THORGERSEN)

"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 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:

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 Dollars Bid.
 { 39 Dollars Bid - 39-9-9-39 Dollars Bid 39 39 9 9 9 9 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 DIDYOO 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 origin 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 the choicest of sun-ripened tobaccos - "The Cream of the Crop" - that form the basis of that famous LUCKY STRIKE blend. But please remember - these finest tobaccos are only the beginning of LUCKY STRIKE'S superiority! For LUCKY STRIKE'S choice tobacco is "TOASTED" - that exclusive process which expels certain 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. Heat purifies - sunshine mellows -- and LUCKY STRIKE is the only cigarette in America that brings you the added benefits of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels these harsh irritants. And that is your throat protection against irritation - against cough. Be careful in your choice of cigarettes. Consider your Adam's Apple - for that is your larynx - your voice box containing your vocal chords. When you consider your Adam's Apple, you are actually considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(SING SOMETHING SIMPLE)

(EMBRACEABLE YOU)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Baby Face" and "Whistling in the Dark."

(BABY FACE)

(WHISTLING IN THE DARK)

ANNOUNCER:

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

(WEDDING OF THE PAINTED DOLL)

(SWANEE)

ANNOUNCER: Mr. Thorgeresen.

"Without a doubt none but 'Luckies' for me. I can inhale no other make without suffering throat irritation and dizziness." End Quote.

That's a strong and convincing statement about a cigarette, isn't it? You might think it a good advertisement for LUCKY STRIKE Cigarettes. Any manufacturer would be glad to make such a statement about his product. But this is no statement from the manufacturer of LUCKY STRIKE Cigarettes. It is a statement from an utterly independent source - from an American physician.

Here is what another physician states: "I have smoked LUCKY STRIKES for several years, because they have been less irritating to my throat than any other cigarette." End quote.

Why not check with your own physician about LUCKIES? When next you visit him for a periodic health examination, ask what cigarette is best for your throat. 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(RED LIPS)

(PACK UP YOUR SINS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "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: (MR. RAINEY)

Consider your Adam's Apple. What is the effect of irritation upon the throat? Here are the exact words of a noted authority retained by us to study this question. He writes: "First, the vocal chords, on account of their delicacy of structure, would be the first tissues to give indication of irritation, evidenced by the huskiness of a smoker's voice, the result of relaxed tension and slower vibration of the vocal chords. The next site of irritation would be the tissues adjacent to the vocal chords comprising the larynx, therefore the general focal point of the irritation would be in the voice box represented externally by the Adam's Apple." END QUOTE.

So, Consider your Adam's Apple. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Here in America LUCKY STRIKE is the only cigarette that brings you the added benefit of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays. It is this exclusive "TOASTING" Process that expels certain harsh irritants present in all raw tobaccos. And that is your throat protection against irritation - against cough. LUCKIES are always kind to your throat. Remember LUCKIES are always kind to your throat. It is to impress this fact on your memory that we say -- Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sing a Little Jingle" by special permission of the copyright owners, and a "Medley"

(SING A LITTLE JINGLE)

(MEDLEY)

Yankee Doodle
Battle Hymn of the Republic
Dixie
There'll Be a Hot Time in the Old Town Tonight
Over there.
Stars and Stripes Forever.

CLOSING ANNOUNCEMENT:

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

ANNOUNCER:

This closes the program of one hour's dance music presented for your pleasure every Tuesday, Thursday and Saturday nights at this hour by the manufacturers of LUCKY STRIKE Cigarettes. "Consider Your Adam's Apple" - be careful in your choice of cigarettes. 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/D
5/29/31