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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

JUNE 2, 1931

WEAF

TUESDAY

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.

What is so great a tragedy as that of lovely eyes marred by crow's feet - or a charming mouth made unlovely by a creased throat beneath? The women of America spend more than 500 million dollars every year for things to safeguard precious beauty. And - in such a vital organ as your throat, aren't the delicate membranes within your throat as important as its beauty - are they not deserving of the tenderest care? And so - Consider your Adam's Apple - Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants present in all raw tobaccos. Reach for a LUCKY instead. LUCKY STRIKE is "TOASTED", and "TOASTING" includes the use of modern Ultra Violet Rays. It is this extra, secret and exclusive "TOASTING" 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. LUCKIES are always kind to your throat. And so we say - Consider your Adam's Apple.

ANNOUNCER:

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

(ROLL ON MISSISSIPPI)

(BANDANNA DAYS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Oh Donna
Clara" and "Lady Luck."

(OH DONNA CLARA)

(LADY LUCK)

ANNOUNCER:

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

(LA CUMPARSITA)

(ELIZABETH)

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 BI
 { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.
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 (SOLD AMERICAN.

2ND SALE { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.
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 { 39 Dollars Bid - 39-9-9-39 Dollars Bid 39 39 9 9 9 9 SOLD AMERIC

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 B
 { 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 "What Do We Care" and "Babes In The Woods."

(WHAT DO WE CARE)

(BABES IN THE WOODS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Birth of Passion" and, by special permission of the copyright owners, "Medley from Follow Thru."

(BIRTH OF PASSION)

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

ANNOUNCER: (MR. THORGERSEN)

Don't rasp your throat with harsh irritants - reach for a LUCKY instead. Remember, 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes.

This is from the statement of one physician: "Lucky Strikes are considerably less irritating than other cigarettes, and I have tried practically all the other brands." End Quote.

This is from the written communication of another physician: "Lucky Strikes cause less throat irritation than any other cigarettes I know of. Many people with sensitive throats claim that they are able to smoke Lucky Strikes without irritation to the throat and larynx." End quote.

And speaking of physicians - why not have your physician give you that important periodic health examination now. And while he's checking up on you - ask him about LUCKIES. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(MISS ANNABELLE LEE)

(MAKIN' WHOOPEE)

ANNOUNCER:

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

(EL CHOCLO)

(I WANT TO BE HAPPY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "You're Lucky to Me" and "Cheerful Little Earful".

(YOU'RE LUCKY TO ME)

(CHEERFUL LITTLE EARFUL)

ANNOUNCER: (Mr. Rainey)

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. For your Adam's Apple is your larynx - the voice box containing your vocal chords. And what a delicate piece of Nature's handiwork the Adam's Apple is. 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. 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. No wonder 20,679 American physicians have stated LUCKIES to be less irritating. LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple."

ANNOUNCER:

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

(POPULARITY)

(HITTIN' THE BOTTLE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "One Step to Heaven"
and "Stars and Stripes Forever."

(ONE STEP TO HEAVEN)

(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/d/st/McB/ 6/2/31

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

TIME: ()

WEAF

(FINAL
CORRECTION)

LUCKY STRIKE RADIO HOUR

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

JUNE 4, 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 "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: (MR. 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." 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. 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." Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "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 playing "The Peanut Vender". Following this the Lucky Strike Dance Orchestra plays "Clap Hands Here Comes Charlie".

(THE PEANUT VENDER)

(CLAP HANDS HERE COMES CHARLIE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "You've Got That Thing", and "Something To Remember You By".

(YOU'VE GOT THAT THING)

(SOMETHING TO REMEMBER YOU BY)

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.
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2ND SALE { 37 Dollars Bid 37 Dollars Bid 37 and 7 and 7 Dollars Bid.
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 { 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 "Pickin' Cotton"
and "Why"

(PICKIN' COTTON)

(WHY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Happy Days Are
Here Again" and "I Know That You Know."

(HAPPY DAYS ARE HERE AGAIN)

(I KNOW THAT YOU KNOW)

ANNOUNCER: (MR. THORGERSEN)

There are two sides to most questions. And the question about the choice of cigarettes is no exception. Regarding LUCKY STRIKE, our side may sound to you like a manufacturer's enthusiasm. So we give you another point of view - that of 20,679 American physicians who have stated LUCKIES to be less irritating than other cigarettes.

One physician writes: "Have smoked cigarettes for 20 years and find Lucky Strikes very pleasing and non-irritating." End quote.

And another physician writes: "Have smoked 'Luckies' for over ten years. They are less irritating to throat than any cigarettes I have smoked." End quote.

You may wonder why we urge you to take a periodic health examination. We do so in your interest. Seeing your physician regularly will help you to guard your health against illness. And remember - LUCKIES are always kind to your throat.

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:

The Lucky Strike Dance Orchestra plays "Left All Alone Again Blues" and "Hosanna."

(LEFT ALL ALONE AGAIN BLUES)

(HOSANNA)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "The Moochi" and "Tell Me."

(THE MOOCHI)

(TELL ME)

ANNOUNCER: Mr. Thorgersen

Who can deny, yes, who can deny that Age makes its first inroads at the weakest points? And what part of your body is more vulnerable to wear and tear than the delicate membranes within the throat? And so we say "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. Remember - LUCKY STRIKE - "IT'S TOASTED". It is this extra, secret and exclusive process that expels certain harsh irritants present in all raw tobaccos. Consider the importance of Ultra Violet Rays in the mellowing of tobaccos - and don't forget that here in America LUCKY STRIKE is the only cigarette that brings you the added benefits of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. No wonder LUCKIES are always kind to your throat. Consider your Adam's Apple.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Song of the Horsemen" and "Over There."

(SONG OF THE HORSEMEN)

(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 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/st/MH/D
6/4/31

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.

JUNE 6, 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.

Eve, we feel, must have been beautiful - or that lovely lost garden east of the sun and west of the moon would not have had her as its crowning glory. And we cannot mention Eve without thinking of Adam and the apple. Because Eve, it is said, was the central figure in the story of that Adam's Apple.

Consider your Adam's Apple. When you do so, you are considering your larynx, your vocal chords -- your throat. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. Be careful in your choice of cigarettes. Remember - all raw tobaccos contain harsh irritants, but LUCKY STRIKE is "TOASTED," and "TOASTING" is that exclusive process which expels certain harsh irritants present in all raw tobaccos. "TOASTING" includes the use of modern Ultra Violet Rays - that great scientific advance in the mellowing of tobaccos. And remember - here in America LUCKY STRIKE is the only cigarette that brings you the added benefits of the exclusive "TOASTING" Process which includes the use of Ultra Violet Rays. And so we say - Consider your Adam's Apple. LUCKIES are always kind to your throat.

ANNOUNCER:

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

(PLENTY OF SUNSHINE FOR YOU)

(GOOD NEWS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I've Lost My Heart" and, by special permission of the copyright owners, "I Want To Be Happy."

(I'VE LOST MY HEART)

(I WANT TO BE HAPPY)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Guatemala Marimba Orchestra playing "La Paloma." Following this, the Lucky Strike Dance Orchestra plays "Crazy Quilt," played by special permission of the copyright owners.

(LA PALOMA)

(CRAZY QUILT)

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:

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 (45 5 5 45 5 5 All Done - Sold to AMERICAN TOBACCO COMPANY.

ANNOUNCER: (MR. THORGERSEN)

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

THE FARMER: (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 tobaccos are "TOASTED." Sunshine mellow - heat purifies - that's why the "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this exclusive process that 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, and that is your throat protection against irritation, against cough. Consider your Adam's Apple. Be careful in your choice of cigarettes. Remember LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Get Happy"
and "Body and Soul."

(GET HAPPY)

(BODY AND SOUL)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Moonlight
Saving Time" and "Alabamy Bound."

(MOONLIGHT SAVING TIME)

(ALABAMY BOUND)

ANNOUNCER: (MR. THORGERSEN).

The great majority of Americans smoke. Many of them are cigarette smokers. And because cigarette smoking is so general a practice it is important that you pay attention to the merits of your cigarette. Be careful in your choice of cigarettes. Thousands of physicians have already stated LUCKIES to be less irritating than other cigarettes.

Here is the statement of one physician: "I have smoked various kinds of cigarettes and find LUCKY STRIKE the least irritating." END QUOTE.

Another physician writes - I read from his statement: "I consider Lucky Strike the least irritating of any cigarette I ever smoked." END QUOTE.

Find out what your physician has to say about LUCKIES, next time you see him for check-up on your health. We believe he will agree with our statement - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "One More Time" and, by special permission of the copyright owners, "I Got Rhythm,"

(ONE MORE TIME)

(I GOT RHYTHM)

ANNOUNCER:

Mr. Rolfe again offers the Guatemala Marimba Orchestra playing "Chiquita." Following this, the Lucky Strike Dance Orchestra plays "Lucky Seven."

(CHIQUITA)

(LUCKY SEVEN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ho Hum" and "Medley from Sunnyside Up."

(HO HUM)

(MEDLEY from SUNNYSIDE UP -- "Sunnyside Up"
"Aren't We All"
"Turn On The Heat"
"Sunnyside Up")

ANNOUNCER:

What happens to your Adam's Apple if you are not careful in your choice of cigarettes? What effect have harsh irritants upon the throat? A famous authority retained by us to study throat irritation has formulated this reply. Here are his very words: -

"The tissues above and below the vocal chords and the vocal chords themselves may become acutely or chronically congested as a result of the inhalation of irritating fumes in the case of chemists for example."

END QUOTE,

"TOASTING" is that extra, secret and exclusive 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.

Consider your Adam's Apple -- 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. Remember - LUCKY STRIKE is the only cigarette in America that can truthrully say "IT'S TOASTED" -- that extra secret and exclusive process which includes the use of Ultra Violet Rays. And so we say -- Consider your Adam's Apple -- Be careful in your choice of cigarettes. LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alexander Don't You Love Your Baby No More" and "Three Little Words".

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

("THREE LITTLE WORDS")

ANNOUNCER:

The Lucky Stride Dance Orchestra plays "Dixie Jambouree" and "You're A Grand Old Flag".

("DIXIE JAMBOUREE")

("YOU'RE A GRAND OLD FLAG")

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:

MH: ES: BL 6:6:31

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.

JUNE 9th, 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 "Hittin' the Ceiling" and "Kickin' A Hole in the Sky."

(HITTIN' THE CEILING)

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I'm Bringing a Red Red Rose."

(I'M BRINGING A RED RED ROSE)

ANNOUNCER: (MR. RAINEY)

Do you know how much women spend every year for beauty's sake? Over five hundred million dollars! And that, mind you, is only for external beauty. Now, surely those delicate membranes within your throat are just as important as its outside beauty! Just because people can't see them is no reason for neglecting them. Consider your Adam's Apple. For your Adam's Apple 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. 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. No emphasis is too great for the importance of Ultra Violet Rays in the "TOASTING" of LUCKY STRIKE tobaccos. 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 Ultra Violet Rays. Remember - Consider your Adam's Apple - LUCKIES are always kind to your throat.

ANNOUNCER:

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

(RED LIPS)

(ALOHA OE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Doin'
The Raccoon" and "Bigger and Better."

(DOIN' THE RACCOON)

(BIGGER AND BETTER)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Lonesome
Lover" and "Sweet Jennie Lee".

(LONESOME LOVER)

(SWEET JENNIE LEE)

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: (MR. THORGERSEN)

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

THE FARMER: (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 tobaccos are "TOASTED". Sunshine mellows - heat purifies - that's why the "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this exclusive process that 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, and that is your throat protection against irritation, against cough. Consider your Adam's Apple. Be careful in your choice of cigarettes. Remember LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Happy Feet" and
"Alabama Bound".

(HAPPY FEET)

(ALABAMA BOUND)

ANNOUNCER:

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

(PUTTIN' ON THE RITZ)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

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

(ON THE BEACH AT WAIKIKI)

(WHY)

ANNOUNCER: (MR. THORGERSEN)

Here is a message from a physician - it's short, but right to the point. I read from his signed statement:

"Having experimented with almost every brand of cigarette on the market, I feel justified in making a positive assertion that 'Lucky Strikes' are far less irritating than any other." End quote.

Another physician writes - I read from his signed statement:

"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.

To you folks who are already rummaging in some dark closet for the golf clubs and tennis rackets you stored away last fall, here's a tip - don't take a chance on over-strain the first few days. Drop in to see your physician - he will tell you not to over-strain. And don't rasp your throat with harsh irritants - Consider your Adam's Apple - Reach for a LUCKY instead.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Two Hearts In
Waltz Time" and "Cheer Up."

(TWO HEARTS IN WALTZ TIME)

(CHEER UP)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Connecticut
Yankee Medley."

(CONNECTICUT YANKEE MEDLEY) -- ("Thou Swell"
"My Heart Stood Still"
"I Feel At Home With You"
"Thou Swell")

ANNOUNCER:

Adam and Eve in the Garden of Eden - a story we all have heard since childhood. Consider your Adam's Apple - the possession of each one of us, man or woman - your voice box - containing your vocal chords - your larynx. Don't rasp your throat with harsh irritants - Reach for a LUCKY instead. Be careful in your choice of cigarettes. 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." LUCKIES are always kind to your throat.

ANNOUNCER:

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

(BLONDY)

(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/MFH/Howarth/ST/Chilleen
6/9/31

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.

JUNE 11 1931

THURSDAY

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.

Everyone has an Adam's Apple - Every man - every woman has one.

Touch your Adam's Apple with your finger. 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.

"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. Everyone knows that sunshine mellows - that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - made of the finest tobaccos - the Cream of the Crop - THEN - "IT'S TOASTED" - an extra, secret and exclusive heating process. It is this process that expels these harsh irritants. No wonder 20,679 American physicians have stated LUCKIES to be less irritating. No wonder LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple." Be careful in your choice of cigarettes.

ANNOUNCER:

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

(FINE AND DANDY)

(I GOT RHYTHM)

ANNOUNCER:

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

(BEYOND THE BLUE HORIZON)

(HERE COMES THE SUN)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico playing "Dengozo." Following this, the Lucky Strike Dance Orchestra plays "What Do We Care."

(DENGOZO)

(WHAT DO WE CARE)

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:

{ 31 Dollars Bid 31 Dollars Bid 31 31 31 Dollars Bid.
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 1ST SALE { 33 Dollars Bid 34 Dollars Bid 34 and 4 and 5 Dollars Bid.
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 { 39 Dollars Bid - 39-9-9-39 Dollars Bid 39 39 9 9 9 9 SOLD AMERICAN.

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 3RD SALE { 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: (MR. THORGERSEN)

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

THE FARMER: (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 tobaccos are "TOASTED." Sunshine mellows - heat purifies - that's why the "TOASTING" Process includes the use of modern Ultra Violet Rays. It is this exclusive process that 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, and that is your throat protection against irritation, against cough. Consider your Adam's Apple. Be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Happy Feet" and
"What is this thing called Love."

(HAPPY FEET)

(WHAT IS THIS THING CALLED LOVE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hittin' the Bottle"
and "You're Lucky to Me."

(HITTIN' THE BOTTLE)

(YOU'RE LUCKY TO ME)

ANNOUNCER: (MR. THORGERSEN)

Thousands of American physicians have stated LUCKIES to be less irritating than other cigarettes. That overwhelming verdict points the way not only to smoking enjoyment but to throat protection. With the confidence and conviction backed by such a verdict, the manufacturers of LUCKY STRIKES have asked me to read the following from the signed statement of an American physician:

"I have noticed that smokers using LUCKY STRIKE Cigarettes do not have the chronic 'cigarette cough' produced by other brands." End quote.

That is the personal observation of one physician. Another physician states:

"It is my opinion that the heating process of previously aged and cured tobacco does free it from irritating properties. I have smoked many different brands of cigarettes and find that LUCKY STRIKE is the least irritating of all." End quote.

What does your physician say? Wouldn't you be interested in finding out. Why not ask him about LUCKY STRIKE the next time you go to him for a periodic health examination?

ANNOUNCER:

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

(BODY AND SOUL)

(THREE LITTLE WORDS)

ANNOUNCER:

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

(NOCHE DE REYAS)

(A PEACH OF A PAIR)

ANNOUNCER:

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

(SOMETHING TO REMEMBER YOU BY)

(WHAT DO WE CARE)

ANNOUNCER: Mr. Rainey.

From the advice of renowned beauty specialists in "Beauty and Health" published by J. B. Lippincott Company:

"Here is an exercise for building lovely necks: Sit or stand erect. Put your clenched fist under the chin. Slowly press the chin down as far as it will go, resisting the movement stiffly by an upward thrust with the fist. Now, push the chin up and back until the head rests between the shoulders....Repeat five times." End quote.

That was for external beauty. And now - Consider your Adam's Apple. For surely the delicate membranes within your throat are entitled to your thought as well. Consider your Adam's Apple. Touch it with your finger - now you are touching your larynx, your voice box - your throat. 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 remember also - LUCKY STRIKE is "TOASTED", and "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'm Proud of You" and "Bye Bye Blues."

(I'M PROUD OF YOU)

(BYE BYE BLUES)

ANNOUNCER:

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

(SOME OF THESE DAYS)

(STRIKE UP THE BAND)

CLOSING ANNOUNCEMENT:

(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/hm/ej/mh/mfh/chilleen
6/11/31

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.

JUNE 13 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.

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:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Mountain Greenery" and "Cheer Up."

(MOUNTAIN GREENERY)

(CHEER UP)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "You Said It" and "Old Man Sunshine."

(YOU SAID IT)

(OLD MAN SUNSHINE)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist, playing "Dancing In The Dark," played by special permission of the copyright owners. Following this, the Lucky Strike Dance Orchestra plays "Look In The Looking Glass."

(DANCING IN THE DARK)

(LOOK IN THE LOOKING GLASS)

COLUMBUS DISCOVERS TOBACCO SPOT

(Orchestra - DAGGER DANCE - Victor Herbert) - fading out to

NARRATOR: Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw tobaccos containing harsh irritants - raw tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(Orchestra - WAR DANCE - Skilton) fade down and under

(whoops, toms-toms, etc. fade to)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - whoops, etc - quickly fades. Only tom-toms continues faintly under dialogue)

COLUMBUS: What strange ceremony - but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master. (PAUSE) The leaves are torn from the stalk and then dried. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and goodwill. I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPUTTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. Santa Maria. These savages must have throats made of iron.

(WAR DANCE -- TOM-TOM ETC)

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco -- some people still smoke tobacco in very much the same form as the barbaric Indians smoked it...raw, crude tobacco containing harsh irritants. It was not until our modern century that another great discovery was made -- LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This 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 -- the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - then "IT'S TOASTED." LUCKY STRIKE'S exclusive "TOASTING" Process is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "That's My Weakness Now" and, by special permission of the copyright owners, "Sweet Music."

(THAT'S MY WEAKNESS NOW)

(SWEET MUSIC)

ANNOUNCER:

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

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

(YOU CAN'T GET TO HEAVEN THAT WAY)

ANNOUNCER: MR. THORGERSEN

Here is a statement from a physician--an Ex-Service Man--he tells us about LUCKIES!

"I smoked many hundreds overseas with the A.E.F: and never experienced any throat irritation." End quote.

That is a statement from an American physician--one of those men you call upon when you have your periodic health examination. 20,679 physicians have stated that LUCKIES are less irritating than other cigarettes. Here is what another physician writes about LUCKIES.

"They are much less irritating to the throat: Lucky Strike is my favorite cigarette; I began smoking these cigarettes during the war while I was a medical officer in the Navy and have stuck to them since that time." End quote.

Many of you men who smoke LUCKIES today first met them overseas--and first discovered there what millions of smokers knew or have learned since--that LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Darktown Strutter's Ball" and "Blondy."

(DARKTOWN STRUTTER'S BALL)

(BLONDY)

ANNOUNCER:

Mr. Rolfe again offers Lew White at the Organ playing "Poor Butterfly." Following this, the Lucky Strike Dance Orchestra plays "Falling In Love," played by special permission of the copyright owners.

(POOR BUTTERFLY)

(FALLING IN LOVE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "One Love" and, by special permission of the copyright owners, "You're The Cream In My Coffee."

(ONE LOVE)

(YOU'RE THE CREAM IN MY COFFEE)

ANNOUNCER: (MR. RAINEY)

Millions listening to the LUCKY STRIKE Radio program have heard us say: "Consider Your Adam's Apple - Don't rasp your throat with harsh irritants. Reach for a LUCKY instead."

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

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

ANNOUNCER:

The Lucky Strike Dance Orchestea plays "Miss Annabelle Lee" and "Why".

(MISS ANNABELLE LEE)

(WHY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I Know That You Know" and "Song of the Flame".

(I KNOW THAT YOU KNOW)

(SONG OF THE FLAME)

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/HMC:MFH:GS
6/13/31

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

WEAF

TIME: ()

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

THE LUCKY STRIKE RADIO HOUR

JUNE 16, 1931

Thursday
THURSDAY

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.

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 the 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.

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 "Clap Yo' Hands."

(STRIKE UP THE BAND)

(CLAP YO' HANDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Lonesome Lover" and "Georgia."

(LONESOME LOVER)

(GEORGIA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the Romany Gypsy Orchestra playing "Souvenir de Budapest." Following this, the Lucky Strike Dance Orchestra plays "Varsity Drag," played by special permission of the copyright owners.

(SOUVENIR DE BUDAPEST)

(VARSIITY DRAG)

COLUMBUS DISCOVERS TOBACCO SPOT

(Orchestra - DAGGER DANCE - VICTOR HERBERT) - FADING OUT TO

NARRATOR:

Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw tobaccos containing harsh irritants - raw tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(Orchestra - WAR DANCE - Skilton) FADE DOWN AND UNDER

(WHOOPS, TOMS-TOMS, ETC. FADE TO)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - WHOOPS, ETC. - QUICKLY FADES. ONLY TOM-TOMS CONTINUES FAINTLY UNDER DIALOGUE)

COLUMBUS: What strange ceremony - but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master. (PAUSE) The leaves are torn from the stalk and then dried. Nothing else. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and good will.

I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPUTTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. These savages must have throats made of iron.

(WAR DANCE -- TOM-TOM, ETC.)

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco -- some people still smoke tobacco in very much the same form as the barbaric Indians smoked it...raw, crude tobacco containing harsh irritants. It was not until our modern century that another great discovery was made -- LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This 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 -- the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - THEN - "IT'S TOASTED." LUCKY STRIKE'S exclusive "TOASTING" Process is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "My Temptation"
and "Charleston."

(MY TEMPTATION)

(CHARLESTON)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Just A Gigolo"
and "Makin' Whoopee."

(JUST A GIGOLO)

(MAKIN' WHOOPEE)

ANNOUNCER: (MR. THORGERSEN)

Be careful in your choice of cigarettes - profit by the statements of 20,679 American physicians who have stated that LUCKIES are less irritating than other cigarettes. Here is a signed statement from an American physician, from which I will read:

"I find in smoking Lucky Strike Cigarettes a distinctly less irritating smoke. They have been my choice for several years and I am a very heavy smoker." End quote.

Here is what another physician has written about LUCKIES:

"I am much in favor of the treatment with heat, or toasting process, believing that it frees the tobacco from irritation to the throat. I have used Lucky Strike cigarettes for some years and find them much less irritating than other brands." End quote.

What is your physician's opinion on LUCKIES? Ask him, next time you have your periodic health examination. And, in the meantime, Consider your Adam's Apple, Remember - LUCKIES are always kind to your throat.

ANNOUNCER:

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

(SOME OF THESE DAYS)

(EMBRACEABLE YOU)

ANNOUNCER:

Mr. Rolfe again offers the Romany Gypsy Orchestra playing "Children of the Steppes." Following this, the Lucky Strike Dance Orchestra plays "Singin' In The Rain."

(CHILDREN OF THE STEPPES)

(SINGIN' IN THE RAIN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "What Do We Care" and "Breakaway."

(WHAT DO WE CARE)

(BREAKAWAY)

ANNOUNCER: Mr. Rainey

What a marvelous thing is in your throat - your Adam's Apple.

As I am speaking to you now, mine - my Adam's Apple - is performing wonders in my throat....the wonders of simple speaking articulation -- one of the extraordinary blessings bestowed on men and women by Nature.

Yes, contrary to some beliefs, women have Adam's Apples, too; but here, I think, women take a rather mean advantage of men, for women prettily conceal their Adam's Apples in the lovely contours of their throats. Concealed or not, your Adam's Apple is important, interesting. Touch yours with your finger now. You are touching your larynx. This is your voice box. It contains your vocal chords. Without it - your Adam's Apple - you couldn't sing or speak.

We are interested in Adam's Apples and in throats - and so are you - that's why we continue to say "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." Harsh irritants are present in all raw tobaccos. But 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 not present in your LUCKY STRIKE. LUCKIES are always kind to your throat. And so we remind you, again and again - Consider your Adam's Apple, consider your valuable throat.

ANNOUNCER:

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

(THE KERB STEP)

(RED MILL MEDLEY) : In Old New York Because You're You
Mignonette Dance No. 1 - Dance No. 2
In Old New York

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ninety Nine Out Of A Hundred" and "You're A Grand Old Flag."

(NINETY NINE OUT OF A HUNDRED)

(YOU'RE A GRAND OLD FLAG)

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:DM:MH

6/16/31

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.

JUNE 18, 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.

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.

ANNOUNCER:

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

(ONE STEP TO HEAVEN)

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

ANNOUNCER:

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

(OLD FASHIONED GIRL)

(EVERYBODY STEP)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White - world-famed Organist, playing "When Day Is Done." Following this, by special permission of the copyright owners, the Lucky Strike Dance Orchestra plays "Thank Your Father."

(WHEN DAY IS DONE)

(THANK YOUR FATHER)

COLUMBUS DISCOVERS TOBACCO SPOT

(Orchestra - DAGGER DANCE - VICTOR HERBERT) - FADING OUT TO

NARRATOR:

Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw tobaccos containing harsh irritants - raw tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(Orchestra - WAR DANCE - Skilton) FADE DOWN AND UNDER

(WHOOPS, TOMS-TOMS, ETC. FADE TO)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - WHOOPS, ETC. - QUICKLY FADES. ONLY TOM-TOMS CONTINUES FAINTLY UNDER DIALOGUE)

COLUMBUS: What strange ceremony - but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master. (PAUSE) The leaves are torn from the stalk and then dried. Nothing else. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and good will.

I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPUTTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. These savages must have throats made of iron.

(WAR DANCE -- TOM-TOM, ETC.)

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco -- some people still smoke tobacco in very much the same form as the barbaric Indians smoked it...raw, crude tobacco containing harsh irritants. It was not until our modern century that another great discovery was made -- LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This 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 -- the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - THEN - "IT'S TOASTED." LUCKY STRIKE'S exclusive "TOASTING" Process is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Avalon Medley,"
and "You've Got That Thing."

(AVALON MEDLEY)

(YOU'VE GOT THAT THING)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Body and Soul"
and "Go Home And Tell Your Mother."

(BODY AND SOUL)

(GO HOME AND TELL YOUR MOTHER)

ANNOUNCER: (MR. THORGERSEN)

Whenever you take a puff on a cigarette - remember the smoke may penetrate to the innermost crevices of your throat. If it is a cigarette from which certain harsh irritants have not been removed, those harsh irritants are certainly present to rasp your throat. Why take a chance? Reach for a LUCKY instead - remember, 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes.

Here is what a physician writes - I read from his statement:

"Have used Lucky Strike Cigarettes for many years and find them less irritating than any other cigarettes on the market." END QUOTE.

Another physician states: "I have found that Lucky Strike cigarettes are more cooling and therefore less irritating to the throat." END QUOTE.

When your physician gives you the next periodic health examination, ask him about LUCKY STRIKE.

ANNOUNCER:

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

(CHEERFUL LITTLE EARFUL)

(BEST THINGS IN LIFE ARE FREE)

ANNOUNCER:

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

(SINGIN' IN THE RAIN)

(WHERE'S THAT RAINBOW)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Steamboat."

(STEAMBOAT)

ANNOUNCER: (MR. RAINEY)

The warm days of summer are here at last. And the girls -- bless their hearts -- are more fascinating than ever in their cool, filmy frocks, short sleeves and low-cut necks. A pretty woman's graceful throat reveals in all the fullness of its glory 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... Consider your valuable throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Here Comes The Sun" and "I Know That You Know."

(HERE COMES THE SUN)

(I KNOW THAT YOU KNOW)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sing Something Simple" and "Hallelujah."

(SING SOMETHING SIMPLE)

(HALLELUJAH)

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.

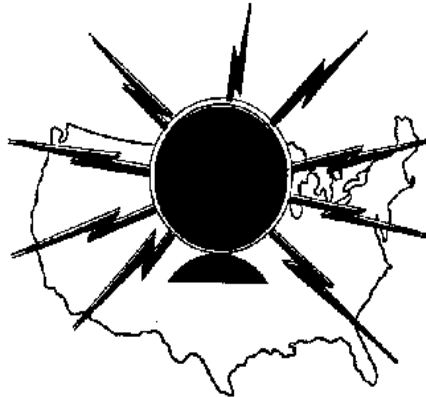
The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/Chilleen
6/18/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY
THURSDAY
SATURDAY

10 TO 11 PM.
WEAF & NBC
ASSOCIATED STATIONS

Consider your Adam's Apple!!

SATURDAY, JUNE 20th. 1931

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. 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. Sunshine mellows - heat purifies. "TOASTING" expels certain harsh irritants present in all raw soggy tobaccos.

These expelled irritants are not present in your LUCKY STRIKE -
the modern cigarette. We sell these expelled irritants to
manufacturers of chemical compounds. It is LUCKY STRIKE'S exclusive
"TOASTING" Process, which includes the use of modern mellowing
Ultra Violet Rays, 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra open with "Roll On Mississippi" and "Dip Your Brush In The Sunshine".

(ROLL ON MISSISSIPPI)

(DIP YOUR BRUSH IN THE SUNSHINE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "My Blushing Rosie", and "The One Man Band".

(MY BLUSHING ROSIE)

(THE ONE MAN BAND)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

COLUMBUS DISCOVERS TOBACCO SPOT

(ORCHESTRA - DAGGER DANCE - VICTOR HERBERT) - FADING OUT TO

NARRATOR:

Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw tobaccos containing harsh irritants - raw tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(ORCHESTRA - "WAR DANCE" - SKILTON) FADE DOWN AND UNDER

(WHOOPS, TOM-TOMS, ETC. FADE TO)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - WHOOPS, etc. - QUICKLY FADES. ONLY TOM-TOMS

CONTINUES FAINTLY UNDER DIALOGUE)

COLUMBUS: What strange ceremony -- but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

..3 -4-

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master (PAUSE) The leaves are torn from the stalk and then dried. Nothing else. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and good will. I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPUTTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. These savages must have throats made of iron.

(WAR DANCE -- TOM -- TOMS etc.)

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco - some people still smoke tobacco in very much the same form as the barbaric Indians smoked it...raw, crude, soggy tobacco containing harsh irritants. It was not until our modern century that another great discovery was made -- LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This 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 - the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - THEN - "IT'S TOASTED." LUCKY STRIKE'S EXCLUSIVE "TOASTING" PROCESS is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always KIND to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Gross Your Fingers" and "Let's Do It."

(CROSS YOUR FINGERS)

(LET'S DO IT)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sometimes I'm Happy." Following this, as a special feature this evening, Mr. Rolfe offers the South Sea Islanders playing "Rock Me In A Cradle of Kalua."

(SOMETIMES I'M HAPPY)

(ROCK ME IN A CRADLE OF KALUA)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Bubbling Over With Love" and "What This Little World Is After Is Laughter."

(BUBBLING OVER WITH LOVE)

(WHAT THIS LITTLE WORLD IS AFTER IS LAUGHTER)

ANNOUNCER: (MR. THORGERSEN)

Why do we repeat - Sunshine mellows - heat purifies? Because -- LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern mellowing Ultra Violet Rays, expels certain harsh irritants present in all raw soggy tobaccos. It is this exclusive process which makes LUCKIES always kind to your throat. No wonder 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes.

One physician writes: "I certainly believe that Lucky Strike Cigarettes are less irritating to sensitive throats. I smoke LUCKY STRIKES myself and no other cigarette." (END QUOTE)

Depend upon your physician to guard your health. See him regularly for a periodic health examination. And when you do so, we suggest - ask him about LUCKY STRIKES. Here is what another physician writes about LUCKIES - I read from his statement:

"I have been a constant cigarette smoker for 20 years and find Lucky Strikes cause less irritation to my throat than any other brand." (END QUOTE)

And so we repeat - LUCKIES - are always kind to your throat.

ANNOUNCER:

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

(WHERE'S THAT RAINBOW)

(OH BABY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I Love Louisa"
and "High and Low," both played by special permission of the
copyright owners.

(I LOVE LOUISA)

(HIGH AND LOW)

ANNOUNCER: (MR. RAINEY)

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 us all 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 soggy 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, 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" - for LUCKIES are always kind to your throat.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Singin' In The Rain." Following this, Mr. Rolfe again offers the South Sea Islanders playing "A Typical Hawaiian Medley."

(SINGIN' IN THE RAIN)

(MEDLEY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alabama Bound" and "Hittin' The Bottle."

(ALABAMA BOUND)

(HITTIN' THE BOTTLE)

ANNOUNCER:

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

(DIXIE MEDLEY)

(MADELON)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

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/st/meh/bl/d
6/19/31

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

JUNE 23, 1931

WEAF

TUESDAY

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

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, my friends. Adn 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 "Bigger and Better" and "Lucky Seven".

(BIGGER AND BETTER)

(LUCKY SEVEN)

ANNOUNCER: MR. THORGERSEN

Touch your Adam's Apple with your finger. 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.

Profit by the statements of 20,679 American physicians that LUCKIES are less irritating than other cigarettes. Don't overlook that periodic health examination they recommend.

LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, expels certain harsh irritants present in all raw moist, soggy tobaccos. That is your throat protection - against irritation - against cough. And so we say "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.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Tea for Two," played by special permission of the copyright owners, and "Black Bottom."

(TEA FOR TWO)

(BLACK BOTTOM)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist, playing "When the Organ Played at Twilight." Following this, the Lucky Strike Dance Orchestra plays "Lady Luck."

(WHEN THE ORGAN PLAYED AT TWILIGHT)

(LADY LUCK)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sweet Jennie Lee" and "Be Careful With Those Eyes."

(SWEET JENNIE LEE)

(BE CAREFUL WITH THOSE EYES)

COLUMBUS DISCOVERS TOBACCO SPOT

(ORCHESTRA - DAGGER DANCE - VICTOR HERBERT) - FADING OUT TO

NARRATOR:

Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw, moist, soggy tobaccos containing harsh irritants - raw, moist, soggy tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(ORCHESTRA - "WAR DANCE" - SKILTON) FADE DOWN AND UNDER

(WHOOPS, TOM-TOMS, ETC. FADE TO)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - WHOOPS, etc. - QUICKLY FADES. ONLY

TOM-TOMS CONTINUES FAINTLY UNDER DIALOGUE)

COLUMBUS: What strange ceremony - but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good-will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master (PAUSE) the leaves are torn from the stalk and then dried. Nothing else. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and good-will -- I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPUTTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. These savages must have throats made of iron.

(WAR DANCE -- TOM-TOMS ETC.)

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco - some people still smoke tobacco in very much the same form as the barbaric Indians smoked it. . . raw, moist, soggy tobacco containing harsh irritants. It was not until our modern century that another great discovery was made - LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This 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 - the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - THEN - "IT'S TOASTED." LUCKY STRIKE'S EXCLUSIVE "TOASTING" PROCESS is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always kind to your throat.

ANNOUNCER:

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

(THANK YOUR FATHER)

ANNOUNCER:

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

(HAPPY DAYS ARE HERE AGAIN)

(WHAT DO WE CARE)

ANNOUNCER:

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

(LOVER COME BACK TO ME)

(CHARLIE MY BOY)

ANNOUNCER: (MR. THORGERSEN)

Your physician is called in. He puts a thermometer into your mouth. He feels your pulse. He makes an examination of your throat. If it is your throat that has caused the trouble, he will undoubtedly tell you to guard your throat against irritation. If you smoke cigarettes that irritate your throat, he might say -- as one physician has already written:

"I have found Lucky Strike Cigarettes to be less irritating to a sensitive throat than any other cigarette I have ever smoked."

(END QUOTE)

Knowing that 20,679 American physicians have stated that LUCKY STRIKES are less irritating than other cigarettes, hasn't the time come for you to smoke LUCKIES and only LUCKIES? To use the very words of another physician, I read from his statement:

"The Lucky Strike Cigarettes are much less irritating to my throat, especially to sensitive throats, than any other cigarettes that I know of." (END QUOTE)

We cannot urge you too strongly - to protect yourself against illness, have a regular check-up on your health. And for the health of your throat, we cannot repeat too often - LUCKIES are always kind to your throat.

ANNOUNCER:

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

(TIE A LITTLE STRING AROUND YOUR FINGER)

(RED LIPS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Jericho" and, by special permission of the copyright owners, "Say it With Music."

(JERICHO)

(SAY IT WITH MUSIC)

ANNOUNCER: (MR. RAINEY)

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 unconvinced when I tell them every one has an Adam's Apple." (END QUOTE)

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 instrument! How careful we should be to look after it - not to slight it or to look upon it lightly.

ANNOUNCER: (MR. RAINEY 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 moist soggy 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 modern Ultra Violet Rays.

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

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alabama Bound" and "Hallelujah".

(ALABAMA BOUND)

(HALLELUJAH)

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.

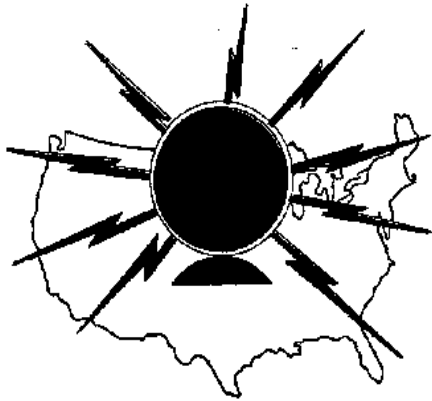
The program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/MEH/ES/GS/CHILLEN
6/23/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY
10 to 11 P. M. . . . WEAJ and
ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

THURSDAY, JUNE 25, 1931

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~~ program of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes.

Consider your Adam's Apple. Now, please - put 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

When a lawyer makes a statement before a jury he backs it up with sound evidence and facts. Here are the facts:

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobaccos - remember, all tobaccos, regardless of price or kind, originally contain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in all tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. In other words, the removal of these irritants in the manufacture of LUCKY STRIKE is not a mere laboratory procedure for the purpose of getting an advertising phrase - it is a definite and vitally important process in rendering LUCKY STRIKE Cigarettes less irritating than other cigarettes. Remember - LUCKY STRIKE comes to you after certain harsh irritants naturally present in all tobaccos have been expelled through the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. No wonder LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER:

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

(HITTIN' THE BOTTLE)

(EN ME SUIT)

ANNOUNCER:

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

(WITH MY GUITAR AND YOU)

(POMPONOLA)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers the
South Sea Islanders playing "Aloha Oe." Following this, the
Lucky Strike Dance Orchestra plays "Fine and Dandy."

(ALOHA OE)

(FINE AND DANDY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

COLUMBUS DISCOVERS TOBACCO SPOT

(ORCHESTRA - DAGGER DANCE - VICTOR HERBERT) - FADING OUT TO

NARRATOR:

Just as you and I had ancestors in bygone times, so LUCKY STRIKE, THE MODERN CIGARETTE, also had primitive ancestors - raw, moist, soggy tobaccos containing harsh irritants - raw, moist, soggy tobaccos that are as out of place in this modern generation as our own primitive ancestors would be if they were here today.

(ORCHESTRA - "WAR DANCE" - SKILTON) FADE DOWN AND UNDER

(WHOOPS, TOM-TOMS, ETC. FADE TO)

It is the year 1492, Christopher Columbus has landed on the little island of San Salvador in the West Indies. He has made the acquaintance of the Indians and has assured them that his mission is a peaceful one. Let's look on as Columbus attends an Indian ceremonial.

(WAR DANCE comes up - WHOOPS, etc. - QUICKLY FADES. ONLY

TOM-TOMS CONTINUES FAINTLY UNDER DIALOGUE)

COLUMBUS: What strange ceremony - but even more so is this queer hollow stick which gives off smoke.

VOICE: Yes, master, I have learned that this is the Indians' token of peace and good-will.

COLUMBUS: Must I also draw the smoke through my lips?

VOICE: Yes, master, it's the custom.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3A-

COLUMBUS: The smoke has not an unpleasant odor, but I am curious about the substance which gives off the smoke. Have you learned what it is?

VOICE: It's a native plant, master, which the Indians cultivate and greatly enjoy.

COLUMBUS: Do you know how it is prepared?

VOICE: Yes, master (PAUSE) the leaves are torn from the stalk and then dried. Nothing else. No other preparation.

COLUMBUS: Truly, I believe it is a token of peace and good-will -- I will draw in the smoke through my lips as the Indians are doing. (COUGHS AND SPITTERS)

VOICE: (ANXIOUSLY) What is it? What ails you, master?

COLUMBUS: (STILL SPUTTERING AND COUGHING) In faith, I know not what manner of thing this is. It is unseemingly hot upon my tongue. Like fire it rasps my throat and it makes me cough. These savages must have throats made of iron.

(WAR DANCE -- TOM-TOMS ETC.)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3B-

MR. THORGERSEN:

And so, in 1492, not only was a continent discovered, but the custom of smoking tobacco was introduced to the civilized world, and for four centuries following this discovery people smoked tobacco - some people still smoke tobacco in very much the same form as the barbaric Indians smoked it. . . raw, moist, soggy tobacco containing harsh irritants. It was not until our modern century that another great discovery was made - LUCKY STRIKE'S FAMOUS EXCLUSIVE "TOASTING PROCESS." This exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, EXPELS certain harsh irritants naturally present in all tobaccos, regardless of price or kind. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobacco - the Cream of the Crop - THEN - "IT'S TOASTED." LUCKY STRIKE'S EXCLUSIVE "TOASTING" PROCESS is your throat protection against irritation - against cough. And so we say, 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. Remember, LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Bye Bye Blackbird"
and "Lady Be Good."

(BYE BYE BLACKBIRD)

(LADY BE GOOD)

ANNOUNCER:

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

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

(NINETY NINE OUT OF A HUNDRED)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER: (MR. THORGERSEN)

There is a certain acute inflammation of the larynx which your physician calls "Laryngitis." It is an infection of the larynx - that part of the throat which you touch when you put your finger on your Adam's Apple. I should like to read from a statement of a physician who has been personally an actual sufferer from that malady:

"I suffer from attacks of laryngitis and I find less irritation from Lucky Strike Cigarettes than from any other form of tobacco I use." (END QUOTE)

Here is another statement from a physician: "Have some trouble with my throat and find Lucky Strike cigarettes do not irritate it." (END QUOTE)

What greater tribute could be given to LUCKY STRIKES than these messages from physicians who themselves have had certain afflictions of the throat. And 20,679 statements of American physicians are on file declaring LUCKIES to be less irritating than other cigarettes. Your physician too will very probably tell you the same thing about LUCKIES, Ask him the next time you are at his office for your periodic health examination. Your larynx - your throat - your Adam's Apple - when you think of these - think of LUCKY STRIKES - for LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Steamboat" and
"Dancing To Save Your Sole."

(STEAMBOAT)

(DANCING TO SAVE YOUR SOLE)

ANNOUNCER:

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

(ROYAL HAWAIIAN MARCH)

(LUCKY SEVEN)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Two Hearts In
Waltz Time" and "Waiting for the Robert E. Lee."

(TWO HEARTS IN WALTZ TIME)

(WAITING FOR THE ROBERT E. LEE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER: (MR. RAINEY)

(FEW BARS OF "HOME SWEET HOME")

Consider your Adam's Apple! A most attractive young lady, with a softly rounded throat as beautiful as it is talented, has just sung you a little song. Home, sweet home - Think of that beautiful young lady - in the hammock - Home, sweet home.

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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7A-

MR. RAINEY:(CONTINUES)

Don't rasp your throat with harsh irritants - Reach for a LUCKY instead. LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos - the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. And remember - LUCKY STRIKE is the only cigarette in America that gives you the benefit of the exclusive "TOASTING" Process, including the use of modern Ultra Violet Rays - that exclusive "TOASTING" Process which expels certain harsh irritants naturally present in all tobaccos, regardless of price or kind. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

(SHORT BIT of "HOME SWEET HOME")

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Baltimore" and
"Down Among The Sugar Cane."

(BALTIMORE)

(DOWN AMONG THE SUGAR CANE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dixie Medley."

(DIXIE 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 ~~two hours~~ 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.

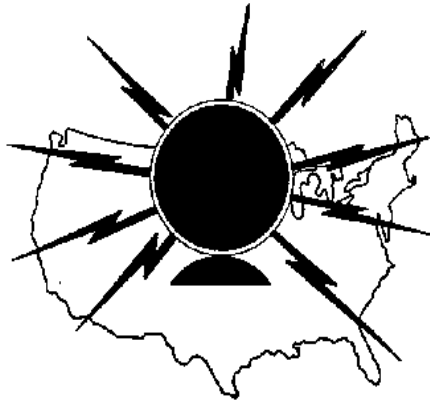
The Program of the LUCKY STRIKE Dance Orchestra has come
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AGENCY/Chilleen
6/25/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY
10 to 11 P. M. . . . WEAf and
ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

(FINAL CORRECTION)

SATURDAY, JUNE 27, 1931

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 program 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 "Alexander's Ragtime Band" and "One Step To Heaven."

(ALEXANDER'S RAGTIME BAND)

(ONE STEP TO HEAVEN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER: (MR. RAINEY)

What a delicate piece of Nature's handiwork is the Adam's Apple. How sensitive - how easily put out of order - this little body of tissue that means so much in our daily lives, whether we be men or women. 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 membranes from all irritation.

Don't rasp your throat with harsh irritants - Reach for a LUCKY instead. LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us 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 - as well.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I Wanna Sing About You" and "Please Don't Talk About Me When I'm Gone."

(I WANNA SING ABOUT YOU)

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

ANNOUNCER:

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

(LA CUMBARSAITA)

(DOIN' THE RACCOON)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "You've Got That Thing" and "Back In Your Own Back Yard."

(YOU'VE GOT THAT THING)

(BACK IN YOUR OWN BACK YARD)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4 -

MR. THORGERSEN:

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

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

MR. BOND:

(With Southern accent) (chant is low all thru this announcement)

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

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4 A-

MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child..his pride and joy..the finest tobaccos.. the Cream of the Crop..the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos..the finest from Turkey..the finest from Kentucky, Virginia, Georgia, Maryland and the Carolinas..the Cream of many crops throughout the world .. are constantly being purchased by the American Tobacco Company for your LUCKY STRIKE...but that is only the first step in the marvelous journey that changes the tobacco leaves into the modern cigarette. LUCKY STRIKE, LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants naturally present in all tobacco leaves, regardless of price or kind. "TOASTING" which includes the use of modern Ultra Violet Rays, is your throat protection against irritation..against cough.. LUCKIES are always kind to your throat...and so we say "Consider your Adam's Apple."

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Cheerful Little Earful"
and "Hosanna".

(CHEERFUL LITTLE EARFUL)

(HOSANNA)

ANNOUNCER:

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

(HELLO BEAUTIFUL)

(STUMBLING)

ANNOUNCER:

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

(EL CHOCLO)

(LADY LUCK)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER: 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." End quote.

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." End quote.

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." End quote.

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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Who" and "Soldier
On The Shelf."

(WHO)

(SOLDIER ON THE SHELF)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Don't Hold
Everything," played by special permission of the copyright owners,
and "Some Of These Days."

(DON'T HOLD EVERYTHING)

(SOME OF THESE DAYS)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

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. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

Here is what one of America's great scientists, whom we retained to study LUCKY STRIKE'S manufacturing process, says about the mellowing effect of Ultra Violet Rays which are included in our exclusive "TOASTING" Process:

"The effect of this Ultra Violet treatment on the tobacco have been tested and are found to involve an increase in what is called the 'mildness' of the tobacco." (END QUOTE)

One of America's greatest writers and editors says
this:

"When I visited Reidsville and went through the LUCKY STRIKE plant, I found one explanation for the growth of LUCKY STRIKE. Your use of the Ultra Violet Ray in the 'TOASTING' of tobaccos is a splendid example of achievement. It is the new order of the day." (END QUOTE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8A-

MR. THORGERSEN:(CONTINUES)

LUCKY STRIKE is made of the finest tobaccos - the Cream of many crops throughout the world. And remember - LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process - that secret heating process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind.

And so we say "Consider your Adam's Apple" - Be careful in your choice of cigarettes. LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Look In The Looking Glass" and "Stars and Stripes Forever."

(LOOK IN THE LOOKING GLASS)

(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 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" - Don't rasp your throat with harsh irritants - Be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat. Thank you.

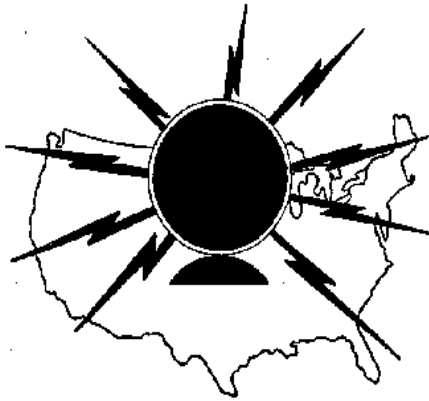
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AGENCY/McB/ST/MEH/HM/Chilleen
6/27/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAJ and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

TUESDAY, JUNE 30, 1931

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 program
of dance music presented for your pleasure by the manufacturers
of LUCKY STRIKE Cigarettes.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER: (MR THORGERSEN)

Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants..Reach for a LUCKY instead. LUCKY STRIKE is made of the finest tobaccos..the very finest of Turkish tobaccos, the very finest of domestic tobaccos..each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves...remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

Now! Please! Actually put your finger on your Adam's Apple. Touch it..your Adam's Apple. Do you know you are actually touching your larynx? This is your voice box..it contains your vocal chords. When you consider your Adam's Apple you are considering your throat..your vocal chords.

Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. LUCKIES are always kind to your throat. It is to impress this fact upon you that we say "Consider your Adam's Apple."

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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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 a typical "Hawaiian Medley."

Following this, the Lucky Strike Dance Orchestra plays "Sunny," played by special permission of the copyright owners.

(HAWAIIAN MEDLEY)

(SUNNY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

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

(THREE BLASTS OF SHIP'S WHISTLE. ONE CHORUS OF NEGRO CHANT BEING HUMMED FULL. CHANT DIES AWAY GRADUALLY.... ALLOWING FOR SLIGHT PAUSE BEFORE ANNOUNCEMENT.)

MR. BOND:

(WITH SOUTHERN ACCENT) (CHANT IS LOW ALL THRU THIS ANNOUNCEMENT.)

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

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

The planter standing by watches the harvesting as a mother watches her child...his pride and joy...the finest tobaccos... the Cream of the Crop...the kind of choice tobaccos always purchased for your LUCKY STRIKE. Millions of dollars worth of such choice tobaccos...the finest from Turkey...the finest from Kentucky, Virginia, Georgia, Maryland and the Carolinas...the Cream of many crops throughout the world...are constantly being purchased by the American Tobacco Company for your LUCKY STRIKE... but that is only the first step in the marvelous journey that changes the tobacco leaves into the modern cigarette. LUCKY STRIKE, LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants naturally present in all tobacco leaves, regardless of price or kind. "TOASTING" which includes the use of modern Ultra Violet Rays, is your throat protection against irritation...against cough...LUCKIES are always kind to your throat...and so we say "Consider your Adam's Apple."

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Rose Marie," played 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 Wood" and "I'm Just Wild About Harry."

(BABES IN THE WOOD)

(I'M JUST WILD ABOUT HARRY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: Mr. Thorgersen

Here's what an American physician - a smoker - writes about LUCKIES:

"Having experimented with almost every brand of cigarette on the market I feel justified in making a positive assertion that "Lucky Strikes" are far less irritating than any other." End quote.

Another physician states: "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.

Adding to the cumulative force of this verdict, 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." End quote.

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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

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

(ALEXANDER'S RAGTIME BAND)

ANNOUNCER:

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

(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)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: Mr. Rainey

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 your Adam's Apple is your larynx - your voice box - it contains your vocal chords. So - Consider your Adam's Apple. Be careful in your choice of cigarettes. Remember the serpent in the smoker's Garden of Eden - harsh irritants naturally present in every tobacco leaf.

Don't rasp your throat with harsh irritants - Reach for a LUCKY instead. LUCKY STRIKE is made of the finest tobaccos - the Cream of many Crops throughout the world. And remember - LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process - that secret heating process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind, and which includes the extra mellowing benefits of modern Ultra Violet Rays. And so we say "Consider your Adam's Apple" - Be careful in your choice of cigarette - LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Say It With Music," played 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 "Fine and Dandy" and "Bandanna Days."

(FINE AND DANDY)

(BANDANNA DAYS)

ANNOUNCER:

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

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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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 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" - Don't rasp your throat with harsh irritants -
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/MH/HM/Chilleen
6/30/31