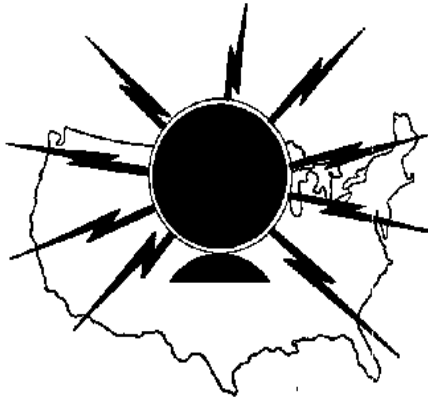


SEPTEMBER

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

(SEPTEMBER 1, 1931 ...TUESDAY)

OPENING ANNOUNCEMENT: (MR. THORGERSEN)

Good evening, ladies and gentlemen. Tonight B.A. Rolfe and the regular LUCKY STRIKE Dance Orchestra play for your pleasure, in fast, peppy time, the tunes that made Broadway, "Broadway", in contrast with the LUCKY STRIKE Summer Party Orchestra, which plays them in slower rhythmic tempos on Saturday nights. In response to hundreds of letters of request, the manufacturers of LUCKY STRIKE Cigarettes present in tonight's program the marvelous adventures of Weber and Fields known the world over as "Mike and Meyer". If you like them, won't you please mail a note to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of the station to which you are listening.

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 "Over There" and "Alabamy Bound."

(OVER THERE)

(ALABAMY BOUND)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

Hello, Broadway! Hello, Miss Edna West!....Miss West, I'd like to thank you for that splendid tribute you give to LUCKY STRIKE Cigarettes in the course of your work in your latest Broadway success...and if you don't mind, Miss West, I'd like to tell the rest of the folks listening in about it. You see, folks, Miss Edna West has a leading role in the big Broadway success "Unexpected Husbands" and what Miss West prefers has its influence on her public. In one scene one of the actors calls for "A pack of LUCKIES, please" and this was none of our doing, but as the author wrote the scene. Well, it happened that another cigarette manufacturer saw the play and heard that line "A pack of LUCKIES, please". He investigated and found that Miss West was paying for those cigarettes herself -- and, so the very next day a note came to the theatre -- offering to supply this other brand of cigarettes - free of charge. A generous offer, apparently -- but here is what Miss West replied:

"No, thank you. I prefer LUCKIES!" And, though Miss West is in all things loyal to the core, we are sure that her loyalty is but typical of the loyalty of millions on millions of LUCKY STRIKE patrons. Thank you, Miss West, for your permission to tell this little story. And, Miss West, you can always be sure of LUCKY STRIKE'S throat protection - for LUCKY STRIKE'S exclusive TOASTING Process, including the use of modern Ultra Violet Rays, expels certain harsh biting irritants naturally present in every tobacco leaf.

(MORE TO COME)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3A-

Every LUCKY STRIKE is made of the choicest of Turkish tobaccos and the choicest of domestic tobaccos - the Cream of many Crops. But, Miss West, when you call for "A pack of LUCKIES, please" you can be certain those expelled irritants are not present. "They're out - so they can't be in!" May we again thank you, Miss West, for your patronage and your loyalty, and assure you that 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 "Makin' Whoopee"
and "Sometimes I'm Happy".

(MAKIN' WHOOPÉE)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "One Love" and
"Stumbling".

(ONE LOVE)

(STUMBLING)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

Ladies and gentlemen. The American Tobacco Company has been requested to make the following announcement by its subsidiary, The American Cigar Company, manufacturers of Certified Gremo, the kind of cigar Vice-President Marshall had in mind when he made his famous remark.

(SOUND OF AUTOMOBILE HORN)

How would you like a new automobile? Here is your opportunity! Every night except Sunday - until further announcement over the air -- the choice of a new Chevrolet Coach or a new Ford Tudor Sedar or one of Chrysler's new Plymouth two-door Sedans -- brand new latest model -- will be awarded to the person who sends in the best twenty-word statement -- best in the opinion of the judges from the standpoint of truthfulness and advertising value -- describing the quality and merits of Certified Gremo cigars. Remember -- twenty words -- no more -- no less! Here are the simple rules: -

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSON (CONTINUES)

1. Take twenty Certified Cremo cigar bands and print or write legibly one word of your twenty-word statement on the back of each of the twenty bands.
2. Number the bands from one to twenty so that your twenty words follow each other in correct order.
3. Print or write your name, address, and your occupation legibly on a slip of paper and mail it with your twenty cigar band statement to Certified Cremo, 111 Fifth Avenue, New York City.

If you haven't twenty Cremo Cigar Bands, you can send in your statement on twenty fac-similes — that is to say — twenty reasonably exact colored imitations of Cremo Cigar Bands made by yourself, by hand.

Entries received at the offices of Certified Cremo, after noon today and before noon tomorrow, will be judged for the Thursday award, and so on, until further announcement over the air.

In case the winning statement in any one day's competition is duplicated in that same day's competition, duplicate awards will be made. Each day's winning statement will be read over the air.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

MR. THORGERSEN (CONTINUED)

The judges will be appointed by the manufacturers of Certified Cremo and their decisions will be final. This opportunity is open to every one except employees of the manufacturers and their advertising agency.

The name of the winner of Monday's Certified Cremo Automobile Award is J. Carter White: J. Carter White, 2105 Lamb Avenue, Richmond, Virginia. Mr. White is a retired Railroad employee.

The name of the winner of today's Certified Cremo Automobile Award is Herbert Lindemann: Herbert Lindemann, 623 Inglehart Avenue, St. Paul, Minnesota. Mr. Lindemann is a theological student.

Here is the statement which won the award today:
Twenty words -- no more -- no less!

(ROLL OF SNARE DRUMS)

"Certified Cremo deserves popularity because its cleanliness assures safety, its quality brings pleasure, and its price fits the average purse."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Lindemann.

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 play
"It's A Precious Little Thing Called Love" and "Georgia."

(IT'S A PRECIOUS LITTLE THING CALLED LOVE)

(GEORGIA)

ANNOUNCER:

Tonight you will hear "Broke In Paris". This is
another of the marvelous adventures of Weber and Fields, known
the world over, as "Mike and Meyer"...WEBER AND FIELDS.

(SIGNATURE: MY BLUSHING ROSIE)

(SKETCH)

ANNOUNCER: (After sketch)

Next Thursday night, you will hear "
another of the marvelous adventures of Weber and Fields, known the
world over as "Mike and Meyer".

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Blue Grass" and
"Lucky Me, Lovable You."

(BLUE GRASS)

(LUCKY ME, LOVABLE YOU)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

There are two letters in the alphabet which, placed after a man's name inspire universal respect and public confidence. These two letters are M. D. — Doctor of Medicine. We have received thousands of communications signed with those letters — M. D. These physicians stated LUCKIES to be less irritating than other cigarettes. Here are the words of one physician. I read from his statement:

"I have been smoking LUCKY STRIKE Cigarettes for years, for they are less irritating than any other... I have smoked...."

Another physician tells us this:

"I consider LUCKY STRIKE Cigarettes less irritating than any other cigarette....the only cigarette that I can smoke."

Why not benefit by your physician's experience and long scientific training by having that periodic health examination now. And, at the same time, ask him about LUCKIES. We know that he knows that 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 "I'm Sitting
On Top of The World" and "My Private Personal Pal."

(I'M SITTING ON TOP OF THE WORLD)

(MY PRIVATE PERSONAL PAL)

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra
play "Plenty of Sunshine For You" and "Dixie Jamboree."

(PLENTY OF SUNSHINE FOR YOU)

(DIXIE JAMBOREE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

Say folks, there's one man in the United States I want to talk to tonight. He is a high official of the U. S. Department of Commerce. E. W. Libbey is his name and he's the man to whom I'm talking right now. Listen, Mr. Libbey, I know that down there in the Department of Commerce you are called upon to give the real facts on many subjects--- well, tonight, I'd like to give you the real facts about LUCKY STRIKE.

The story of LUCKY STRIKE'S superiority is told on the red circle on the back of each package...in only 25 words. Let me read them to you. Quote "A blend of Burley, Virginia and Turkish tobacco (based on the original LUCKY STRIKE tobacco formula). An entirely new principle in cigarette manufacture... "IT'S TOASTED". Unquote. To insure the uniformly delicious quality of that famous blend of Burley, Virginia and Turkish tobaccos, Mr. Libbey, the manufacturers of LUCKY STRIKE keep constantly on hand 100 million dollars worth of the finest of fine tobaccos... the Cream of many Crops... Think of it, Mr. Libbey, 100 million dollars worth of choicest tobaccos are stored right now to guarantee the uniform goodness of LUCKY STRIKE at every town and cross road store in America.

(MR. THORGERSEN CONTINUE ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN: (CONTINUES)

And remember, Mr. Libbey, you get more than the finest tobacco quality in LUCKY STRIKE...for that new principle in cigarette manufacture..."IT'S TOASTED" means that you get throat protection as well. LUCKY STRIKE'S exclusive TOASTING process, including the use of modern Ultra Violet Rays, expels certain harsh, biting irritants present in every tobacco leaf. Nature... put those irritants there, Mr. Libbey.... in every tobacco leaf... regardless of price or kind. TOASTING takes them out....so you can be sure, when you reach for your LUCKY, that those expelled irritants cannot rasp your throat. "They're out...so they can't be in!" And so, Mr. Libbey, when you get this finest tobacco quality plus throat protection...it's no wonder, is it, that LUCKIES are always kind to your throat!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Somebody Loves Me"
and "Puttin' On The Ritz."

(SOMEBODY LOVES ME)

(PUTTIN' ON THE RITZ)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Breakaway."

(BREAKAWAY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

This closes the program of the regular LUCKY STRIKE Dance Orchestra. In response to hundreds of letters of request, the manufacturers of LUCKY STRIKES presented in tonight's program the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer." If you like them and want them on the LUCKY STRIKE programs, mail a note to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of the station to which you are listening.

Meanwhile - Reach for a LUCKY. 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.

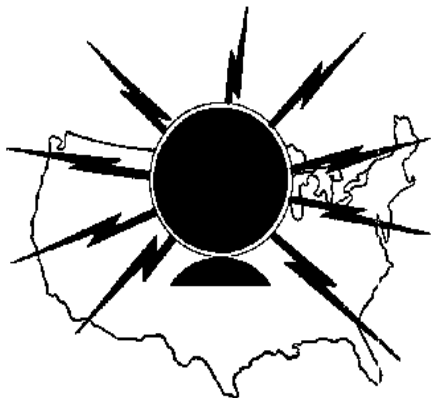
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9/1/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

THURSDAY, SEPTEMBER 3rd, 1931

OPENING ANNOUNCEMENT:

Good evening, my friends. B. A. Rolfe, and his regular LUCKY STRIKE Dance Orchestra play for you tonight the tunes that made Broadway, Broadway. On Saturday night, the manufacturers of LUCKY STRIKE Cigarettes will make an important announcement. They will announce the outcome of that thrilling Battle of Music between the regular LUCKY STRIKE Dance Orchestra and the new LUCKY STRIKE Summer Party Orchestra. Thousands of votes were cast by you listeners. It seems as if the whole country took sides in this mighty musical tournament. So be sure to tune in Saturday night, and hear the result of the thrilling Battle of Music between the two greatest dance orchestras on the air.

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 "Dixie Medley", and "Down Among the Sugar Cane."

(DIXIE MEDLEY)

(DOWN AMONG THE SUGAR CANE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 3 -

MISS BRYANT:

(AIRPLANE HEZ)

Hello up in the air there! Hello, Miss Elinor Smith! We salute you, Miss Smith, as a star of the air yourself. Miss Elinor Smith, that daring young airplane pilot who broke the woman's altitude record in her plane and who soon will take off from Maine to fly across the Atlantic alone. Happy landings, Miss Smith!

Say, Miss Smith - we'd like you to fly that plane of yours over the little town of Reidsville, North Carolina - and get a real "bird's eye view" of the immense plant where your LUCKY STRIKE Cigarettes are manufactured. When you do, Miss Smith, one of the first things you'll see from your plane will be row after row of white, immaculate buildings - more than thirty acres of them - all set in trim green lawns ... those buildings are the warehouses where we keep the choice tobaccos for your LUCKY STRIKE, Miss Smith - to 100 million dollars worth of the finest Turkish and the finest domestic tobaccos are always stored in our warehouses - fine, fragrant leaves, the Cream of many Crops - tobaccos that perfume the air and give thrilling promise of their delicious smoking quality. Every leaf of those choice tobaccos, Miss Smith, is aged from two to three years or more in our warehouses ... and then comes the process that makes LUCKY STRIKE Cigarettes as different from other cigarettes as your favorite airplane, Miss Smith, is different from an old-fashioned stage-coach.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 3A -

MISS BRYANT: (CONT.)

For those rich, mellow tobaccos are sent to other huge buildings - you'll see some from your plane, Miss Smith - where every leaf of LUCKY STRIKE Tobacco is "TOASTED" - for your throat protection against irritation - against cough. As a truly modern young woman, Miss Smith, I'm sure you'll appreciate this most modern step in cigarette manufacture ... in those TOASTING ovens the LUCKY STRIKE tobacco receives a great extra benefit, - for LUCKY STRIKE'S exclusive TOASTING Process, including the use of modern Ultra Violet Rays, expels certain harsh, biting irritants - irritants naturally present in every tobacco leaf. It's mighty fine, isn't it, Miss Smith, to be sure that when you reach for a LUCKY, those expelled irritants are not present - "They're out - so they can't be in!" That, Miss Smith, is why your 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 "Baltimore"
and "When I Take My Sugar To Tea."

(BALTIMORE)

(WHEN I TAKE MY SUGAR TO TEA)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Lucky Seven"
and "Walkin' My Baby Back Home."

(LUCKY SEVEN)

(WALKIN' MY BABY BACK HOME)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

MR. WALLINGTON:

Ladies and gentlemen. The American Tobacco Company has been requested to make the following announcement by its subsidiary, The American Cigar Company, manufacturers of Certified Cremo, the kind of cigar Vice-President Marshall had in mind when he made his famous remark.

(SOUND OF AUTOMOBILE HORN)

How would you like a new automobile? Here is your opportunity! Every night except Sunday - and except as stated later in this announcement - until further announcement over the air -- the choice of a new Chevrolet Coach or a new Ford Tudor Sedan or one of Chrysler's new Plymouth two-door Sedans -- brand new latest model - will be awarded to the person who sends in the best twenty-word statement - best in the opinion of the judges from the standpoint of truthfulness and advertising value - describing the quality and merits of Certified Cremo cigars. Remember - twenty words - no more -- no less! Here are the simple rules: -

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

MR. WALLINGTON (CONTINUES)

-5A-

1. Take twenty Certified Cremo cigar bands and print or write legibly one word of your twenty-word statement on the back of each of the twenty bands.
2. Number the bands from one to twenty so that your twenty words follow each other in correct order.
3. Print or write your name, address, and your occupation legibly on a slip of paper and mail it with your twenty cigar band statement to Certified Cremo, 111 Fifth Avenue, New York City.

If you haven't twenty Cremo Cigar Bands, you can send in your statement on twenty fac-similes - that is to say -- twenty reasonably exact colored imitations of Cremo Cigar Bands made by yourself, by hand.

Entries received at the offices of Certified Cremo after noon today and before noon tomorrow, will be judged for the Saturday award, and so on, until further announcement over the air, with this exception - because next Monday is a holiday - Labor Day - no contest will close on that day, but two automobiles will be awarded in the contest closing at noon next Tuesday; in other words no award will be announced Tuesday night but two awards will be announced next Wednesday night.

In case the winning statement in any one day's competition is duplicated in that same day's competition, duplicate awards will be made. Each day's winning statement will be read over the air.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

MR. WALLINGTON (CONTINUES)

The judges will be appointed by the manufacturers of Certified Creme and their decisions will be final. This opportunity is open to every one except employees of the manufacturers and their advertising agency.

The name of the winner of Wednesday's Certified Creme Automobile Award is Daniel J. Clements: Daniel J. Clements, 7006 Clinton Road, Upper Darby, Pennsylvania. Mr. Clements is a Salesman.

The name of the winner of today's Certified Creme Automobile Award is Mrs. Chester A. Ingooldstad: Mrs. Chester A. Ingooldstad, 604 West 115th Street, New York City, New York. Mrs. Ingooldstad is a housewife.

Here is the statement which won the award today:
Twenty words - no more -- no less!

(ROLL OF SNARE DRUMS)

"Women too, recommend Certified Cremos. Their sweet aroma signifies zealously guarded quality, their cleanliness means safety, their price means economy."

(ROLL OF SNARE DRUMS)

Congratulations, Mrs. Ingooldstad.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 6 -

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play
"Dancing to Save Your Sole", and "Steamboat".

(DANCING TO SAVE YOUR SOLE)

(STEAMBOAT)

ANNOUNCER:

Tonight, you will hear "The Mosquito Trust". This is
another of the marvelous adventures of Weber and Fields, known the
world over, as "Mike and Meyer" ... WEBER AND FIELDS!

(SIGNATURE: ROSIE POSIE)

(SKETCH)

ANNOUNCER:

(After Sketch)

Next Saturday night, you will hear, "The Tailor Shop",
another of the marvelous adventures of Weber and Fields, known the
world over, as "Mike and Meyer". If you like them, and want them on
the Lucky Strike programs, mail a note to Lucky Strike, 111 Fifth
Avenue, New York City, or care of the station to which you are
listening.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "Ninety-Nine
Out of a Hundred", and "What Do We Care".

(NINETY NINE OUT OF A HUNDRED)

(WHAT DO WE CARE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 7 -

MISS BRYANT:

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. Let me read you what one physician writes from his own personal observation:

"Careful personal observation leads me to believe that LUCKY STRIKE Cigarettes are less irritating to my throat than other brands of cigarettes."

Another physician - a smoker - writes this about LUCKIES - I read from his statement:

"It has been my experience that LUCKY STRIKE Cigarettes are less irritating to the throat than any other cigarette I have used."

When you see your physician about that periodic health examination - ask him about LUCKY STRIKE Cigarettes. We trust his judgment just as you do. We know that he knows that 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 "Lady Be Good"
and "Bye Bye Blackbird" .

(LADY BE GOOD)

(BYE BYE BLACKBIRD)

ANNOUNCER:

B.A. Rolfe and his Lucky Strike Dance Orchestra
play "Fine and Dandy" and "Pomponola"

(FINE AND DANDY)

(POMPONOLA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

MR. WALLINGTON:

Say, I'll bet there's thousands of you folks listening in tonight who read that famous newspaper column "It Seems to Me", by Heywood Broun..Heywood Broun with that great shaggy brown head.. Heywood Broun, that dean of newspaper columnists. Well, tonight, I'm going to talk to the man himself. Hello, there, Mr. Broun! Say, Mr. Broun, it seems to me that you're a man who always likes to know the reason for things...so, tonight, I'd like to tell you a few of the reasons so many millions of smokers always "Reach for a LUCKY". Well, Mr. Broun, it's this way: In the first place, every LUCKY STRIKE starts with the finest tobaccos grown.. smooth, mellow, golden tobaccos from our own Southland, and the rich, ripe tobacco treasures of Turkey..all blended together into one delicious cigarette. But that, of course, is not the only reason so many men and women prefer LUCKIES. For, friend Heywood, to this finest tobacco quality, LUCKY STRIKE adds throat protection. That's a mighty important feature, Mr. Broun..and remember, LUCKY STRIKE is the only cigarette in America offering you the throat protection of the exclusive TOASTING Process, including the use of modern Ultra Violet Rays..that extra secret process which expels certain harsh, biting irritants naturally present in every tobacco leaf.

(CONTINUE ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9 A-

You can be sure, Mr. Brown, that when you reach for a LUCKY, those expelled irritants cannot rasp your throat.. "They're out.. so they can't be in!" Doesn't it seem to you, Mr. Brown, that that cinches that..and so, of course, LUCKIES are always kind to your throat!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "With My Guitar and You"
and "Bubbling Over with Love".

(WITH MY GUITAR AND YOU)

(BUBBLING OVER WITH LOVE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

CLOSING ANNOUNCEMENT: SEPTEMBER 3 1931 THURSDAY

This closes the program of the regular LUCKY STRIKE Dance Orchestra. Be sure and tune in on Saturday night to hear the outcome of that thrilling Battle of Music between the regular LUCKY STRIKE Dance Orchestra and the new LUCKY STRIKE Summer Party Orchestra. Thousands of you listeners cast votes, so don't forget to listen in on Saturday night to the announcement of the result of this great Battle of Music between the two greatest dance orchestras on the air.

Meanwhile - Reach for a LUCKY. Be careful in your choice of cigarettes. Remember LUCKIES are always kind to your throat.

Thank you.

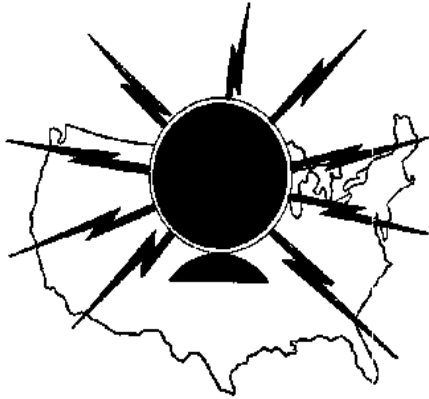
The program of the Lucky Strike Dance Orchestra has come to you from the NBC studios in New York.

C-EJ-GS-MH-HM-9-3-31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



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

(SEPTEMBER 5, 1931, SATURDAY)

OPENING ANNOUNCEMENT:

Good evening, ladies and gentlemen. The war is over! The smoke of battle settles! From it emerges a happy armistice..a truce in that thrilling battle of music between the regular LUCKY STRIKE Dance Orchestra and the LUCKY STRIKE Summer Party Orchestra. Your letters were the ammunition that decided the struggle. We thank you for your generous response. Here is the decision you reached...the orchestras are almost tied for first place! So the manufacturers of LUCKY STRIKE Cigarettes have decided to give you tonight and every Tuesday, Thursday, and Saturday night from now on, both orchestras blended in one program..of those tunes that made Broadway Broadway. Both orchestras will be directed by B.A. Rolfe and each program will include the marvelous adventures of Weber and Fields, known the world over as " Mike and Meyer"

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

ANNOUNCER:

For the past few weeks the American Tobacco Company at the request of its subsidiary, the American Cigar Company has announced during the Lucky Strike hours the winners of the Certified Gremo daily automobile awards. Beginning tonight these announcements will be discontinued during the Lucky Strike hours. But the contest will continue and an automobile will be awarded daily until further announcement over the air. Information about the contest will be heard elsewhere.

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 "Mountain Greenery".

(MOUNTAIN GREENERY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Pardon Me Pretty Baby" and "Elizabeth".

(PARDON ME PRETTY BABY)

(ELIZABETH)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

FIRST ANNOUNCER: (MR. THORGERSEN)

Normal level announce mike of studio B...voice test
for personal radio greetings to Miss Ruth Etting..okay?

SECOND ANNOUNCER (MR. GRAUER)

OKAY!

FIRST ANNOUNCER: (MR. THORGERSEN)

All right...stand by!

THIRD ANNOUNCER: (MISS BRYANT)

Hello there, Miss Ruth Etting! Say, I guess you've heard that radio voice test often enough, haven't you? As a great radio star yourself, as well as a star of the Follies, you know mighty well how important it is to have the voice just right for the microphone. I don't need to tell a great singer like you, Miss Etting, how necessary it is to protect that lovely voice of yours..to guard those delicate membranes of your throat against harsh, rasping irritants. How wise you are to reach for a LUCKY instead! LUCKY STRIKE'S exclusive TOASTING Process, Miss Etting, is your throat protection against irritation...against cough.

(MISS BRYANT CONTINUE ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3 A-

MISS BRYANT (CONT)

Every LUCKY STRIKE is made of the finest of Turkish tobaccos..
the finest of domestic tobaccos ...and LUCKY STRIKE alone
offers you the throat protection of that extra, secret process
described by the phrase "IT'S TOASTED". This exclusive LUCKY
STRIKE process, including the use of modern Ultra Violet Rays,
expels certain harsh biting irritants naturally present in every
tobacco leaf. They're out..so they can't be in..your Luckies
I'm sure, Miss Etting, that you know what a delight it is
to smoke a mellow, TOASTED LUCKY. When you go "on the air",
Miss Etting, I'm sure you're grateful for the fact that LUCKIES
are always kind to your throat..

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Clap Yo' Hands".

(CLAP YO' HANDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Just One More Chance" and "When Hearts Are Young."

(JUST ONE MORE CHANCE)

(WHEN HEARTS ARE YOUNG)

ANNOUNCER:

Tonight you will hear "The Tailor Shop". This is another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer".....WEBER AND FIELDS.

(SIGNATURE: - ROSIE POSIE)

S K E T C H

(SIGNATURE: - ROSIE POSIE)

ANNOUNCER:

Will Mike's wife let him buy the suit, we'll find out later in tonight's program.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sunny" by special permission of the copyright owners.

(SUNNY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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 plays
"When Yuba Plays the Fumba on his Tuba" and "Rose Marie" played
by special permission of the copyright owners.

(WHEN YUBA PLAYS THE RUMBA ON HIS TUBA)

(ROSE MARIE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 5 -

MR. THORGERSEN:

To protect your throat we suggest that you remember that LUCKIES are always kind to your throat. And to protect your health we suggest that you remember to have a periodic health examination at least twice a year.

Here is what a physician - a smoker - has written to us about LUCKIES -- I read from his statement:

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

Another physicial 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."

Consider carefully the fact that 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. Consider carefully the fact that 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 "I'm just Wild About Harry".

(I'M JUST WILD ABOUT HARRY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dancing in the Dark" and "Tell Me Little Gypsy" both played by special permission of the copyright owners.

(DANCING IN THE DARK)

(TELL ME LITTLE GYPSY)

ANNOUNCER:

And now let's continue with Mike and Meyer's marvelous adventures in "The Tailor Shop" WEBER AND FIELDS
(SIGNATURE: - ROSIE POSIE)

S K E T C H

(SIGNATURE: - ROSIE POSIE)

ANNOUNCER:

Next Tuesday night you will hear "The Golfers" another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer."

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Do Do Do".

(DO DO DO)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6A-

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play
"One More Time" and "Say It With Music" played by special permission
of the copyright owners.

(ONE MORE TIME)

(SAY IT WITH MUSIC)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. GRAUER:

Hello, Waldorf - I have a message for Mr. Lucius Boomer, President of the new Waldorf-Astoria Hotel, Park Avenue and 50th Street in the heart of New York City. Good evening, Mr. Boomer, Congratulations. It was your enterprise that made possible this new unofficial palace of New York. May I on behalf of the radio audience wish you the greatest of success when your new hotel opens on October 1st. You have gathered together in building the new Waldorf the best from many lands. And that's just what we do in making LUCKY STRIKES - the best tobaccos from Virginia, Kentucky, the Carolinas and Georgia, the best tobacco from Turkey - the Cream of the Choicest Crops for your LUCKY STRIKE. But just as there is a science of hotel management there is a science of cigarette manufacture. Everything, Mr. Boomer, is subject to the science of management - and every leaf of tobacco - whether it's from Turkey or Virginia - regardless of price or kind - all tobacco in its natural state contains harsh, biting irritants. Certainly you do not want such irritants in your cigarette any more than you would permit irritating things to happen in your hotel. That is why, Mr. Boomer, LUCKY STRIKES are TOASTED. LUCKY STRIKE'S exclusive TOASTING process which includes the use of modern Ultra Violet Rays expels certain harsh irritants naturally present in every tobacco leaf. You can be sure, Mr. Boomer, these expelled irritants naturally present in all tobacco leaves, are not present in your LUCKY STRIKE. "They're out - so they can't be in".

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

Everything, Mr. Boomer, is subject to management. But the place for harsh throat-rasping irritants is certainly not in your cigarette and certainly not in your throat. That's why, Mr. Boomer, LUCKY STRIKE'S TOASTING process is your throat protection against irritation, against cough. That's why LUCKIES are always kind to your throat. - Congratulations, Mr. Boomer, and best wishes for the success of the new Waldorf-Astoria Hotel.

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 "Bandana Days"
and "Victor Herbert Medley".

(BANDANA DAYS)

(VICTOR HERBERT MEDLEY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT:

The great battle of music is ended! Tonight you have heard the outcome of the mighty musical tournament between the regular LUCKY STRIKE Dance Orchestra and the LUCKY STRIKE Summer Party Orchestra. The result was decided by your votes -- and it is a musical blend of both these splendid orchestras. Every Tuesday, Thursday and Saturday hereafter the new LUCKY STRIKE Dance Orchestra, directed by B. A. Rolfe, will play for you the tunes that made Broadway, Broadway. If you like this program, mail a note to Lucky Strike, 111 Fifth Avenue, New York City, or care of the station to which you are listening.

Meanwhile - Reach for a LUCKY. 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.

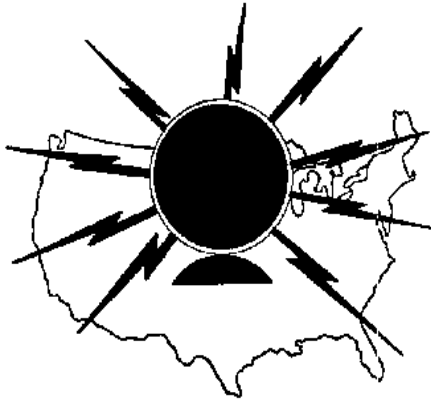
AGENCY/RE/MH/GS

9/5/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

TUESDAY, SEPTEMBER 8, 1931

(REVISED)

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, in the tunes that made Broadway, Broadway - and WEBER AND FIELDS. While you listen to Weber and Fields - or sit out a dance, we suggest that you reach for a LUCKY.

The Lucky Strike Dance Orchestra opens with, "Strike Up the Band", played with the special permission of the copyright owners, "How Time Can Fly", and "Good Evening, Friends".

(STRIKE UP THE BAND)

(HOW TIME CAN FLY)

(GOOD EVENING, FRIENDS)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

What a thrill it is to see beautiful Claudette Colbert - I don't need to tell you movie fans that! Well, now, I'm going to have a thrill - I'm going to talk to Claudette Colbert herself! Good evening, Miss Colbert! I'm sure, Miss Colbert, that no one knows better than you what a little label with the mark of a Paris designer means on an evening gown - it stands for the very best and its reputation is guarded jealously! Now, Miss Colbert, just look at that little gold circle on one end of your LUCKY STRIKE Cigarette - that little circle stands for the very best, too - the utmost in tobacco quality. It's smaller than a penny, yet its guarded by a reserve of 100 million dollars and more of the very choicest tobaccos - the finest Turkish tobaccos and the finest domestic tobaccos - for only those choicest leaves, Miss Colbert - the Cream of many Crops - are good enough to be selected for your LUCKY STRIKE. But, Miss Colbert, here is a most important point - just as fine materials are only the beginning of a lovely dress, so these choice tobaccos are only the beginning of LUCKY STRIKE's unapproachable quality. For every LUCKY STRIKE is TOASTED - that extra, secret and exclusive process which protects your throat against certain harsh, biting irritants. I know, Miss Colbert, that as a great actress in talking pictures, you take every precaution to guard those delicate membranes of your throat.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

MISS BRYANT: (CONTINUES)

How good it is to know that LUCKY STRIKE'S exclusive TOASTING Process, including the use of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf - so that when you reach for a LUCKY, Miss Colbert, you can be sure of throat protection - you can be sure that those expelled irritants are not present - "They're out - so they can't be in!" How fine it is to be certain of that, Miss Colbert - to know that LUCKIES are always kind to your throat!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Varsity Drag", with the special permission of the copyright owners - "Come to Me" and "Georgia".

(VARSITY DRAG)

(COME TO ME)

(GEORGIA)

ANNOUNCER:

Tonight you will hear "The Golfers". This is another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer".....

.....WEBER AND FIELDS

(SIGNATURE: ROSIE POSIE)

S K E T C H

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

What happened after Mike made his hole in one? We'll find out later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "I Know That You Know," "Whistling In The Dark" and "When My Baby Smiles At Me".

(I KNOW THAT YOU KNOW)

(WHISTLING IN THE DARK)

(WHEN MY BABY SMILES AT ME)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4 -

MR. CARLIN:

We have an interesting letter from which we would like to read tonight. It is from a man famous throughout the Southland as a tobacco buyer - the president of American Suppliers, Incorporated.

"Mr. George W. Hill, President,
The American Tobacco Company, Inc.
111 Fifth Avenue
New York, N. Y.

My dear George:

You will be gratified to know that we are buying a beautiful line of cigarette tobacco in South Carolina. We are also buying the best line of Bull tobacco that we have ever had ...

We are getting a lot of free advertising in South Carolina. A good many of the auctioneers are knocking out our tobacco to Lucky Strikes instead of the American.

It is common talk among the farmers that we are buying the best tobacco out of the crop, and I have had a good many farmers tell me that they are going to advise their friends to smoke Luckies because we are buying the best tobacco.

With kind personal regards, I am,

Very truly yours,

J. E. Lipscomb, Jr.
President. "

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 5 -

(REVISED)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "Charleston", "Drifting and Dreaming", and "Embraceable You", with the special permission of the copyright owners.

(CHARLESTON)

(DRIFTING AND DREAMING)

(EMBRACEABLE YOU)

ANNOUNCER:

And now we continue with Mike and Meyer's marvelous adventures on the golf course ... WEBER AND FIELDS.

(SIGNATURE: ROSIE POSIE)

(SKETCH)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Thursday night, you will hear, "The Delicatessen" another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer".

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "What Do We Care", "Nevertheless", and "The King's Horses".

(WHAT DO WE CARE)

(NEVERTHELESS)

(THE KING'S HORSES)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. CLANEY

One of the leading citizens of Chicago..one of her most public-spirited citizens, is a famous scientist, Dr. Herman N. Bundesen, former Health Commissioner of the City of Chicago, Professor of Health Administration of Chicago University and Past President of the American Public Health Commission.

Good evening, Dr. Bundesen! When you place a cigarette to your lips , Dr. Bundesen, I'm sure you want to enjoy it without the slightest worry about the delicate membranes of your throat. That's why it's so wise to reach for a LUCKY, the "TOASTED" Cigarette. Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer..the finest of Turkish tobaccos, the finest of domestic tobaccos..the Cream of many Crops. And then, to this choice, mellow tobacco LUCKY STRIKE adds the throat protection of TOASTING. As a scientist, Dr. Bundesen, you are familiar with the scientific fact that heat purifies and sunshine mellows...and so LUCKY STRIKE'S exclusive TOASTING Process, including the use of modern Ultra Violet Rays, expels, as you know, certain harsh, biting irritants.. irritants naturally present in every tobacco leaf. Modern science gives smokers this extra benefit..because of this exclusive TOASTING Process when you reach for a LUCKY you can be certain of throat protection against those expelled irritants found in ever tobacco leaf as nature produces it.

(MR. CLANEY CONTINUE ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. CLANEY: (CONTINUES)

Those irritants cannot rasp your throat when you reach for a LUCKY. "They're out - to they can't be in!" And so, Dr. Bundesen, you can see why we say ... for your greater enjoyment and throat protection, reach for a LUCKY. LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 7 -

(REVISED)

ANNOUNCER:

B. A. Rolfe, and his Lucky Strike Dance Orchestra play, "Kerb Step", "Red Mill Medley", and "You're A Grand Old Flag".

(KERB STEP)

(RED MILL MEDLEY)

(YOU'RE A GRAND OLD FLAG)

ANNOUNCER:

This closes the program of dance music, and WEBER and FIELDS, presented for your pleasure every Tuesday, Thursday, and Saturday night at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you!

The program of the Lucky Strike Dance Orchestra has come to you from the NBC studios in New York.

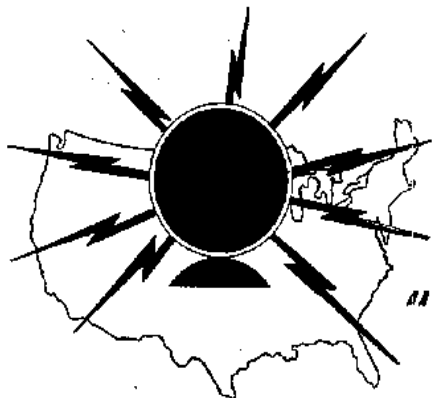
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9/8/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

THURSDAY, SEPTEMBER 10th, 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, in the tunes that made Broadway, Broadway - and Weber and Fields. While you listen to Weber and Fields - or sit out a dance, we suggest that you reach for a LUCKY.

The Lucky Strike Dance Orchestra opens with "Hittin' the Ceiling", "I Wanna Sing About You", and "Stumbling".

(HITTIN' THE CEILING)

(I WANNA SING ABOUT YOU)

(STUMBLING)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

(AIRPLANE NOISES)

And now - we're taking off for a greeting over the air to a champion woman flyer, Mrs. Phoebe Omlie, recent winner of the Transcontinental Sweepstakes ... are you ready - CONTACT! Hello there, Mrs. Phoebe Omlie! Congratulations on your victory! Say, Mrs. Omlie, we've heard how carefully you had that plane of yours inspected before your flight ... how you made sure that everything was exactly right ... every strut and wire carefully gone over by airplane experts. You know, Mrs. Omlie, how big a factor such expert scientific care is in winning any race these days. It's just the same with cigarettes, Mrs. Omlie - one reason for LUCKY STRIKE'S outstanding superiority, is the constant care we use to make sure that none, but the choicest tobaccos go into LUCKY STRIKE - the finest Turkish tobaccos, and the finest domestic tobaccos, carefully selected by the foremost tobacco experts. And then, Mrs. Omlie, comes the big feature which makes LUCKY STRIKE so different from other cigarettes - LUCKY STRIKE is prepared by a most modern scientific and exclusive process - "IT'S TOASTED" for your throat protection against irritation - against cough. There is only one winner in any race, Mrs. Omlie, and LUCKY STRIKE is the only cigarette in America that offers you the throat protection of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is this extra secret process that expels certain harsh, biting irritants naturally present in every tobacco leaf.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

MISS BRYANT: (Continues)

What a great thing it is, Mrs. Omlie, when a flyer lands after a long, hard flight, to reach for a LUCKY and be sure those expelled irritants are not present in our LUCKY STRIKES. "They're out - so they can't be in!" That's the reason, Mrs. Omlie, LUCKY STRIKE is outstanding among all cigarettes - the envy of every cigarette in the field - that's why LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Kicking A Hole In The Sky", "Star Dust" and "Oh Baby".

(KICKING A HOLE IN THE SKY)

(STAR DUST)

(OH BABY)

ANNOUNCER:

Tonight you will hear "The Delicatessen". This is another of the marvelous adventures of Weber and Fields, known the world over as Mike and Meyer...

WEBER AND FIELDS

(SIGNATURE: ROSIE POSIE)

(S K E T C H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

What else is Mike going to order from Meyer? We'll find out later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "Alabamy Bound", "Lady of Spain" and "The Stein Song".

(ALABAMY BOUND)

(LADY OF SPAIN)

(THE STEIN SONG)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4 -

MR. THORGERSEN:

When a jury is picked in a court of law, it is an inflexible rule that every man must be impartial, unbiased and of unquestioned integrity. That is the rule we followed when we asked a great body of American physicians about LUCKY STRIKE. And 20,679 physicians have stated that LUCKIES are less irritating than other cigarettes. Here is what one physician has written to us - I read from his statement:

"I am sure that LUCKY STRIKE Cigarettes are much less irritating to my own throat than any other cigarette I have smoked."

From another physician's statement let me read this:

"Among a number of brands smoked, LUCKY STRIKE is less irritating to my throat than any other brand".

In matters of health, your physician can protect you - why not see him regularly for a periodic health examination? And when you see him next - ask him about LUCKY STRIKE. Remember - LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 5 -

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "California, Here I Come", "Beautiful Lady", and "That Certain Feeling".

(CALIFORNIA, HERE I COME)

(BEAUTIFUL LADY)

(THAT CERTAIN FEELING)

ANNOUNCER:

And now we continue with Mike and Meyer's marvelous adventures in "The Delicatessen" ... WEBER AND FIELDS!

(SIGNATURE: ROSIE POSIE)

(SKETCH)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Saturday night, you will hear "The Lovers", another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer".

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "Dusky Stevedore", "Dinah", and "Ninety-nine Out of a Hundred".

(DUSKY STEVEDORE)

(DINAH)

(NINETY-NINE OUT OF A HUNDRED)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

MR. WALLINGTON:

Tonight I have a message for one man in the United States, the rest of you may listen in but really I'm talking to one man. He is a popular favorite with every movie fan. Gary Cooper. Hello there Gary. I have long admired your splendid work in the talkies - particularly that rich, mellow voice of yours. I am sure, Mr. Cooper, that you guard that voice carefully -- I am sure you know how wise it is to be careful in your choice of cigarettes -- to avoid rasping your throat with harsh irritants...to reach for a LUCKY instead. You know, every LUCKY STRIKE is made of the finest tobaccos grown - the finest Turkish tobacco and the finest domestic tobacco - the Cream of many Crops...those rich mellow tender leaves that add so much to LUCKIE'S goodness... but, Mr. Cooper, LUCKY STRIKE gives you something more than choice tobaccos -- it gives you throat protection. And who knows better than you how important it is to protect those delicate membranes within the throat. LUCKY STRIKE is the only cigarette in America offering you the throat protection of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. Here's how "TOASTING" protects those delicate membranes of the throat: This exclusive LUCKY STRIKE process expels certain harsh, biting irritants naturally present in every tobacco leaf. Say, Mr. Cooper, that's mighty fine to know, isn't it? It's great to be sure that when you reach for a LUCKY STRIKE, these expelled irritants are not present, "They're out -- so they can't be in!" And you can bet your bottom dollar, Mr. Cooper, that LUCKIES will always be kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 7 -

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hosanna", "Gray Bonnet Medley" and "Rangers Song".

(HOSANNA)

(GRAY BONNET MEDLEY)

(RANGERS SONG)

ANNOUNCER:

This closes the program of B. A. Rolfe and his Lucky Strike Dance Orchestra, presented for your pleasure every Tuesday, Thursday and Saturday night at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat. Thank you.

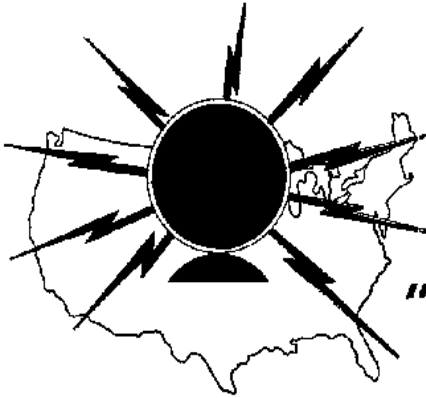
This program has come to you from the N B C Studios in New York.

AGENCY: RE: MH: HM: ES: McB
9/10/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

SATURDAY, SEPTEMBER 12th, 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, in the tunes that made Broadway, Broadway - and Weber and Fields. While you listen to Weber and Fields - or sit out a dance - we suggest that you reach for a LUCKY. The Lucky Strike Dance Orchestra opens with "Bigger and Better, "The Cute Little Things You Do", and "Bandana Days".

(BIGGER AND BETTER)

(THE CUTE LITTLE THINGS YOU DO)

(BANDANA DAYS)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2 -

MISS BRYANT:

(REVISED)

There's a charming little star in talking pictures who has just made a smash hit in the talking picture, "Street Scene". Her name is Sylvia Sidney, and she's the young lady I'm going to talk to right now.

Miss Sidney, there are millions of us movie fans who are mighty glad you deserted Broadway for sunny California, so that we could see you in talking pictures. But, Miss Sidney, out there in sunny California, what would you do without your sunshine? That would be hard on you, wouldn't it, and so, Miss Sidney, when we tell you of the Ultra Violet Rays which give a rich extra mellowness to every leaf of Lucky Strike tobacco, you know from personal experience just what we mean. That's why LUCKY STRIKE has that delicious extra mellowness. Every LUCKY STRIKE is made of the finest tobacco, Miss Sidney, the finest Turkish tobacco, and the finest domestic tobacco - The Cream of many Crops. And then, Sylvia, dear, this choice tobacco is "TOASTED" for your throat protection - a protection prized highly by Hollywood's most famous stars. LUCKY STRIKE'S exclusive "TOASTING" Process, including the extra mellowing goodness of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf. But, it's LUCKY STRIKE, alone, that offers you this extra delicious quality and throat protection.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

MISS BRYANT: (CONTINUES)

When you reach for a mild mellow LUCKY, Miss Sidney, you can be sure that those expelled irritants are not present. "They're out - so they can't be in!" As your choice is so all important to you in your picture work, Miss Sylvia Sidney, I'm sure you're glad of this - I'm sure you're glad that LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "On The Mississippi",
"Sweet Summer Breeze" and "Hallelujah".

(ON THE MISSISSIPPI)

(SWEET SUMMER BREEZE)

(HALLELUJAH)

ANNOUNCER:

Tonight you will hear "The Lovers." This is another of the
marvelous adventures of Weber and Fields, known the world over
as Mike and Meyer...

WEBER AND FIELDS

(SIGNATURE - ROSIE POSIE)

(S K E T C H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

How is Mike going to win the lady's heart - what else will Meyer
suggest? We'll find out later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "Sing
Something Simple", "Right Across the Way" and "By the Sea".

(SING SOMETHING SIMPLE)

(RIGHT ACROSS THE WAY)

(BY THE SEA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4 -

MR. WEBSTER:

(REVISED)

We would like to read a letter tonight which we believe would be helpful to industrial America. It is from the president of one of the leading corporations of its kind:

Mr. Vincent Riggio,
Vice President in Charge of Sales,
The American Tobacco Company,
111 Fifth Avenue,
New York, N. Y.

Dear Mr. Riggio:

It is a constant source of gratification to us to see how widely the window displays, which we make for you, are distributed by your salesmen. Of course, your Lucky Strike Cigarettes are sold in every store throughout the land. Wherever and whenever we want to show some prospective customer a sample of our lithography in use, we really only have to take him to the nearest cigar, drug or stationery store, no matter where it is, and most times, we can proudly point out one of the Lucky Strike displays which have been put up and distributed by your very large sales force. This is true not only in large cities, but also in the most outlying and remote districts.

Courage by manufacturers is the one thing needed at the present time - we congratulate the American Tobacco Company on its courage and its foresight in extending constantly increasing efforts to exploit its sales - the additional employment given to an enlarged sales force certainly must help general business in many lines.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4A -

MR. WEBSTER: (CONTINUES)

(REVISED)

May we again congratulate you for maintaining an ever increasing force of salesmen who are thoroughly trained as display men, and may we wish you continued success.

Very sincerely yours,

(Signed) W. S. Forbes, President
Forbes Lithograph Manufacturing
Company.

Thank you, Mr. Forbes! The American Tobacco Company is proud of its great force of salesmen. Upon them, rests the responsibility of constantly servicing the hundreds of thousands of retail tobacco outlets throughout the country. And it is due to their unceasing efforts that the famous brand of LUCKY STRIKE Cigarettes can be obtained in every city, town and cross-road store throughout the country, - always the same, fine LUCKY STRIKE quality - the finest cigarette you ever smoked - the only cigarette in America that offers the throat protection of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. LUCKIES are always kind to your throat.

Thank you, again, Mr. Forbes!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 5 -

ANNOUNCER:

(REVISED)

The Lucky Strike Dance Orchestra plays "Good Evening, Friends", "Broadway Reverie", by special permission of the copyright owners, and "Sing You Sinners".

(GOOD EVENING, FRIENDS)

(BROADWAY REVERIE)

(SING YOU SINNERS)

ANNOUNCER:

And now we continue with Mike and Meyer's marvelous adventures in the game of love ... WEBER AND FIELDS

(SIGNATURE: ROSIE POSIE)

(SKETCH)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Tuesday night, you will hear "The Dentist", another of the marvelous adventures of Weber and Fields, known the world over, as Mike and Meyer.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "Elizabeth", "Guilty", and, by special permission of the copyright owners, "I Got Rhythm".

(ELIZABETH)

(GUILTY)

(I GOT RHYTHM)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 6 -

MR. CLANEY:

(REVISED)

And now I would like to talk to one of Illinois' favorite sons ... the Honorable Carl R. Chindblom, Representative in the United States Congress from Illinois, Member of that very important committee in the lower house, the Ways and Means Committee, and one of the important leaders on the floor in the House of Representatives.

Good evening, Congressman Chindblom! In your position as a leader in the House of Representatives, I am sure you realize how important it is to have your voice just right ... So that your advocacy of any measure will carry its full emphasis. And in the matter of throat protection, undoubtedly you know how important it is to be careful in your choice of cigarettes ... to avoid rasping your throat with harsh irritants... it is always a wise measure to reach for a LUCKY instead, Congressman Chindblom... for LUCKY STRIKE is made of the choicest Turkish and domestic tobaccos ... and then these fine tobaccos are subjected for your throat protection to an extra secret heating process, "It's toasted!" It is because of this extra secret TOASTING Process, that LUCKY STRIKE has achieved its nation-wide popularity ... For this exclusive TOASTING Process, including the use of Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 6A -

MR. CLANEY: (CONTINUES)

(REVISED)

When you taste the delicious flavor of a mild and mellow Lucky, Congressman Chindblom, you can be sure that those expelled irritants are not present in your Lucky Strike ... they cannot rasp your throat ... "They're out - so they can't be in!"

I am sure, Congressman Chindblom, that you always welcome the facts about any great American product ... and this is the great fact about LUCKIES -- for the definite reason I have so forcibly stated - they are always kind to your throat!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 7 -

ANNOUNCER:

(REVISED)

The Lucky Strike Dance Orchestra plays, "On the Beach With You", "Waiting for the Robert E. Lee", and "Song of the Vagabonds".

(ON THE BEACH WITH YOU)

(WAITING FOR THE ROBERT E. LEE)

(SONG OF THE VAGABONDS)

ANNOUNCER:

This closes the program of B. A. Rolfe, and his Lucky Strike Dance Orchestra, presented for your pleasure every Tuesday, Thursday, and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you!

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

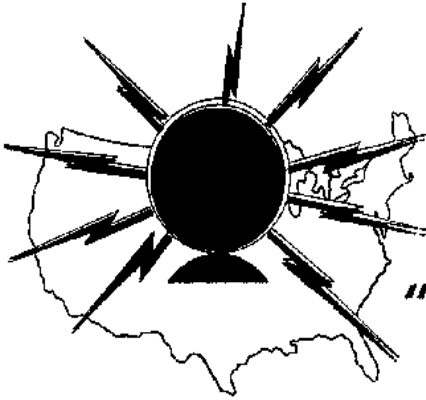
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AGENCY: CC
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THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

TUESDAY, SEPTEMBER 15th, 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, in the tunes that made Broadway, Broadway - and Weber and Fields.

While you listen to Weber and Fields - or sit out a dance, we suggest that you reach for a LUCKY. The Lucky Strike Dance Orchestra opens with: "Lady Luck", "I Found a Million Dollar Baby", by special permission of the copyright owners, and, "Cheerful Little Earful".

(LADY LUCK)

(I FOUND A MILLION DOLLAR BABY)

(CHEERFUL LITTLE EARFUL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2 -

MR. THORGERSEN:

(REVISED)

Rising forty-seven stories above Park Avenue, in the smartest section of New York City, stands the new Waldorf-Astoria Hotel, which will open its doors on October 1st. Superb in architecture - expressing the modern spirit both inside and out, the new Waldorf-Astoria does honor to the fine traditions of the old Waldorf, which was famous throughout the world for its gracious hospitality and aristocratic associations. We want, in this personal greeting, to congratulate the architect, Mr. Leonard Schultze, of Schultze and Weaver.

Good evening, Mr. Schultze! You have done a magnificent piece of work! You know the thrill of achievement! And may we add, Mr. Schultze, that when you light a LUCKY STRIKE Cigarette, you bring that same thrill to us! For we believe you are smoking the finest cigarette in all the wide world.

Do you know, Mr. Schultze, that it takes longer to make a LUCKY STRIKE Cigarette than it did to build the Waldorf-Astoria? Just think - more than three whole years! Every LUCKY starts its journey to superiority in far distant tobacco plantations - where tobacco buyers carefully choose the Cream of Many Crops - the finest of Turkish tobaccos, the finest of domestic tobaccos. Then for two to three years, these choice leaves are stored, to mellow, age, and ripen.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

MR. THORGERSEN: (CONTINUES)

Then comes the most important step of all - that famous and exclusive "TOASTING" Process - that LUCKY STRIKE Process which includes the use of modern Ultra Violet Rays - that process which expels certain harsh, biting irritants, naturally present in every tobacco leaf. Expelled by the "TOASTING" Process, Mr. Schultze, these certain harsh irritants are not present in your LUCKY STRIKE. "They're out - so they can't be in!" ... That is your throat protection against irritation - against cough. That is our achievement, Mr. Schultze. May we again congratulate you and assure you that LUCKIES are always kind to your throat!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays: "What Do We Care", "My Success" and "Babes in the Wood."

(WHAT DO WE CARE)

(MY SUCCESS)

(BABES IN THE WOOD)

ANNOUNCER:

Tonight you will hear "Apartment Hunting". This is another of the marvelous adventures of Weber and Fields, known the world over as Mike and Meyer.....WEBER AND FIELDS.

SIGNATURE:- ROSIE POSIE

(S K E T C H)

SIGNATURE:- ROSIE POSIE

ANNOUNCER:

Will Meyer ever succeed in renting an apartment to Mike? We'll find out later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "Medley from "Follow Thru", by special permission of the copyright owners, "It Looks Like Rain" and "Makin' Whoopee."

(MEDLEY from "FOLLOW THRU")

(IT LOOKS LIKE RAIN)

(MAKIN' WHOOPÉE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4 -

(REVISED)

MR. RAINEY:

Strange things happen in the tobacco business. But then, after all, we suppose that strange things happen in all businesses and in every walk of life. Many people have been interested in the "BULL" DURHAM advertising campaign, announcing the reduction in price of genuine "BULL" DURHAM tobacco. "BULL" DURHAM tobacco is now back to its pre-war price, but we want to read a letter tonight, from a little boy, thirteen years old, and from his brother, who signs the letter as well, twelve years old. We want to compliment these two boys on being very observant, and we know that, with us, you will be interested in their letter, and that alone, is our excuse for taking up your time. The letter is addressed to the President of the American Tobacco Company, and comes from Louisville, Kentucky, dated September 8th. Let me read:

Mr. George W. Hill, President
The American Tobacco Company
111 Fifth Avenue
New York, N. Y.

Dear Mr. Hill:

I have always been interested in your big "BULL DURHAM" billboards, and signs, and this evening, I was looking at the big Bull in your advertisement in the paper, with my brother Charles, and we found something we had never seen before. I guess we have been interested cause we have a big Bull on our farm at Bardstown, Kentucky. He looks lots like your bull. We did have him, but we sold him two weeks ago, and got a young bull.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4A -

MR. RAINEY: (CONTINUES)

(REVISED)

I guess he will get big and mean as the old bull, though.

I started to tell you what we found out about your bull. The big white spot on his side is the same shape as the map of the United States. Did you ever see it? Of course you have, though. We sure would love to have a bull like that. We showed the picture to Mother, and Dad, and my Uncle, and they looked for the longest time, and not a one could see anything peculiar about it, and at last, we showed them the white spot.

I am thirteen years old, and go to Junior High School. We live at 1430 Fourth Avenue, Louisville, Kentucky. Charles will soon be twelve years old. He goes to Gavin Cochran School.

I got your address over our radio tonight. The announcer was telling about some man writing you letters.

Yours truly,

Robert J. Ball, Jr., and

Charles T. Ball.

P. S. I hope you can read this. Mother don't think I write good.

But I do.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4B -

MR. RAINEY: (CONTINUES)

(REVISED)

Well, Robert, we think that you write very well. We have taken the liberty of writing your Mother, and telling her so, and we want to thank you, and your brother, Charles, for this interesting letter, and for the interest that I am sure you have furnished to our radio audience tonight.

Thank you, Robert. And thank you, Charles.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 5 -

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "Miss Annabelle Lee", "Sweet and Lovely", and with special permission of the copyright owners, "I Want to be Happy".

(MISS ANNABELLE LEE)

(SWEET AND LOVELY)

(I WANT TO BE HAPPY)

ANNOUNCER:

And now we continue with Mike and Meyer's marvelous adventures in the apartment house.

(SIGNATURE: ROSIE POSIE)

(SKETCH)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Tuesday night, you will hear, "The Anniversary Present", another of the marvelous adventures of Weber and Fields, known the world over, as Mike and Meyer.

ANNOUNCER:

The Lucky Strike Dance Orchestra plays, "You're Lucky to Me", "Nobody Loves No Baby", and "Do, Do, Do".

(YOU'RE LUCKY TO ME)

(NOBODY LOVES NO BABY)

(DO, DO, DO)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 6 -

MISS BRYANT:

(REVISED)

I have a personal message tonight for one of the most famous women writers in America. She has just written two new plays, called, "Cherries Are Ripe", and "Social Register" ... and is the author of, "Gentlemen Prefer Blondes" ... Miss Anita Loos.

Good evening, Miss Loos! I can't tell you much about why gentlemen prefer blondes, Miss Loos - but I can tell you a great deal about why Gentlemen, and Ladies, too - prefer LUCKIES. You know, Miss Loos, the manufacturers of LUCKY STRIKE, maintain a staff of a hundred tobacco experts, to select for your LUCKY STRIKE, the choicest of those rich, mild, mellow, tobacco leaves, known to tobacco planters, as the Cream of the Crop. But that, Miss Loos, is only one reason why so many millions of people prefer LUCKIES. Another reason is this: To those choice Turkish and domestic tobaccos, we add the delicious flavor only "TOASTING" can give ... and we give you something no other cigarette in America can offer - the throat protection of LUCKY STRIKE'S exclusive "TOASTING" Process. This extra, secret process, including the use of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf. Of course, Miss Loos, you wouldn't want those expelled harsh irritants to rasp your throat - and you can be sure, when you reach for a LUCKY, they are not present - "They're out - so they can't be in". That, Miss Loos, is why gentlemen - and ladies, too - prefer LUCKIES - for that is why 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, "It Looks Like Susie", "One Step to Heaven", and the "Stars and Stripes Forever".

(IT LOOKS LIKE SUSIE)

(ONE STEP TO HEAVEN)

(STARS AND STRIPES FOREVER)

ANNOUNCER:

This closes the program of B. A. Rolfe, and his Lucky Strike Dance Orchestra, presented for your pleasure, every Tuesday, Thursday, and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you!

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

* * * * *

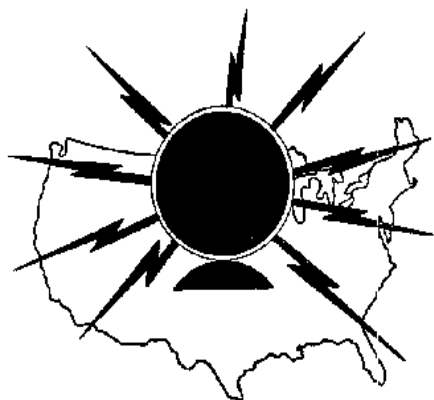
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THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEAF and

ASSOCIATED NBC STATIONS

(FINAL CORRECTION)

THURSDAY, SEPTEMBER 17, 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, in the tunes that made Broadway, Broadway - and Weber and Fields.

While you listen to Weber and Fields - or sit out a dance, we suggest that you reach for a LUCKY. The Lucky Strike Dance Orchestra opens with "Black Bottom", "What Are You Thinking About Baby" and "Steamboat."

(BLACK BOTTOM)

(WHAT ARE YOU THINKING ABOUT BABY)

(STEAMBOAT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

MR. HOLBROOK:

And now, we're broadcasting 1200 feet, straight up - to the tallest building in the world - the marvelous 85 story Empire State Building. Hello there, in the Mooring Mast! Hello, Empire State! I want to talk to one of the Directors of the Empire State Building, to one of the country's outstanding financiers, Mr. John J. Raskob, Chairman of the National Democratic Committee, and formerly Chairman of the Finance Committee of the General Motors Corporation. Good evening, Mr. Raskob! I'm sure you know, Mr. Raskob, that whether you're building a skyscraper, or a fine automobile, in order to do the job right, you have to start with the very finest materials ... and then you have to use them in the most modern scientific way. Well, Mr. Raskob, it is just exactly the same with cigarettes. LUCKY STRIKE is the most popular cigarette in America for two reasons - first, because every LUCKY STRIKE is made of the finest tobaccos - rich, mild, mellow leaves - the finest of Turkish and Domestic tobaccos - the "Cream of many Crops"; and then, Mr. Raskob, comes the second big reason for LUCKY STRIKE'S superiority - to every leaf of those choicest tobaccos we give the extra delicious goodness imparted by LUCKY STRIKE'S exclusive "Toasting" Process. It is this extra secret process - the most modern method in cigarette manufacture - that gives you throat protection, Mr. Raskob. For LUCKY STRIKE'S exclusive "TOASTING" Process, including the use of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2 A-

You can be sure that those expelled irritants are not there, Mr. Raskob, when you reach for a LUCKY "They're out -- so they can't be in!" That's why LUCKY STRIKE is the most modern cigarette in all this wide world, Mr. Raskob that's why LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "When The Red Red Robin Comes Bob Bob Bobbing along", "Love Letters In The Sand", and "Shaking The Blues Away".

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

(LOVE LETTERS IN THE SAND)

(SHAKING THE BLUES AWAY)

ANNOUNCER:

Tonight you will hear "The Anniversary Present". This is another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer"...WEBER AND FIELDS

(SIGNATURE: ROSIE POSIE)

(S K E T C H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Well, Meyer hasn't yet helped Mike very much. We'll find out more about it later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "Bubbling Over With Love", "Little Girl" and "Everything Is Peaches Down in Georgia".

(BUBBLING OVER WITH LOVE)

(LITTLE GIRL)

(EVERYTHING IS PEACHES DOWN IN GEORGIA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

MR. FRANCIS:

Who will lead the way back to prosperity? That question is on everybody's tongue. The American Tobacco Company does not presume to know the answer. But we do know the far-reaching benefits of aggressive, earnest sales effort. In this connection, let us read you this interesting letter received by The American Tobacco Company this week.

The American Tobacco Company,
111 Fifth Avenue,
New York, N. Y.

Gentlemen:

In these unstable times, it is most gratifying to us, the Campbell Motors, Inc., Ford Agency, to know that a firm of your size and recognized efficiency continues to consider the automobile as a fundamentally sound means of transportation for its nation-wide sales force.

The maintenance of your fleet of salesman's Fords up to the full pre-depression quota, we consider both a tribute to the automobile industry and to its economies. The many displays which your salesmen set up in the stores are the best indication of how much ground they actually cover. The evidence as witnessed throughout the United States in window displays clearly demonstrates that The American Tobacco Company has increased its sales force in these days.

(continued on the next page)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-A

I overheard a conversation between two of my garagemen today which seems to indicate that your policy of intense salesmanship is bearing fruit.

"I have been noticing that most of the men that stop here smoke LUCKIES", said one. "Don't forget the women", said the other.

It was a compliment to your success.

We think your success is based on your fearless and aggressive policy in waging your selling battle on all fronts- newspaper and magazine advertising, radio advertising and a full regiment of salesmen. If other companies would follow your lead, we believe the country would soon recover its equilibrium.

Very truly yours,

CAMPBELL MOTORS, Incorporated

(Signed) D. G. CAMPBELL

President

Thank you, Mr. Campbell

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Baltimore",
"The Hour of Parting" and "Sweet Jennie Lee."

(BALTIMORE)

(THE HOUR OF PARTING)

(SWEET JENNIE LEE)

ANNOUNCER:

And now let us find out whether Mike and Meyer can reach
a decision on "The Anniversary Present."

(SIGNATURE - ROSIE POSIE)

S K E T C H

(SIGNATURE - ROSIE POSIE)

ANNOUNCER:

Next Saturday night, you will hear "The Firemen,"
another of the marvelous adventures of Weber and Fields, known the
world over, as "Mike and Meyer."

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "King Chanticleer",
"Without That Gal" and "El Capitan."

(KING CHANTICLEER)

(WITHOUT THAT GAL)

(EL CAPITAN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

MISS BRYANT:

Hello, Miss Dorothy Hester. Can you hear me? Say, Miss Hester, that upside down flying and stunting you do in your plane is thrilling. I want to congratulate you on your daring and enterprise. You certainly have a lot of courage to be the first and only woman ever to appear on a "stunt" program at any national air meet. Miss Hester, in making LUCKY STRIKES we often have to resort to that same spirit of trail blazing...of daring...of modern enterprise. For instance, consider the tobacco we use. In far distant tobacco markets, scattered all over the world, expert tobacco buyers for the American Tobacco Company watch vigilantly for the Cream of many Tobacco Crops. And they buy none but the choicest. Always, Miss Hester, we have on hand up to one hundred million dollars worth of these fine, rich, mellow leaves - the finest of Turkish and domestic tobaccos. But our spirit of enterprise, Miss Hester, does not stop there! We have blazed a trail that no other Cigarette in American can follow! Every leaf of tobacco, Miss Hester, regardless of price or kind, naturally contains harsh, biting irritants. These irritants have no place in a cigarette. So, Miss Hester, LUCKY STRIKE has an extra, secret, modern process - that process which is world famous as the "TOASTING" Process. LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, expels certain harsh irritants naturally present in every tobacco leaf. Miss Hester, these expelled irritants are not present in LUCKY STRIKES.

(CONTINUE ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6A-

MISS BRYANT:

"They're out -- so they can't be in!" That's why LUCKIES are such magnificent protection against irritation, against cough. Look around you at your next air meet, Miss Hester, and notice how many are smoking mild, mellow, delicious LUCKIES! They certainly know their LUCKIES, Miss Dorothy Hester. They have found that 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
"I'm Keeping Company", "Smile, Darn Ya, Smile" and "Victor Herbert
Medley."

(I'M KEEPING COMPANY)

(SMILE DARN YA SMILE)

(VICTOR HERBERT MEDLEY)

ANNOUNCER:

This closes the program of B. A. Rolfe and his
Lucky Strike Dance Orchestra, presented for your pleasure,
every Tuesday, Thursday and Saturday night, at this hour, by
the manufacturers of LUCKY STRIKE Cigarettes. Please remember,
LUCKIES are always kind to your throat!

Thank you!

The Lucky Strike Dance program has come to you
from the NBC Studios in New York.

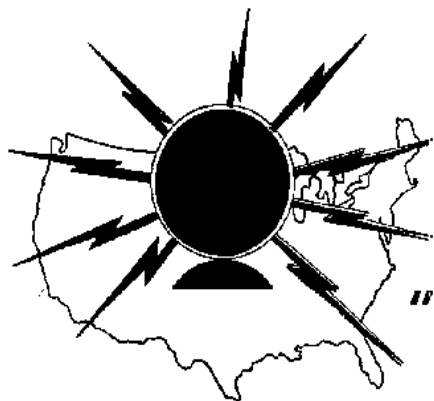
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9/17/31

(FINAL CORRECTION)

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

"LUCKIES are always kind to your throat."

SATURDAY, SEPTEMBER 19, 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, in the tunes that made Broadway, Broadway -- and Weber and Fields.

While you listen to Weber and Fields -- or sit out a dance, we suggest that you reach for a LUCKY. The Lucky Strike Dance Orchestra opens with "Fine and Dandy", "Life is Just a Bowl of Cherries", and "Let's Do It."

(FINE AND DANDY)

(LIFE IS JUST A BOWL OF CHERRIES)

(LET'S DO IT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. GRAUER:

For a long time I've been wanting to talk to Alice White. Every time I see her on the screen I say: "Little lady there are a lot of nice things I'd like to say to you, if I could get that tiny pink ear of yours a minute! Well, tonight I have my chance. And even though millions of people may be listening, I want to take this opportunity to talk to Alice White. (You don't mind my calling you Alice, do you?) You don't mind my telling you in public that I think you're one of the daintiest little ladies that ever stepped across the screen?...Do you know it would be my guess that it is this very daintiness of yours that makes you insist on LUCKY STRIKES when you smoke. Because of course you know that LUCKIES are made from the very finest tobaccos in the world -- the choicest Turkish tobaccos...the choicest domestic tobaccos -- rich, mild, mellow tobacco leaves -- the Cream of the world's Crops. And you wouldn't want to smoke anything but the finest. Then, you know too, that all these fine, rich tobaccos receive the benefits of the famous "TOASTING" Process before they go into your LUCKIES; and that makes these choice tobaccos even more delicious. But do you know what else that "TOASTING" Process does, Alice? This exclusive process of LUCKY'S, which includes the use of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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So you can be sure they are not in your LUCKY STRIKE,
"They're out, so they can't be in!" It wouldn't do for a dainty
young lady like you to have a harsh, rough voice, Alice. So I
know you can appreciate this throat protection; I know you are
glad we give LUCKIES this extra care, so that they 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 "Pompanola", "Why Dance" and "Here Comes the Sun".

(POMPANOLA)

(WHY DANCE)

(HERE COMES THE SUN)

ANNOUNCER:

Tonight you will hear "The Firemen". This is another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer" ...

WEBER AND FIELDS

(SIGNATURE: ROSIE POSIE)

(S K E T C H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Well, we certainly hope it isn't a big fire! We'll find out more about it later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "What Do We Care", "I Need Lovin'", and "Happy Feet".

(WHAT DO WE CARE)

(I NEED LOVIN')

(HAPPY FEET)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

Ladies and gentlemen: Tonight the manufacturers of LUCKY STRIKE Cigarettes have a most novel and interesting test for every man and woman listening in. A test that will startle you with its conclusion. First, take a piece of paper,..letter paper... newspaper...any kind of paper. Everybody now, take a piece of paper.

(PAUSE)

All right? Has everybody a piece of paper? Now listen carefully. Fold your paper in half, gently but firmly. At the end of the fold tear off a corner. Now...open your sheet of paper. You will notice that at the end of the fold a notch appears. Hold the paper up to the light. Examine it carefully. Note that the paper has not been harmed in any way by the fold. Now hold down one half of the notch with your thumb. Now, all together -- Pull the other side. ZIP - and it's torn. Note how straight and clean the tear is. It's the notch that did the trick! Remember -- it's the notch that did the trick! Now, ladies and gentlemen, of course, you're wondering why we have asked you to make this simple little test. We have a reason - and it's a mighty big one and we will reveal it to you in the very near future. In the meantime, please think about it. Remember that notch at the end of the fold. It's that notch that did the trick!

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 "You're Lucky To Me," "My Song," and "Three Little Words."

(YOU'RE LUCKY TO ME)

(MY SONG)

(THREE LITTLE WORDS)

ANNOUNCER:

And now let's find out what happened to those two brave firemen, Mike and Meyer.

(SIGNATURE - ROSIE POSIE)

(S K E T C H)

(SIGNATURE - ROSIE POSIE)

ANNOUNCER:

Next Tuesday night, you will hear "The Spaghetti Promoters", another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer."

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "A Peach Of A Pair," "That's Why Darkies Were Born" and "I'm Proud of You."

(A PEACH OF A PAIR)

(THAT'S WHY DARKIES WERE BORN)

(I'M PROUD OF YOU)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

Are the air waves clear...do you hear me, Bert Lytell? Believe me, this is the chance I've always wanted! To speak personally to that famous hero of dozens of movies and plays. Hello, there, Bert, you're one of my favorites. Millions of us have seen you on the stage or screen - enjoyed listening to your clear, pleasant voice. You know well, Mr. Lytell, that tense moment for the actor just before the curtain rises on the first act...or just before the cameras start to grind. The moment when you wonder if your voice is in perfect condition. You know how you must guard your throat constantly against rasping irritation. That's where your LUCKY STRIKE is a star performer! LUCKY STRIKE'S exclusive "TOASTING" Process, Mr. Lytell, is your throat protection against irritation. For every LUCKY STRIKE is made of the finest Turkish tobaccos...the finest domestic tobaccos...the choicest of rich, mild leaves from tobacco plantations all over the world. But that isn't enough. We go much further! LUCKY STRIKE alone, among all cigarettes, offers you the throat protection of that extra, secret process best described by the phrase "IT'S TOASTED." That process is exclusively LUCKY STRIKE'S, Mr. Lytell, and includes the use of modern Ultra Violet Rays.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT: (CONTINUES)

It is that process that expels certain harsh, biting irritants naturally present in every tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE. "They're out - so they can't be in!" And that is your throat protection - against irritation - against cough. And in that tense moment, Bert, before the curtain rises...or the cameras click how grateful you must be that 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 "A Little Less of Moonlight," "Hittin' The Bottle" and, by special permission of the copyright owners, "Strike Up The Band."

(A LITTLE LESS OF MOONLIGHT)

(HITTIN' THE BOTTLE)

(STRIKE UP THE BAND)

ANNOUNCER:

This closes the program of B. A. Rolfe and his Lucky Strike Dance Orchestra, presented for your pleasure, every Tuesday, Thursday and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you!

STATION ANNOUNCER:

The selections "Life Is Just A Bowl of Cherries," "My Song" and "That's Why Darkies Were Born" from George White's Scandals were played during the LUCKY STRIKE Dance Program by special permission of the copyright owners.

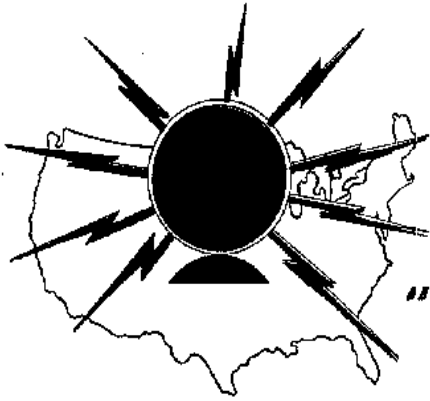
The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/GS/Chilleen
9/19/31

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

"LUCKIES are always kind to your throat."

(FINAL CORRECTION)

TUESDAY, SEPTEMBER 22, 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, in the tunes that made Broadway, Broadway -- and Weber and Fields.

While you listen to Weber and Fields -- or sit out a dance, we suggest that you reach for a LUCKY. The LUCKY STRIKE Dance Orchestra opens with "One Step To Heaven," "On The Beach With You" and "Sometimes I'm Happy."

(ONE STEP TO HEAVEN)

(ON THE BEACH WITH YOU)

(SOMETIMES I'M HAPPY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. CLANEY:

I want to talk, by personal appointment, to a world-famous figure - Oscar of the Waldorf - that incomparable Oscar of the old Waldorf and the magnificent new Waldorf now rising majestically above Park Avenue in New York City. Hello, Oscar of the Waldorf! Thousands of people are looking forward to October 1st, the day when the marvelous dining rooms of the new Waldorf Astoria Hotel open their doors. You, Oscar, who have devoted a lifetime to the preparation of dishes fit for a King, will appreciate the care we take in making the world's finest cigarette - LUCKY STRIKE. Of course, we start with the finest Turkish and domestic tobaccos - the choicest of mild, mellow leaves. Right now, while I am talking to you, up to 100 million dollars worth of these fine tobaccos are aging in vast storehouses.-- aging from 2 to 3 years to make them extra mild -- extra mellow. But, Oscar, here's something that may surprise you. Those specially selected tobacco leaves even when properly aged are not yet ready for LUCKIES. No Sir! For then, Oscar, the most important step takes place - the most modern step in cigarette manufacture. These fine tobacco leaves are given the extra benefit of LUCKY STRIKE'S famous exclusive "TOASTING" Process - that extra, secret process which includes the use of modern Ultra Violet Rays. It is this process that expels certain harsh, biting irritants naturally present in every tobacco leaf.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. CLANEY: (CONTINUES)

And that, Oscar, assures you the finest tobacco quality plus throat protection. For these expelled irritants are not present in your LUCKY STRIKE. "They're out -- so they can't be in!" And so you see, Oscar, that LUCKIES are always kind to your throat - that LUCKIES are the finest cigarettes in all this wide world.

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 "Turn On The Heat," "Three O'Clock In The Morning" and "No No Nora."

(TURN ON THE HEAT)

(THREE O'CLOCK IN THE MORNING)

(NO NO NORA)

ANNOUNCER:

Tonight you will hear "The Spaghetti Promoters." This is another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer".....WEBER AND FIELDS.

(SIGNATURE -- "ROSIE POSIE")

(S K E T C H)

(SIGNATURE -- "ROSIE POSIE")

ANNOUNCER:

What can Meyer's invention be? We'll find out later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "Cheerful Little Earful," "Poor Marionette" and "Singin' In The Rain."

(CHEERFUL LITTLE EARFUL)

(POOR MARIONETTE)

(SINGIN' IN THE RAIN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

Ladies and Gentlemen! For the benefit of you radio listeners who did not tune in last Saturday evening, I would like to have each and every one of you, tonight, take part with me in a very novel and interesting test...a test which points to an amazing conclusion. We'd like very much to have you make this test yourself - right now! First, take a piece of paper - letter paper..newspaper..any kind of paper.

(Pause)

All right? Has everybody a piece of paper? Now listen carefully. Fold your paper in half, gently but firmly. At the end of the fold tear off a corner. Now..open your sheet of paper. You will notice that at the end of the fold a notch appears. Hold the paper up to the light. Examine it carefully. Note that the paper has not been harmed in any way by the fold. Now hold down one half of the notch with your thumb. Now all together, pull the other side. ZIP - and it's torn. Note how straight and clean the tear is. It's the notch that did the trick! Don't forget, it's the notch that did the trick! Now, ladies and gentlemen, of course, you're wondering why we have asked you to make this simple little test. We have a reason - and it's a mighty big one..and we will reveal it to you very soon. In the meantime, please think about it. Remember, that notch at the end of the fold. And, remember, it's the notch that did the trick!

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 "Where's That Rainbow," "I Kiss Your Hand Madame," and "You Can't Get To Heaven That Way."

(WHERE'S THAT RAINBOW)

(I KISS YOUR HAND MADAME)

(YOU CAN'T GET TO HEAVEN THAT WAY)

ANNOUNCER:

And now, Mike and Meyer will tell you their great idea -- that is, if they can stop arguing about it.....

(SIGNATURE --- "ROSIE POSIE")

(S K E T C H)

(SIGNATURE -- "ROSIE POSIE")

ANNOUNCER:

Next Thursday night, you will hear "The Barber Shop," another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer."

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Cross Your Fingers," "Georgia On My Mind," and "Cheer Up, Good Times Are Coming."

(CROSS YOUR FINGERS)

(GEORGIA ON MY MIND)

(CHEER UP, GOOD TIMES ARE COMING)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT

Folks! Tonight I am talking to a charming senorita - Spanish, of course! One of the most attractive actresses in the movies. You know the type. If she likes you - she likes you! There's nothing lukewarm about it. I mean Raquel Torres, of course. Good evening, Senorita Torres! I value your opinion greatly. It means something, that's why I am glad you like LUCKIES, Raquel....that means something. They're just the rich, delicious, distinctive sort of cigarettes I'd expect you to choose. You know what makes them that way, don't you, Raquel? It's because they are made of the finest, richest, mellowest tobacco leaves in the world.....the choicest Turkish and the choicest domestic tobaccos....the Cream of many Crops. But that's not all, Raquel. Before we put these fine tobaccos into your LUCKY STRIKE, we put them through the famous "TOASTING" Process....and that makes them even more delicious. But still that's not all, Raquel! This exclusive "TOASTING" Process of LUCKY'S, which includes the use of modern Ultra Violet Rays, expels certain harsh, biting irritants naturally present in every tobacco leaf. And so, of course, they are not present in your LUCKY STRIKE. "They're out - so they can't be in!" So you see, Raquel, you have a mighty good reason for being so fond of LUCKY STRIKES. They're delicious, they're distinctive, and they're always kind to your throat. And that means something, doesn't it, Raquel?

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 "Look In The Looking Glass", "Dixie Medley" and "Madelon."

(LOOK IN THE LOOKING GLASS)

(DIXIE MEDLEY)

(MADELON)

ANNOUNCER:

This closes the program of B. A. Rolfe and his Lucky Strike Dance Orchestra, presented for your pleasure, every Tuesday, Thursday and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you!

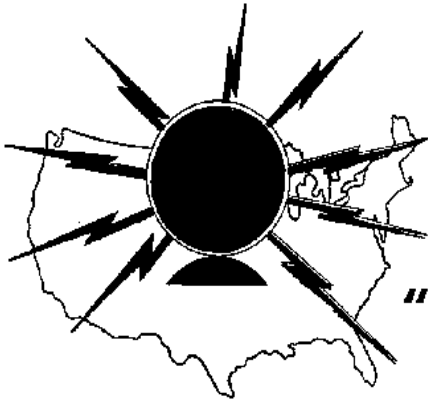
The program of the Lucky Strike Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/HM/LD/GS/CHILLEEN
9/22/31

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

"LUCKIES are always kind to your throat."

(FINAL CORRECTION)

THURSDAY, SEPTEMBER 24th, 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, in the tunes that made Broadway, Broadway -- and Weber and Fields.

While you listen to Weber and Fields -- or sit out a dance, we suggest that you reach for a LUCKY. The LUCKY STRIKE Dance Orchestra opens with "Breakaway", "Malinda's Wedding Day" and "Lucky Seven".

(BREAKAWAY)

(MALINDA'S WEDDING DAY)

(LUCKY SEVEN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

Tonight I'm talking to someone who became famous just sittin' on top of a piano and singin'! I guess everyone knows about whom I'm talking. Good evening, Helen Morgan of the Ziegfeld Follies! You have a distinctive, unique way of singing ... a style nobody else can successfully imitate. LUCKIES, too, are unique! They, as you do, stand out because no other cigarette has ever successfully imitated them. That's why we say, in all truthfulness, Miss Morgan, LUCKIES are the finest cigarettes you ever smoked - the finest in all this wide world. First, we seek the world over for tobaccos - and no matter where our expert tobacco buyers find it, no matter what the price, there's but one rule - that tobacco must be the finest. Then we scientifically blend these choice tobaccos - the finest tobaccos from Turkey and the finest domestic tobaccos - the Cream of many Crops. And yet we don't stop with this careful blending of choice tobaccos. LUCKY STRIKE alone of all American cigarettes adds a unique secret and exclusive process that gives you throat protection. As an artist and singer, Miss Morgan, you will especially appreciate this throat protection ... that guards your lovely and unique voice against rasping. Any tobacco expert, Miss Morgan, will tell you this truth - that all tobacco leaves, in their natural state, contain harsh, biting irritants. Such irritants, assuredly, have no place in your cigarette. That is why even the mild, rich tobacco in your LUCKY STRIKE is treated by an exclusive process called "TOASTING".

(CONTIN'

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT: continuing

LUCKY STRIKE'S exclusive "TOASTING" Process - a process that mellows, that purifies, that includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants naturally present in every tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE. "They're Out - so they can't be in!" So, Miss Helen Morgan, protect that unique voice of yours with a unique cigarette. You can smoke LUCKIES with perfect comfort, without fear of throat irritation or rasp. For 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, "Puttin' On the Ritz", "Poor Butterfly", and "Dixie Jambouree".

(PUTTIN' ON THE RITZ)

(POOR BUTTERFLY)

(DIXIE JAMBOURIE)

ANNOUNCER:

Tonight, you will hear, "The Barber Shop". This is another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer" ... WEBER AND FIELDS!

(SIGNATURE: ROSIE POSIE)

(SKETCH)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Mike should be a little hot under the collar when Meyer gets back. We'll find out more about it, later in tonight's program.

ANNOUNCER:

B. A. Rolfe, and his LUCKY STRIKE Dance Orchestra play, "Plenty of Sunshine for You", "Fiesta", and, "I'm Sitting on Top of the World".

(PLENTY OF SUNSHINE FOR YOU)

(FIESTA)

(I'M SITTING ON TOP OF THE WORLD)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

Thousands of men and women throughout the country have been asking one another what it's all about. We are referring to our unique paper-tearing test described during the last two LUCKY STRIKE dance programs. Have you heard it? Have you tried it? Everybody's doing it, and wondering what it's all about! Try it - right now! Take a piece of paper ... letter paper ... newspaper ... any kind of paper.

(PAUSE)

All right? Has everybody a piece of paper? Now, listen carefully. Fold your paper in half, gently, but firmly. At the end of the fold, tear off a corner. Now ... open your sheet of paper. You will notice that, at the end of the fold, a notch appears. Hold the paper up to the light. Examine it carefully. Note that the paper has not been harmed in any way by the fold. Now, hold down one half of the notch with your thumb. Pull the other side. ZIP - and it's torn. Note how straight and clean the tear is. It's the notch that did the trick! Remember, it's the notch that did the trick! Now, ladies and gentlemen, of course, you're wondering why we have asked you to make this simple little test. You'll be surprised! Certainly, we have a reason - and it's a reason that will thrill you. We will give it to you within a few days. In the meantime, please think about it. Remember, that notch at the end of the fold. And remember ... it's the notch that did the trick.

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 "Blue Grass", "Mood Indigo" and "Georgia".

(BLUE GRASS)

(MOOD INDIGO)

(GEORGIA)

ANNOUNCER:

and now we'll go back to Meyer's barber shop and find out what happened to Mike.

* (SIGNATURE: ROSIE POSIE)

(S K E T C H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Saturday night, you will hear "Sailors Beware." another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer."

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra plays "Stumbling", "Ida" and "June Night."

(STUMBLING)

(IDA)

(JUNE NIGHT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. POLAN:

(WIND, NOISE AND STEAMBOAT WHISTLE!)

Ahoy there! Ahoy! Steamship Bremen out there on the Atlantic! I want to talk to Roxy - S. J. Rothafel on your passenger list, but affectionately known to me and to millions as Roxy. Say, Roxy, you and LUCKY STRIKE have a great deal in common. You have given millions of people many hours of radio enjoyment and LUCKY STRIKE is daily giving millions of people many hours of smoking enjoyment plus throat protection. And we follow the same formula as you do, LUCKY STRIKE is made of the choicest of mild, mellow tobaccos - the finest Turkish and domestic leaves - the Cream of the World's Crops. Right now, Roxy, up to 100 million dollars' worth of these finest of fine tobaccos are aging in vast storehouses. But that, Roxy, is only the beginning. For just as you have to develop your radio talent to produce a fine show, so we have to prepare these choice leaves to produce the world's finest cigarette. That is why we take these choice, rich tobaccos and put them through LUCKY'S exclusive "TOASTING" Process - the process that mellows - that includes the use of modern Ultra Violet Rays. This extra, secret process, Roxy, is your throat protection against irritation - against cough - because "TOASTING" expels certain harsh, biting irritants naturally present in every tobacco leaf. Therefore, you can be sure, Roxy, that these irritants are not in your LUCKY STRIKE. "They're out - so they can't be in!" That's why, Roxy, 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 "Goin' to Town" "Alabama Bound" and "Over There"

(GOIN' TO TOWN)

(ALABAMA BOUND)

(OVER THERE)

ANNOUNCER:

This closes the program of B. A. Rolfe and his LUCKY STRIKE Dance Orchestra, presented for your pleasure, every Tuesday, Thursday and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you!

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

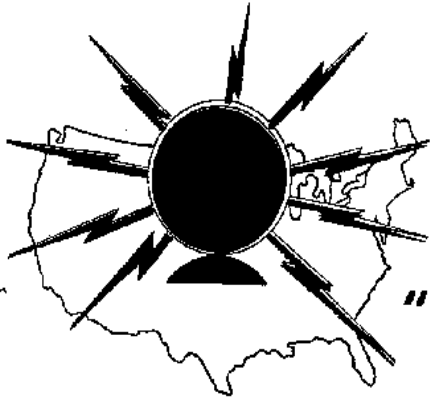
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9/24/31.

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

"LUCKIES are always kind to your throat."

(FINAL CORRECTION)

SATURDAY, SEPTEMBER 26, 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, in the tunes that made Broadway, Broadway -- and Weber and Fields.

While you listen to Weber and Fields -- or sit out a dance -- we suggest that you reach for a LUCKY. The Lucky Strike Dance Orchestra opens with "Pack Up Your Troubles," Goodnight Sweetheart" and "Steamboat."

(PACK UP YOUR TROUBLES)

(GOODNIGHT SWEETHEART)

(STEAMBOAT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. JOY:

No one can deny that at least one of the most important factors that will hasten the return of the nation's prosperity is the maintaining and increasing of employment. We have received an interesting letter from John J. Hyland, Manager of the DeWitt Clinton Hotel, just opposite the State Capitol in Albany, New York. We are glad to read Mr. Hyland's letter tonight because we believe it presents a most encouraging note to American Industry.

"American Tobacco Company

111 Fifth Avenue

New York, N. Y.

Gentlemen:

We rarely have the opportunity to write you since our tobacco purchasing contract is with the local jobber. We do, however, wish to take this opportunity to voice our appreciation of the patronage of your many salesmen who stop at this hotel.

In these times, when many firms have curtailed their sales forces, it is most gratifying to us to know that we can rely upon your salesmen to call regularly. We feel that in expressing our thanks we are not speaking for ourselves alone, but for the hotel business as a whole.

We would like to congratulate you also on the splendid display work done by your salesmen in stores in this vicinity. It shows that your salesmen neglect no possible advantage in increasing their sales of LUCKY STRIKE Cigarettes.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

You are setting a fine example to the rest of the country by your active and effective salesmanship. This is good business for you, I know. If other companies followed your example, the country would be well on the way to prosperity again.

(Signed) John J. Hyland, *Managing Director*
THE DEWITT CLINTON HOTEL "

★ Thank you, Mr. Hyland! We are very happy to receive your letter. And we are very proud that in such times as these, the American Tobacco Company has not only maintained its force of salesmen, but has actually increased their number. We believe, as you do, that unstinted sales effort behind a quality product is bound to work for the country's good ... certainly that is one way - and we believe a good way - of hastening the return of prosperity. Thank you again, Mr. Hyland!

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 "Everybody Step," played by special permission of the copyright owners, "I Apologize" and "Avalon Medley."

(EVERYBODY STEP)

(I APOLOGIZE)

(AVALON MEDLEY)

ANNOUNCER:

Tonight, you will hear "Sailor Beware." This is another of the marvelous adventures of Weber and Fields, known the world over, as "Mike and Meyer."WEBER AND FIELDS.

(SIGNATURE - "ROSIE POSIE")

(S K E T C H)

(SIGNATURE - "ROSIE POSIE")

ANNOUNCER:

Perhaps Meyer can make a sailor out of Mike. We'll find out, later in tonight's program.

ANNOUNCER:

B. A. Rolfe and his Lucky Strike Dance Orchestra play "You've Got That Thing," "Roamin'" and "Go Home and Tell Your Mother."

(YOU'VE GOT THAT THING)

(ROAMIN')

(GO HOME AND TELL YOUR MOTHER)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

It's all the rage. Everybody's doing it, Tearing pieces of paper and trying to guess the secret. It's the most novel and interesting test you ever tried. Oh you LUCKY smokers! and tonight is the last time we ask you to make this test. Don't miss it. Take a piece of paper....letter paper...newspaper....any kind of paper. Everybody - now - take a piece of paper!

(PAUSE)

All right? Has everybody a piece of paper? Now listen carefully. Fold your paper in half, gently but firmly. At the end of the fold tear off a corner. Now...open your sheet of paper. You will notice that at the end of the fold a notch appears. Hold the paper up to the light. Examine it carefully. Note that the paper has not been harmed in any way by the fold. Now, hold down one half of the notch with your thumb. Pull the other side. ZIP - and it's torn. Note how straight and clean the tear is. It's the notch that did the trick! Remember, it's the notch that did the trick. Now, ladies and gentlemen, of course, you're wondering why we have asked you to make this simple little test. You're wondering what this has to do with LUCKY STRIKE. You'll be surprised. In fact, you'll be thrilled! Next Tuesday, September 29th, we'll lift the veil of mystery! Next Tuesday at this time. In the meantime, remember that notch at the end of the fold. And remember - it's the notch that did the trick!

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 "Victor Herbert Medley", "I Can't Write The Words" and "The Best Things In Life Are Free"

(VICTOR HERBERT MEDLEY)

(I CAN'T WRITE THE WORDS)

(THE BEST THINGS IN LIFE ARE FREE)

ANNOUNCER:

And now, let's continue with the adventures of those two bold seafaring men, Mike and Meyer.

(SIGNATURE: ROSIE POSIE)

(S-K-E-T-C-H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Next Tuesday night, you will hear "Getting Naturalized" another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer"

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra plays "Here Comes The Sun", "I Don't Know Why" and "I Know That You Know."

(HERE COMES THE SUN)

(I DON'T KNOW WHY)

(I KNOW THAT YOU KNOW)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

Hello, Chick! It's Chick Meehan I'm talking to -- the noted football coach of New York University. Say, Chick, how's your new squad? What a thrill you must get in turning out powerful, winning football teams. We know the feeling. We get the same kind of thrill in turning out a winning cigarette! And let me tell you, Chick -- that, too, takes a lot of fine teamwork -- and a lot of careful preparation! Let me forward pass this important information to you. Every LUCKY represents three whole years of preparation. That's just about as long as it takes to develop a good football player, isn't it, Chick? The Cream of Many Crops the world over -- the finest of Turkish tobaccos and the finest of domestic tobaccos are chosen for your LUCKY STRIKE. Then, for two to three long years, these choice leaves are left to age, mellow, ripen. But, Chick Meehan, just as you have to develop your good football players into star performers by extra training -- so we develop LUCKY'S fine quality by an extra, secret process. In order to give you the finest tobacco quality plus throat protection, LUCKY STRIKE Cigarettes are given the benefits of the "TOASTING" Process -- that extra secret and exclusive process which includes the use of modern Ultra Violet Rays -- that famous LUCKY STRIKE Process which expels certain harsh, biting irritants naturally present in every tobacco leaf. And so, Mr. Meehan, when you reach for a LUCKY -- you may be sure that these expelled irritants are not present to rasp your throat. "They're out -- so they can't be in! That's why 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 "Kissable Baby," "Sing Something Simple" and "Hallelujah."

(KISSABLE BABY)

(SING SOMETHING SIMPLE)

(HALLELUJAH)

ANNOUNCER:

This closes the program of B. A. Rolfe and his Lucky Strike Dance Orchestra, presented for your pleasure, every Tuesday, Thursday and Saturday night, at this hour, by the manufacturers of LUCKY STRIKE Cigarettes. Please remember, LUCKIES are always kind to your throat!

Thank you.

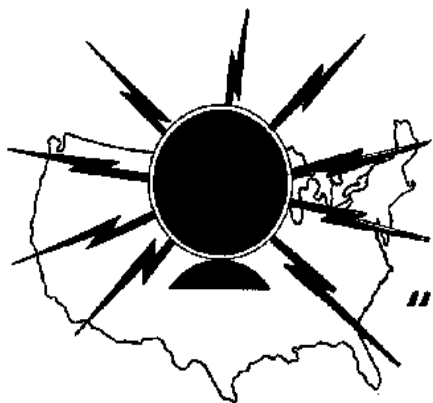
The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/GS/ES/ST/Chilleen
9/26/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. • • • WEA and

ASSOCIATED NBC STATIONS

"LUCKIES are always kind to your throat."

(FINAL CORRECTION)

TUESDAY, SEPTEMBER 29, 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, in the tunes that made Broadway, Broadway -- and Weber and Fields.

While you listen to Weber and Fields -- or sit out a dance -- we suggest that you reach for a LUCKY. The LUCKY STRIKE Dance Orchestra opens with "Good News," played by special permission of the copyright owners, and "I'm Keepin' Company" and by special permission of the copyright owners, "Thank Your Father."

(GOOD NEWS)

(I'M KEEPIN' COMPANY)

(THANK YOUR FATHER)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MR. THORGERSEN:

... Ladies and gentlemen! Be prepared for a big surprise ... for tonight's the night! Tonight we lift the veil of mystery. Tonight we tell you why we asked you to fold, notch and tear pieces of paper. Thousands of newspapers throughout the country today announced to the smokers of America, LUCKY STRIKE'S wonderful new achievement. Have you read it? Do you remember the catch line "Oh, you LUCKY tab!" Ladies and gentlemen -- today we announce LUCKY STRIKE'S unique, improved humidor package of moisture-proof cellophane ... the finest cellophane that money can buy ... moisture-proof, germ-proof, dust-proof cellophane that preserves that delicious "Toasted" flavor of the world's finest tobaccos ... that keeps LUCKIES ever fresh -- sealed tight -- ever right ... But, ladies and gentlemen! Here's the biggest piece of news: LUCKY STRIKE'S unique, improved humidor package of moisture-proof cellophane can be opened without a chisel -- without ruining your finger-nails -- without wrenching or prying or crunching the package. It's the unique LUCKY tab that does the trick! And Ladies -- the LUCKY Tab is your fingernail protection. (PAUSE) Hold up a package of LUCKY STRIKES before you. Notice the notched tab on the top of the package. Two little wings of cellophane that stick up like the gun-sight on a rifle. Hold them up to your eye. Gun-sight them. Ready! Aim! Oh, you LUCKY tab! Now, ladies and gentlemen! I want every one of you tonight to take part with me in opening LUCKY STRIKE'S Unique, improved humidor package.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 2A -

MR. THORGERSEN: - continuing

Are you ready? Let's go! Hold down one half of the tab with your thumb. Tear off the other half. That's all! Simple! Quick! ZIP -- and it's open! Unique? And how! You can reach for a LUCKY as quick as a wink -- yet notice, folks, you opened your package at the same spot where you always opened it -- yet you still have a pocket humidor package of moisture-proof, germ-proof, dust-proof cellophane ... Clean -- Protected -- Neat! And always Fresh -- with all the fresh fragrance -- with all the fresh, delicious "Toasted" flavor -- with all the natural freshness and goodness of those fine LUCKY STRIKE tobaccos ... bringing you in the most modern, scientific manner, the finest tobacco quality plus throat protection -- sealed tight -- ever right -- in LUCKY'S unique improved humidor package -- ZIP -- and it's open. Oh, you LUCKY Tab!

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 "I Want To Be Happy",
"I'll See You Again" and "Around The Corner."

(I WANT TO BE HAPPY)

(I'LL SEE YOU AGAIN)

(AROUND THE CORNER)

ANNOUNCER:

Tonight, you will hear "Getting Naturalized." This is
another of the marvelous adventures of Weber and Fields, known
the world over, as "Mike and Meyer"....WEBER AND FIELDS.

(SIGNATURE: ROSIE POSIE)

(S-K-E-T-C-H)

(SIGNATURE: ROSIE POSIE)

ANNOUNCER:

Well, Meyer hasn't asked a question yet that Mike can't
answer. Later in tonight's program we'll hear more about it.

ANNOUNCER:

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra play
"Jericho", "It's A Long Time Between Kisses" and "My Heart Stood
Still."

(JERICHO)

(IT'S A LONG TIME BETWEEN KISSES)

(MY HEART STOOD STILL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY⁴STRIKE Dance Orchestra

MR. JOY:

I consider it an honor and a privilege tonight to speak directly to one of America's foremost industrial leaders...Mr. Pierre S. DuPont, Former Chairman of the Board, General Motors Corporation; Director of two large banks; Director of the Empire State Building, the largest in the world...and Chairman of the Board, E. I. DuPont de Nemours and Company...manufacturers of products renowned throughout the world -- including that very important product -- Cellophane. Mr. Du Pont, we speak for the millions of LUCKY STRIKE smokers in expressing to you our appreciation for making possible that extra fine grade of cellophane...that is dust-proof, germ-proof and absolutely moisture-proof. You know, Mr. DuPont, that is the only kind of cellophane which we use in LUCKY'S unique, improved humidor package which preserves all the flavor, fragrance and freshness of the world's finest cigarette. And we know, Mr. DuPont, that you will be interested in LUCKY STRIKE'S unique, improved Humidor Package with that easy-to-open tab! Have you seen the new notched tab on the top of LUCKY'S humidor package? All you do is hold down one half of the tab with your thumb. Tear off the other half. Simple! Quick! ZIP -- and it's open! You will notice, Mr. DuPont, that you open the package at the same spot where it always opened -- still retaining a pocket humidor package of moisture-proof, dust-proof, germ-proof cellophane... clean, protected, neat, FRESH! (PAUSE) And isn't it only right and proper, Mr. DuPont, that the world's finest humidor package should be made to preserve the world's finest cigarette?

(MORE TO FOLLOW ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4a-

For every LUCKY STRIKE is made of the finest of Turkish and domestic tobaccos -- the Cream of the Crop. Then, "It's Toasted" -- "Toasting", you know, is Lucky Strike's exclusive process, including the use of modern Ultra Violet Rays...which expels certain harsh, biting irritants naturally present in every tobacco leaf. And so, Mr. DuPont, when you ZIP open LUCKY'S unique, improved humidor package and reach for a LUCKY -- you can be sure that those expelled irritants are not present -- "They're out -- so they can't be in!" And that's why, Mr. DuPont, we say in all sincerity, LUCKIES are always kind to your throat. Mr. DuPont, we buy for LUCKY STRIKE'S unique, improved humidor package your very finest grade of moisture-proof cellophane. So that LUCKY'S delicious "Toasted" flavor is kept ever fresh -- And we know that many millions of smokers will appreciate that unique LUCKY tab on LUCKY'S improved humidor package. Oh, you LUCKY tab! ZIP -- and it's open!

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 "Give Yourself A Pat On The Back," "With All My Heart" and "Lady Be Good."

(GIVE YOURSELF A PAT ON THE BACK)

(WITH ALL MY HEART)

(LADY BE GOOD)

ANNOUNCER:

And now, let's find out if Meyer can ask Mike any more difficult questions.

(SIGNATURE - "ROSIE POSIE")

(S K E T C H)

(SIGNATURE - "ROSIE POSIE")

ANNOUNCER:

Next Thursday night, you will hear "At The Ball Game," another of the marvelous adventures of Weber and Fields, known the world over as "Mike and Meyer."

ANNOUNCER:

The LUCKY STRIKE Dance Orchestra plays "Parade of the Wooden Soldiers," "Where Have You Been" and "Eleven Thirty Saturday Night."

(PARADE OF THE WOODEN SOLDIERS)

(WHERE HAVE YOU BEEN)

(ELEVEN THIRTY SATURDAY NIGHT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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MISS BRYANT:

Thousands of newspapers throughout the country today announced to the smokers of America, LUCKY STRIKE'S wonderful new achievement. Have you read it? Do you remember the catch line "Oh, you LUCKY tab!" Ladies and gentlemen -- we are announcing LUCKY STRIKE'S unique, improved humidor package of moisture-~~proof~~ cellophane. . the finest cellophane that money can buy. . moisture-proof, germ-proof, dust-proof, cellophane that preserves that delicious "Toasted" flavor of the world's finest tobaccos...that keeps LUCKIES ever fresh -- sealed tight -- ever right...But, ladies and gentlemen! Here's the biggest piece of news: LUCKY STRIKE'S unique, improved humidor package of moisture-proof cellophane can be opened without a struggle -- without ruining your fingernails...without wrenching or prying or crunching the package. It's the unique LUCKY tab that does the trick! And Ladies -- the LUCKY tab is your fingernail protection. Hold up a package of LUCKY STRIKES before you. Notice the notched tab on the top of the package. Two little wings of cellophane that stick up like the gun-sight on a rifle. Hold them up to your eye. Gun-sight them. Ready! Aim! Oh, you LUCKY tab! Now, ladies and gentlemen! I want every one of you tonight to take part with me in opening LUCKY STRIKE'S unique, improved humidor package. Are you ready? Let's go! Hold down one half of the tab with your thumb. Tear off the other half. That's all!!

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 6A -

MISS BRYANT CONTINUES:

Simple! Quick! ZIP -- and it's open! Unique? And how!
You can reach for a LUCKY as quick as a wink -- yet notice,
folks, you opened your package at the same spot where you
always opened it -- yet you still have a pocket humidor package
of moisture-proof, germ-proof, dust-proof cellophane...Clean
-- Protected -- Neat! And always Fresh -- with all the fresh
fragrance -- with all the fresh, delicious "Toasted" flavor --
with all the natural freshness and goodness of those fine LUCKY
STRIKE tobaccos. . bringing you in the most modern, scientific
manner, the finest tobacco quality plus throat protection --
sealed tight -- ever right -- in LUCKY'S unique, improved
humidor package -- ZIP -- and it's open. Oh, you LUCKY tab!

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 "Bend Down Sisters," "Follow Thru Medley," played by special permission of the copyright owners, and "Yankee Doodle Boy."

(BEND DOWN SISTERS)

(FOLLOW THRU MEDLEY)

(YANKEE DOODLE BOY)

ANNOUNCER:

This closes the program of B. A. Rolfe and his LUCKY STRIKE Dance Orchestra.

Please remember, LUCKY STRIKE'S unique improved humidor package assures you always, regardless of hot, dry, or wet weather, a perfectly conditioned cigarette -- LUCKIES are always kind to your throat. Thank you.

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

AGENCY/DmCB/ES/GS/Chilleen
9/29/31