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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

*Consider your Adam's Apple!!**

THURSDAY, JULY 2nd, 1931

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

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

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

(HITTIN' THE CEILING)

(I HAVE TO HAVE YOU)

NATIONAL BROADCASTING COMPANY, INC.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: (MR. RAINEY)

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

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

Madam, you have asked us frankly and so we frankly tell you you are mistaken. Every woman has an Adam's Apple. Only, in men, the Adam's Apple is apparent. In the case of women, with their swan-like throats, the Adam's Apple is smaller and is covered by a softer layer of flesh. If you press your finger against your throat you can feel your Adam's Apple. When you touch it you are actually touching your larynx - the structure that is your voice box and contains your vocal chords. And so when you consider your Adam's Apple you are really considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

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MR. RAINEY (CONTINUES)

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain harsh irritants. LUCKY STRIKE'S exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays, expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

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

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ANNOUNCER:

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

(THE PEANUT VENDER)

(KICKIN' A HOLE IN THE SKY)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers Lew White,
world-famed Organist playing "Ah, Sweet Mystery of Life".

Following this, the Lucky Strike Dance Orchestra plays "Alabama Bound"

(AH SWEET MYSTERY OF LIFE)

(ALABAMA BOUND)

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MR. THORGERSEN:

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

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

MR. BOND:

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

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

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

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MR. THORGERSEN:

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

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

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

(STEIN SONG)

(WHERE HAVE YOU BEEN)

ANNOUNCER:

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

(WEDDING OF THE PAINTED DOLL)

(CALIFORNIA HERE I COME)

ANNOUNCER:

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

(HAPPY DAYS ARE HERE AGAIN)

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ANNOUNCER: (MR. THORGERSEN)

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

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

20,679 American physicians have written us that LUCKIES are less irritating to the throat than other cigarettes. Remember those modern Ultra Violet Rays, for LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. LUCKIES are always kind to your throat, and so we say "Consider your Adam's Apple."

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "What Do We Care".
Following this, Mr. Rolfe again offers Lew White at the Organ
playing "When Day I Done".

(WHAT DO WE CARE)

(WHEN DAY IS DONE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "That Certain
Feeling" and "Dusky Stevedore".

(THAT CERTAIN FEELING)

(DUSKY STEVEDORE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ninety Nine Out
Of A Hundred" and "Grey Bonnet Medley".

(NINETY NINE OUT OF A HUNDRED)

(GREY BONNET MEDLEY) Grey Bonnet, When You Wore A Tulip, Grey Bonnet

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ANNOUNCER: (MR. THORGERSEN)

Place your finger on your Adam's Apple. You are actually touching your larynx - this is your voice box - it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat - your vocal chords.

No one has yet challenged the statement "sunshine mellows - heat purifies." That's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE - the finest cigarette you ever smoked - made of the finest tobacco leaves the world can offer - the finest from Turkey - the finest from Kentucky, Virginia, Georgia, Maryland and the Carolinas - the Cream of many Crops throughout the world - THEN - "IT'S TOASTED". Certain harsh irritants naturally present in all tobacco leaves are expelled by LUCKY STRIKE'S exclusive "TOASTING" Process. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple." Be careful in your choice of cigarettes. LUCKIES are always kind to your throat.

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Oh Baby" and
"Ranger's Song."

(OH BABY)

(RANGER'S SONG)

CLOSING ANNOUNCEMENT:

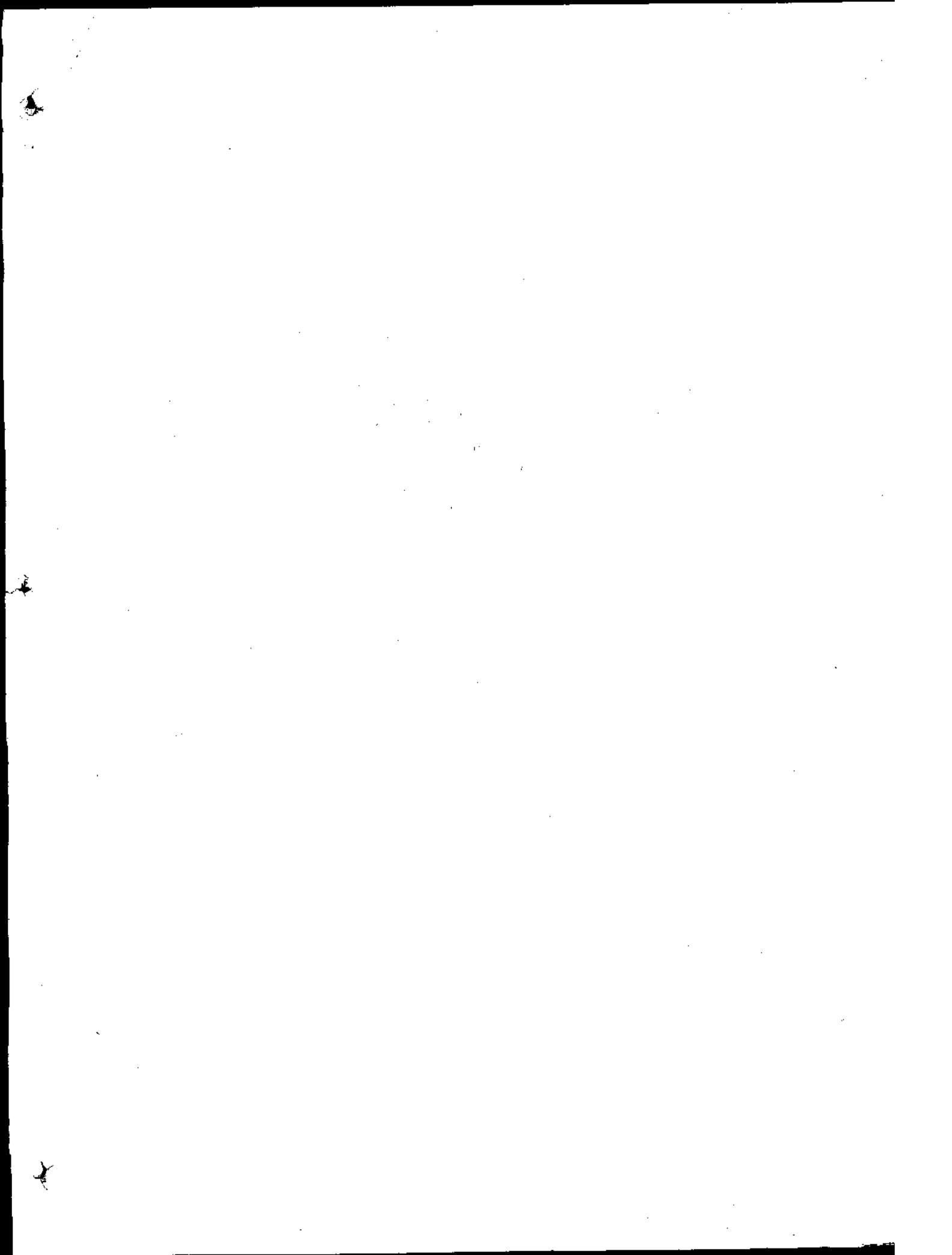
(Theme tune - one chorus of "Happy Days Are Here Again"
with vocal refrain. Immediately followed by Announcer.)

ANNOUNCER:

This closes the program of dance music presented for
your pleasure every Tuesday, Thursday and Saturday nights at this
hour by the manufacturers of LUCKY STRIKE Cigarettes. "Consider
Your Adam's Apple" - Don't rasp your throat with harsh irritants -
Be careful in your choice of cigarettes. Remember - LUCKIES are
always kind to your throat. Thank you.

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

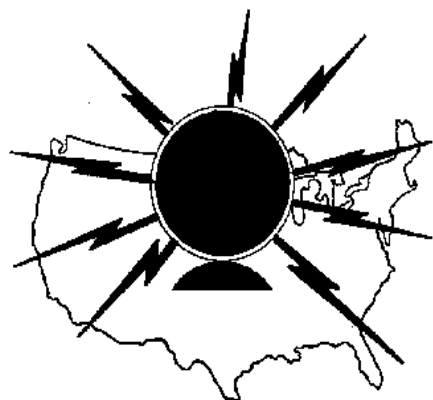
AGENCY/BL/HM/Chilleen
7/3/31.



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TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEA and

ASSOCIATED NBC STATIONS

Consider your Adam's Apple!!

SATURDAY, JULY 4, 1931

OPENING ANNOUNCEMENT:

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

ANNOUNCER:

Good evening, ladies and gentlemen. Tonight the manufacturers of LUCKY STRIKE Cigarettes present the first of a new series of programs which we believe are a further advance - a new interpretation of the fundamental LUCKY STRIKE formula - all planned for your pleasure -- as has always been the first aim of the LUCKY STRIKE programs. The tunes that made Broadway Broadway -- but in a different dress ... a summer party dress. Because this program presents a type of music quite different from that played by the regular LUCKY STRIKE Dance Orchestra we are particularly anxious to have your opinions. Won't you help us by writing and telling us which you prefer -- the regular LUCKY STRIKE Dance Orchestra, which you will hear next Tuesday and Thursday, or the new LUCKY STRIKE Summer Party Orchestra, which you will hear tonight and again next Saturday.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

The Lucky Strike Summer Party Orchestra now opens with
"I Love Louisa," played by special permission of the copyright
owners, and "Happy Feet."

(I LOVE LOUISA)

(HAPPY FEET)

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Dancing In
The Dark," played by special permission of the copyright owners, and
"Dip Your Brush in the Sunshine."

(DANCING IN THE DARK)

(DIP YOUR BRUSH IN THE SUNSHINE)

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

We take great pleasure in presenting to you tonight Mr. Basil Rathbone, distinguished star of the stage and screen. Mr. Rathbone will read a message from the manufacturers of Lucky Strike cigarettes - Mr. Rathbone.

(vibraphone)

MR. RATHBONE:

Good evening, ladies and gentlemen. Eve started it and the daughters of Eve inherited it. Eve gave Adam the Apple, and it seems that Adam must have passed it on. For every man and every woman has an Adam's Apple - that is, your larynx - your voice box - it contains your vocal chords. Consider your Adam's Apple - when you do so, you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a Lucky instead.

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE - and so we say "Consider Your Adam's Apple."

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra plays "High and Low," played by special permission of the copyright owners, and "One More Time."

(HIGH AND LOW)

(ONE MORE TIME)

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Merry Widow Waltz" and "Ragging The Scale."

(MERRY WIDOW WALTZ)

(RAGGING THE SCALE)

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

And now ladies and gentlemen, you will hear from Miss Nana Bryant, famous leading woman of many outstanding dramatic successes. Miss Bryant.

(Vibraphone)

MISS BRYANT:

Good evening, ladies and gentlemen. Just imagine going to a dozen different stores to purchase one dozen eggs -- just to be sure you are getting the very best. A strange procedure, you will say -- and yet The American Tobacco Company follows exactly that principle just to be sure that you get only the finest of fine tobaccos for your LUCKY STRIKE. There are hundreds of different tobacco markets in the best tobacco-producing states in America, in Turkey and other near eastern countries. The American Tobacco Company buyers in every one of these hundreds of markets buy nothing but the very Cream of the Tobacco Crop -- the finest leaves in every market, so that you will get only the choicest tobaccos in every pack of Luckies. And that's only one point of superiority. Another is this -- these choice tobaccos are "TOASTED" -- that exclusive process which includes the use of modern Ultra Violet Rays -- the process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind. That's what makes LUCKIES always kind to your throat.

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Soldiers on the Shelf" and "Walking My Baby Back Home."

(SOLDIERS ON THE SHELF)

(WALKING MY BABY BACK HOME)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra play "I Surrender Dear" and "When I Take My Sugar To Tea."

(I SURRENDER DEAR)

(WHEN I TAKE MY SUGAR TO TEA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

Miss Nana Bryant has another message.

MISS BRYANT:

Tonight we think it appropriate that we should read you statements from two SOLDIER physicians - Remember, 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. Hear the words of this physician who thirteen years ago stood in the thick of enemy shells:

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

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

"I am satisfied that Lucky Strike Cigarettes are less irritating. I was very badly gassed in war...but can smoke Lucky Strikes."

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

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "I Know
That You Know" and "Please Don't Talk About Me When I'm Gone."

(I KNOW THAT YOU KNOW)

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

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra
play "Elizabeth," played by special permission of the copyright
owners, and "Whistling In The Dark."

(ELIZABETH)

(WHISTLING IN THE DARK)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

ANNOUNCER:

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And now Mr. Rathbone has another message of interest.

MR. RATHBONE:

Ladies and gentlemen, The American Tobacco Company has been requested to make the following announcement by its subsidiary, The America 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 - 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:

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 each band from one to twenty so that your twenty words follow each other in correct order.
3. Print or write your name, address and 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.

THE LUCKY STRIKE PROGRAM

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B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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

THE LUCKY STRIKE PROGRAM

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Entries received at the offices of Certified Cremo, after noon today and before noon Monday, will be judged for the Tuesday 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.

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 agents:

The name of the winner of today's Certified Cremo automobile award is Preston K. Landers; Preston K. Landers, R.F.D., Rockland, Massachusetts. Mr. Landers is a farmer. Here is the statement which won the award: Twenty words - no more - no less!

(ROLL OF SNARE DRUMS)

Certified Cremo is made for smokers demanding the utmost in cigar quality while insisting on absolute cleanliness and sensible economy.

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Landers.

THE LUCKY STRIKE PROGRAM

with

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ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra plays "Sing A Little Jingle," played by special permission of the copyright owners, and "Roll On Mississippi."

(SING A LITTLE JINGLE)

(ROLL ON MISSISSIPPI)

CLOSING ANNOUNCEMENT:

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

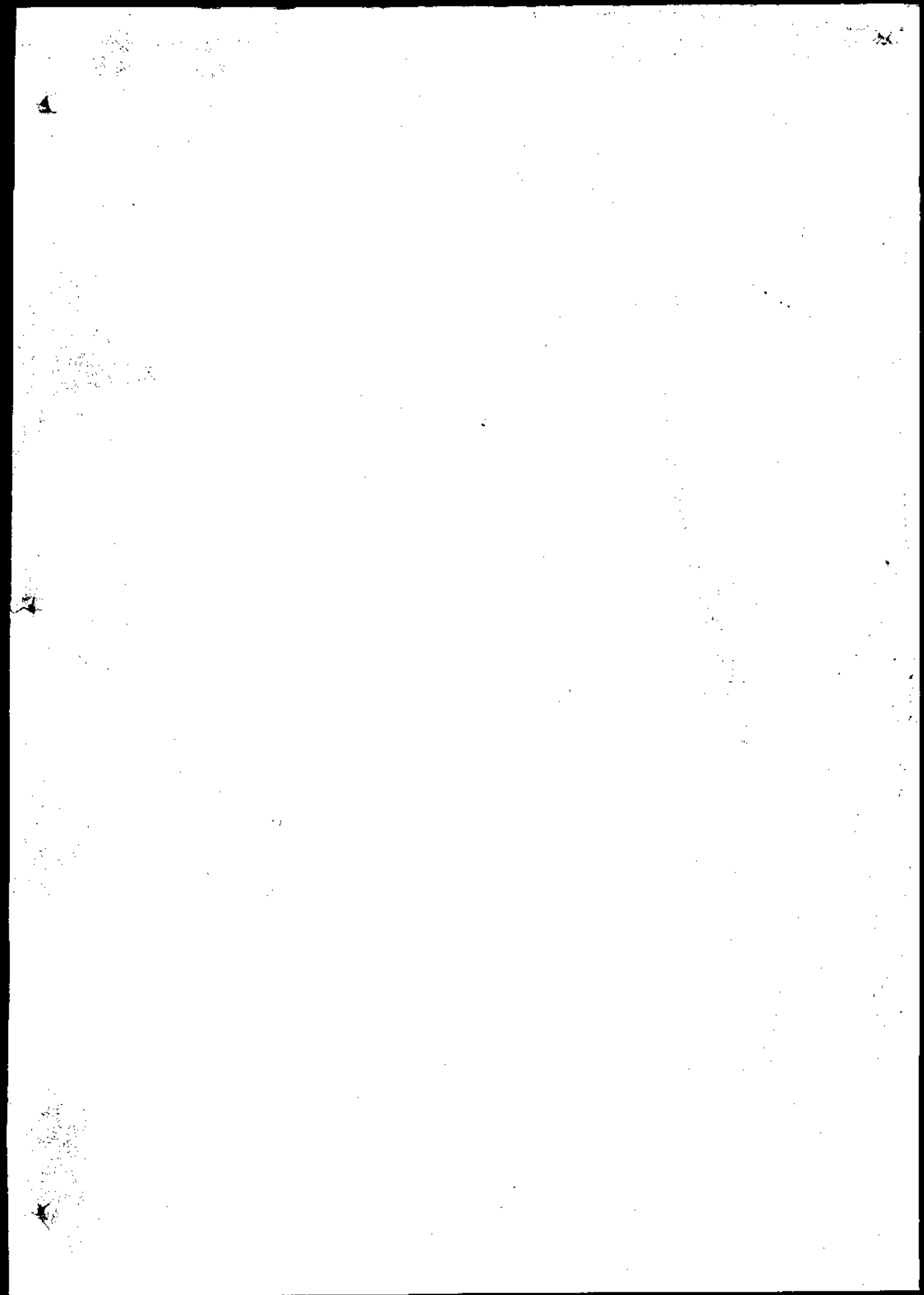
ANNOUNCER:

This closes the first of these Summer Party programs presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. We should appreciate it if you would write to LUCKY STRIKE, care of the station to which you are listening and tell us which you like better - the LUCKY STRIKE Summer Party Orchestra, which you have heard tonight and will hear again next Saturday, or the regular LUCKY STRIKE Dance Orchestra you all know so well and which you will hear on Tuesday and Thursday.

Meanwhile - Consider your Adam's Apple - Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat.

The LUCKY STRIKE Summer Party Orchestra has come to you from the NBC Studios in New York.

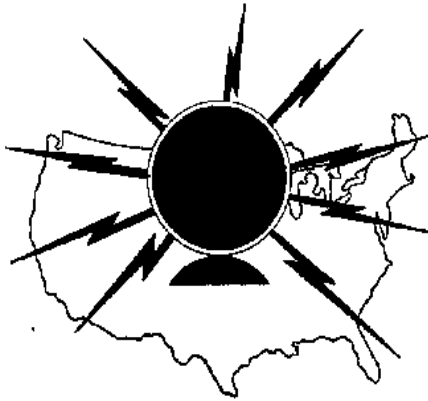
AGENCY/LD/ST/McB/Chilleen
7/8/31



THE LUCKY STRIKE PROGRAM

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B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEA and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

TUESDAY, JULY 7, 1931

ANNOUNCER:

Good evening, my friends. And so begins this program of dance music presented for your pleasure by the manufacturers of LUCKY STRIKE Cigarettes. Tonight you will hear the Regular Lucky Strike Dance Orchestra. Those of you who listened last Saturday know that a Battle of Music is on - a contest for your approval and your vote between the Regular Lucky Strike Dance Orchestra and the new Lucky Strike Summer Party Orchestra which is being presented at this hour every Saturday night. Every listener has a vote. You can cast your vote for the LUCKY program you prefer by writing to the station you are tuned in on or to LUCKY STRIKE, 111 Fifth Avenue, New York. Remember that tonight and Thursday night you will hear the regular Lucky Strike Dance Orchestra and on Saturdays the new Summer Party Orchestra in a new interpretation of the fundamental LUCKY STRIKE musical formula - the Tunes that made Broadway Broadway in a new dress. Please let us hear from you.

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 "One Step to Heaven" and "Pack Up Your Troubles in Your Old Kit Bag".

(ONE STEP TO HEAVEN)

(PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Would You Like to Take a Walk".

(WOULD YOU LIKE TO TAKE A WALK)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: (MR. RAINY)

You men aren't alone in the possession of an Adam's Apple. For every woman, too, has an Adam's Apple - although it is concealed by the graceful, swan-like lines of her throat. You know women care greatly about their throats, for every woman knows that the first physical signs of age show at the throat. And what part of the delicate mechanism of your body is more important and deserves greater care than the tender membranes within that beautiful throat. Really, your Adam's Apple is simply the name for the larynx - your voice box, containing your vocal chords. So - Consider your Adam's Apple. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And that is your throat protection - against irritation - against cough. Consider your Adam's Apple. Remember - LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "What Do We Care."
Following this, as a special feature this evening, Mr. Rolfe offers
Lew White, world-famed Organist playing "Birth of Passion."

(WHAT DO WE CARE)

(BIRTH OF PASSION)

ANNOUNCER:

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

(THANK YOUR FATHER)

(AVALON MEDLEY)

THE LUCKY STRIKE PROGRAM

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ANNOUNCER:

And now Mr. Basil Rathbone has an important message of interest to you.

MR. RATHBONE:

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 - 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: -

THE LUCKY STRIKE PROGRAM

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MR. RATHBONE: (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 each band from one to twenty so that your twenty words follow each other in correct order.
3. Print or write your name, address and 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.

THE LUCKY STRIKE PROGRAM

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B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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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.

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 agents:

The name of the winner of Monday's Certified Cremo automobile award is Frederick W. Agnew. Frederick W. Agnew, 2419 Saranac Avenue, Pittsburgh, Pa. Mr. Agnew is a teacher.

The name of the winner of today's Certified Cremo automobile award is Herbert S. Wear. Herbert S. Wear, 236 Main Street, Waltham, Mass. Mr. Wear is a laborer.

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

(ROLL OF SNARE DRUMS)

Certified Cremo -- a world's champion -- wins by three straight knockouts -- Quality, Cleanliness, Economy -- a real smoke from start to finish.

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Wear.

THE LUCKY STRIKE PROGRAM

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B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "You've
Got That Thing" and "She Is My Ideal".

(YOU'VE GOT THAT THING)

(SHE IS MY IDEAL)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Dancing
To Save Your Sole", and "Cheerful Little Earful."

(DANCING TO SAVE YOUR SOLE)

(CHEERING LITTLE EARFUL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: (Mr. Thorgersen)

The New York American tells us this interesting fact:

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

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

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

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

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 "The Best Things In Life Are Free," played by special permission of the copyright owners. Following this, Mr. Rolfe again offers Lew White at the Organ playing "Wedding of the Painted Doll."

(THE BEST THINGS IN LIFE ARE FREE)

(WEDDING OF THE PAINTED DOLL)

ANNOUNCER:

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

(WHERE'S THAT RAINBOW)

(STEAMBOAT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER: (MR. THORGERSEN)

Place your finger on your Adam's Apple. You are actually touching your larynx..this is your voice box..it contains your vocal chords.

From the report of a famous scientist who studied the effects of LUCKY STRIKE'S exclusive "TOASTING" Process.

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

Sunshine mellows..heat purifies..that's why LUCKY STRIKE'S exclusive "TOASTING" Process includes the use of modern Ultra Violet Rays. LUCKY STRIKE is made of the finest tobaccos.. the Cream of many Crops throughout the world. And remember LUCKY STRIKE is the only cigarette in America that brings you the added benefits of "TOASTING". And so we say "Consider your Adam's Apple." Be careful in your choice of cigarettes. LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Here Comes the Sun" and "Hello Hawaii".

(HERE COMES THE SUN)

(HELLO HAWAII)

ANNOUNCER:

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

(SING SOMETHING SIMPLE)

(HALLELUJAH)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

ANNOUNCER:

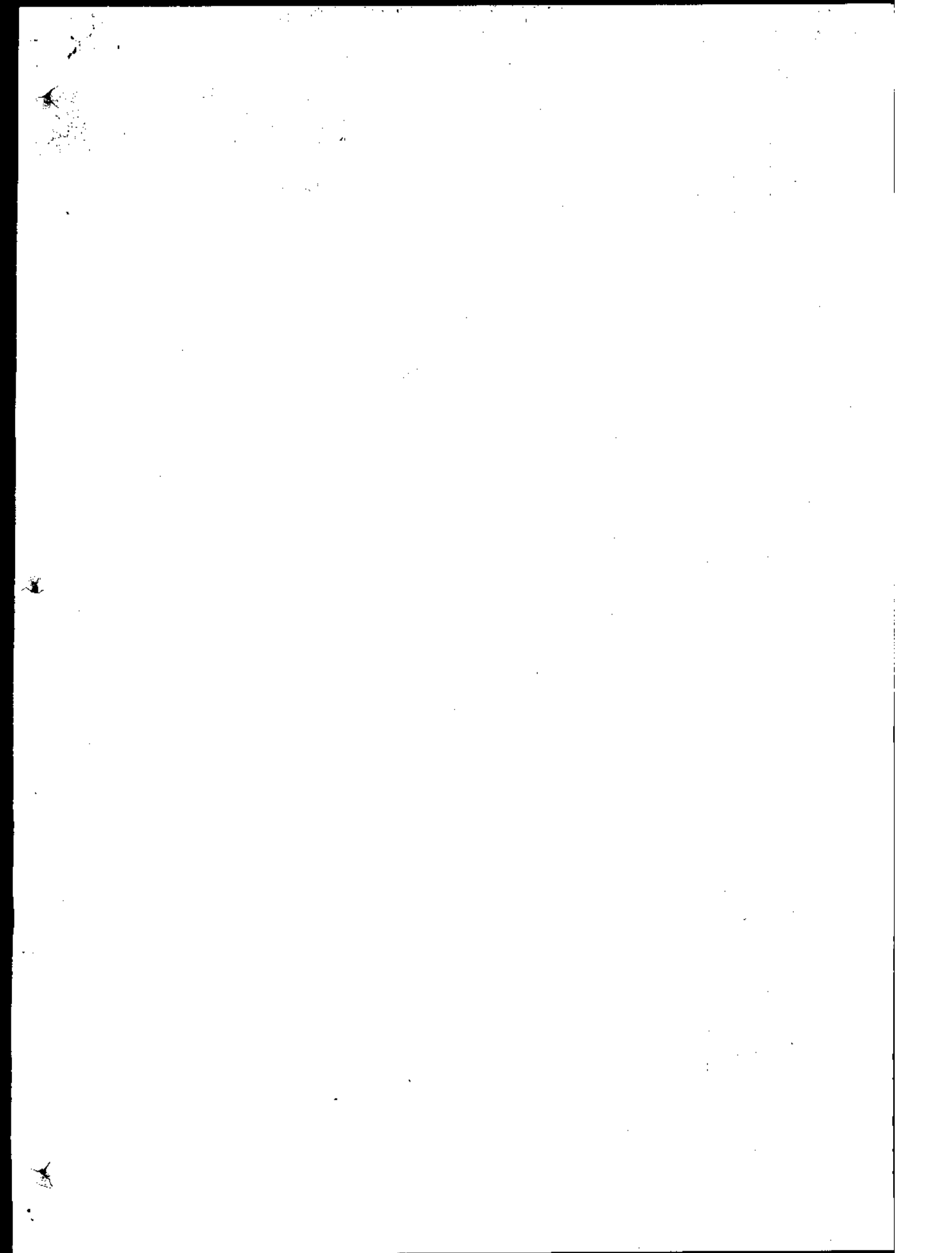
This closes the program of one hour's dance music presented for your pleasure every Tuesday and Thursday evening by the manufacturers of LUCKY STRIKE Cigarettes.

Did you know that a battle of music is on...yes, a real battle? And every one connected with the LUCKY STRIKE Dance Orchestra is eager to know which side you're on. You have a vote. And every LUCKY STRIKE listener has a vote. You can cast your vote for the LUCKY program you like better - the regular LUCKY STRIKE Dance Orchestra which you've heard tonight and will hear again Thursday night, or the new LUCKY STRIKE Summer Party Orchestra which you will hear Saturday night at this hour. Everybody likes a contest. The battle is waging hotter with each day's mail. We'd like to know where you stand. You can tell us merely by writing to LUCKY STRIKE, 111 Fifth Avenue, New York City, or to the station to which you are listening. Choose your side and please let us have your vote.

Meanwhile - Consider your Adam's Apple - Don't rasp your throat with harsh irritants - Be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat. Thank you.

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

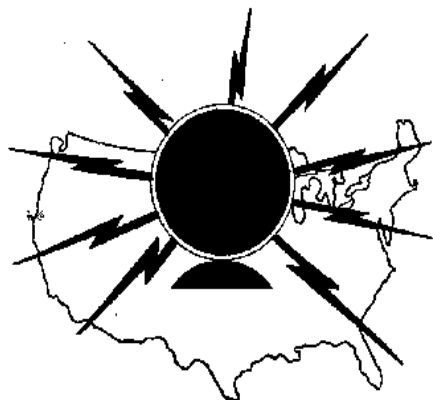
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THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAF and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

THURSDAY JULY 9th, 1931

ANNOUNCER:

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

This marks another round in the championship battle of music - and what a contest it is! On one side stands the present champion - the LUCKY STRIKE Dance Orchestra which you know so well. On the other side stands the challenger - the new LUCKY STRIKE Summer Party Orchestra, offering a new interpretation of LUCKY STRIKE dance music - the tunes that made Broadway Broadway. The contenders are putting forth everything they've got in this battle, because their jobs depend upon your verdict. For you and every radio listener is a referee. And the vote you cast counts heavily in favor of one and against the other. Already this battle of music has taken on a national significance. We never dreamed there could be such wide differences of opinions regarding dance music. Which way do you vote? What side are you for...the regular LUCKY STRIKE Dance Orchestra, which you will hear tonight, or the new Summer Party Orchestra which you will hear Saturday night? Give us your decision.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

Write your vote to LUCKY STRIKE, 111 Fifth Avenue, New York City
or to the station to which you are listening. Tell us which
orchestra you are backing to win.

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 "Dip Your Brush In The Sunshine" and, by special permission of the copyright owners, "Varsity Drag."

(DIP YOUR BRUSH IN THE SUNSHINE)

(VARSITY DRAG)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I'm Always Chasing Rainbows."

(I'M ALWAYS CHASING RAINBOWS)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 3 -

ANNOUNCER:

What effect have harsh irritants naturally present in all tobacco leaves upon the throat? A famous authority, retained by us to study throat irritation; says:

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

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE.

So "Consider your Adam's Apple" - that is your larynx - your voice box - it contains your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Moonlight
Saving Time" and "Happy Feet."

(MOONLIGHT SAVING TIME)

(HAPPY FEET)

ANNOUNCER:

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

(ALEXANDER'S RAGTIME BAND)

(VICTOR HERBERT FOX TROT MEDLEY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

And now Mr. William Rainey has an important message of interest for you.

MR. RAINEY:

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. Listen:

(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 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:

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-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 each band from one to twenty so that your twenty words follow each other in correct order.
3. Print or write your name, address and 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

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.

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.

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 Wednesday night's Certified Cremo automobile award is H. E. Parker; H. E. Parker, 150 E. 70th Street, Chicago, Illinois. Mr. Parker is a soda fountain clerk.

The name of the winner of today's Certified Cremo automobile award is H. W. Herlong; H. W. Herlong, 4260 Chestnut Street, Philadelphia, Pennsylvania. Mr. Herlong is in the lumber business.

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

(ROLL OF SNARE DRUMS)

If Cleanliness is appreciated - If quality appeals to you - If economy is desirable - Then Certified Cremo is your ultimate cigar.

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Herlong.

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 Got Rhythm,"
played by special permission of the copyright owners, and "Singing
A Song To The Stars."

(I GOT RHYTHM)

(SINGING A SONG TO THE STARS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Miss Annabelle
Lee" and "Fine and Dandy."

(MISS ANNABELLE LEE)

(FINE AND DANDY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER: Mr. Thorgersen

Do you think from your experience with LUCKY STRIKE Cigarettes that they are less irritating to sensitive or tender throats than any other cigarettes, whatever the reason?.....That is the question we put before American physicians. 20,679 physicians answered "Yes."

Here is what one physician writes - I read from his statement: "I have never before been able to smoke cigarettes without throat irritation. Lucky Strikes have not given me the slightest irritation." End quote.

And lest you think that this is an exception, let me read you a statement from another physician - He writes: "I find Lucky Strike Cigarettes to be a mild, non-irritating, pleasing and restful smoke free from the pungent and irritating effect of other cigarettes." End quote.

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

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 "My Temptation".
Following this, as a special feature this evening Mr. Rolfe offers
The Romany Gypsy Orchestra playing "Czardasiana".

(MY TEMPTATION)

(CZARDASIANA)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Raggin' The Scale"
and "Two Hearts In Waltz Time".

(RAGGIN' THE SCALE)

(TWO HEARTS IN WALTZ TIME)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ho Hum".
(HO HUM)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER: MR. RAINEY

The great Lord Tennyson in a beautiful poem refers to a woman's Adam's Apple as "The warm white apple of her throat." And so really, the heart of loveliness in every woman's throat is her Adam's Apple. Consider your Adam's Apple. Touch it - your Adam's Apple - that is your larynx - your voice box - it contains your vocal chords. When you consider your Adam's Apple you are considering your throat - your vocal chords. Protect the delicate membranes within your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants! Reach for a LUCKY instead.

LUCKY STRIKE is made of the finest tobaccos - the Cream of many Crops throughout the world. And remember - LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process - that secret heating process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind, and which includes the extra mellowing benefits of modern Ultra Violet Rays. And so we say "Consider your Adam's Apple - Remember, 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 "One More Time" and
"Starting at the Bottom".

(ONE MORE TIME)

(STARTING AT THE BOTTOM)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Mary Is A Grand Old
Name".

(MARY IS A GRAND OLD NAME)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT:

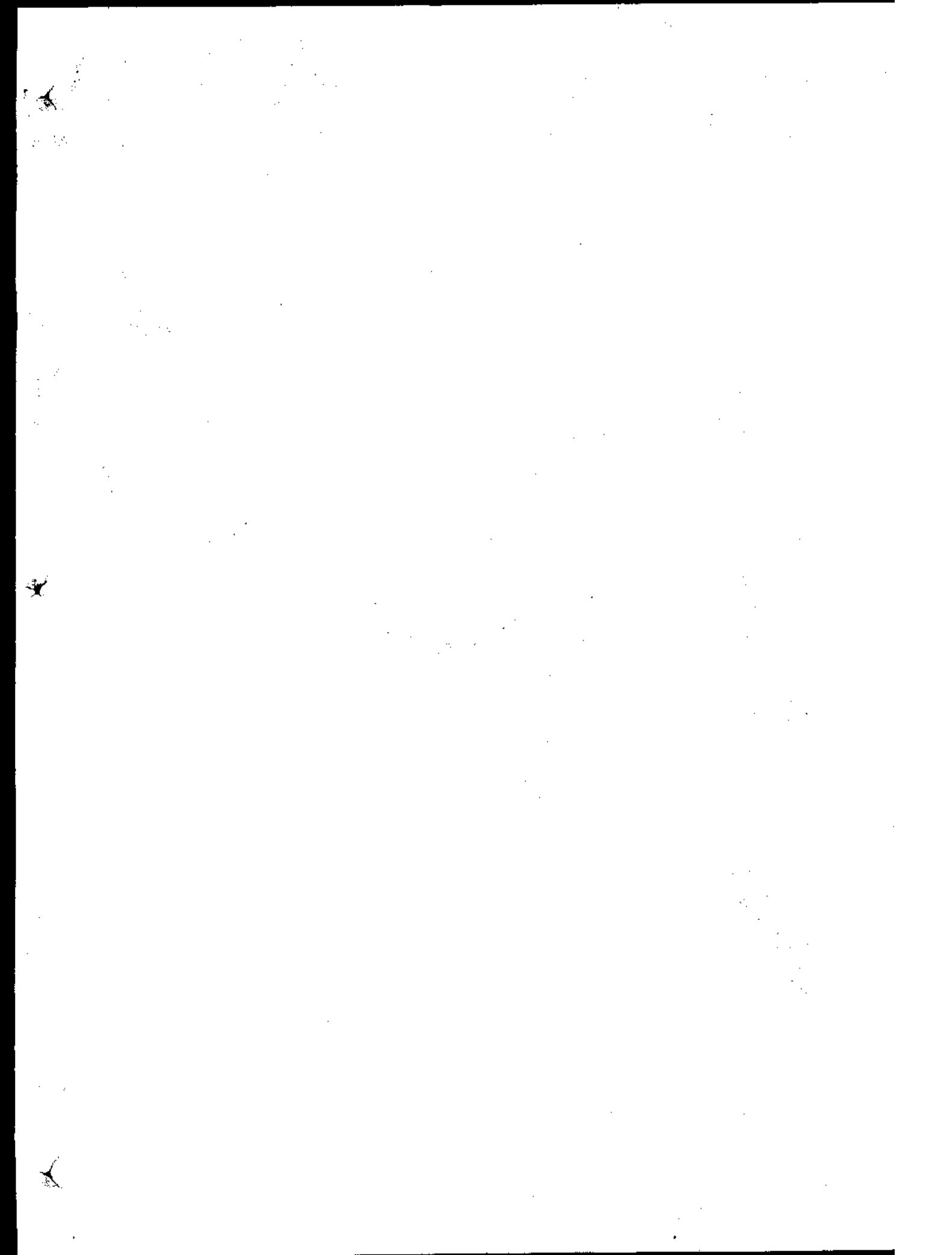
This closes the program of the LUCKY STRIKE Dance Orchestra presented for your pleasure every Tuesday and Thursday evenings at this hour by the manufacturers of LUCKY STRIKE Cigarettes. How did you like it? Does it get your vote ... or do you prefer the new Summer Party Orchestra? No doubt you have already heard - there's real battle of music going on! A serious championship musical contest between the regular LUCKY STRIKE Dance Orchestra which you have just heard, and the new LUCKY STRIKE Summer Party Orchestra which you will hear Saturday Night. Each side is putting up a great fight to win your vote. Many of the musicians know that their jobs depend upon your decision. And you and every radio listener are referees.

Which side are you rooting for? When the final bell rings, who will be the champion, in your opinion? Help your favorite pile up the winning points. Send in your vote today - now - do a good turn for the side which is giving you the most pleasure. Address your vote to LUCKY STRIKE, 111 Fifth Avenue, New York City, or the station to which you are listening.

Meanwhile - consider your Adam's Apple - Don't rasp your throat with harsh irritants - Be careful in your choice of cigarettes. Remember, LUCKIES are always kind to your throat. Thank you!

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

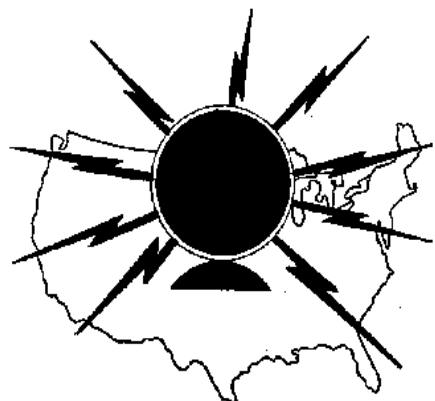
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THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAF and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

SATURDAY, JULY 11, 1931

OPENING ANNOUNCEMENT:

Good evening, ladies and gentlemen. Tonight - tonight I feel like a war correspondent. You know - there are wars of words and wars of bullets. But have you ever heard of a war of music? I'm on the musical battle-front now. Yes, ladies and gentlemen, it's a real serious battle of music. The battle lines are being drawn up along a nation-wide front. On the one hand stands the famous and firmly-entrenched LUCKY STRIKE Dance Orchestra which you know so well. On the other side stands the LUCKY STRIKE Summer Party Orchestra which you are about to hear in the second of its series of programs. It's a war in which every radio listener has a vital interest and should take a vital part. After hearing last Saturday's program, of the LUCKY STRIKE Summer Party Orchestra, Mr. R. W. Baker of Brooklyn New York wrote us this letter: QUOTE I cast my vote for the LUCKY STRIKE Summer Party Orchestra because to me it is better entertainment -- a better show.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

While I recognize that the regular orchestra was a splendid achievement, a wonderful conception in simplifying, dramatizing and modernizing the broadcast of dance music, yet I find in the new Summer Orchestra evidence of progress and advance. I feel that a definite step forward has been made in this new interpretation of your original formula. You have done splendidly in the past, but you are doing magnificently in the present. Please understand me when I say I entertain no criticism of that splendid body of musicians who compose the regular LUCKY STRIKE Dance Orchestra. On the other hand, I must confess that there was richness and beauty in the Saturday night program - a balance and liveliness, yet without strain, that appealed to me more than anything I have heard over the air in a very long time. The announcing was in good hands and was done with excellent taste, and the introduction of the male and female singers gives just that finishing touch to the program which really left nothing to be desired so far as I was concerned. My compliments to the regular LUCKY STRIKE Dance Orchestra, but in conscience I can cast my vote only for the LUCKY STRIKE Summer Party Orchestra." UNQUOTE

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1B-

Thank you, sir. Remember, ladies and gentlemen - every one of you radio listeners has a vote. Will you let us have your verdict? Which of the two orchestras do you prefer? Both are conducted by B. A. Rolfe. The people who have created and directed the new Summer Party Orchestra have a great deal at stake. If you like their program tonight, and we hope you do, it will mean a great deal to them and to us to have you come right out and state your preference. Please don't hesitate. Your vote may be the deciding vote. Don't fail to cast it. Address LUCKY STRIKE, 111 Fifth Avenue, New York City, or the station to which you are listening.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Do The New York" and "Just a Crazy Song."

(DO THE NEW YORK)

(JUST A CRAZY SONG)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra play "Star Dust" and "Look in the Looking Glass."

(STAR DUST)

(LOOK IN THE LOOKING GLASS)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

We now present Miss Nana Bryant, famous leading woman of the stage - Miss Bryant will read a message from the manufacturers of LUCKY STRIKE Cigarettes - Miss Bryant.

(VIBRAPHONE CORD)

How often have you been tempted by signs saying "BARGAIN SALE! FORCED TO LIQUIDATE!" And yet how often have you heard the common saying, "A bargain hunter usually gets the worst of the bargain!" That saying holds true with tobacco as with everything else. And so in obtaining the finest tobaccos for your LUCKY STRIKE, The American Tobacco Company steers clear of bargains -- avoids those slightly inferior tobaccos which are thought "almost as good" -- others may buy such tobaccos -- but the expert buyers of the American Tobacco Company know from years of experience that there is only one Cream of the Crop -- and these are the tobaccos that go into your LUCKY STRIKE. But, with the purchase of these choicest of tobaccos, the superiority of LUCKY STRIKE merely begins - for every leaf of these choice tobaccos must be "TOASTED" - that extra, secret exclusive process including the use of Ultra Violet Rays - the process which expels certain harsh irritants naturally present in every tobacco leaf regardless of price or kind. It's good to smoke LUCKIES, because the goodness of the LUCKY STRIKE tobaccos is increased by the exclusive "TOASTING" Process. LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

B.A. Rolfe and the Lucky Strike Summer Party Orchestra
play "It Looks Like Love" and "I Want to Sing About You".

(IT LOOKS LIKE LOVE)

(I WANT TO SING ABOUT YOU)

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Tales from
Vienna Woods" and "Sweet and Hot".

(TALES FROM VIENNA WOODS)

(SWEET AND HOT)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

We present to you tonight, Mr. Pedro De Cordoba, distinguished star of the stage, who has for you an important message of great interest. Mr. De Cordoba.

MR. DE CORDOBA: (VIBRAPHONE CORD)

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 - 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:-

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5A-

MR. DE CORDOBA: (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 Monday will be judged for the Tuesday 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

MR. DE CORDOBA: (CONTINUES)

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 Friday's Certified Cremo automobile award is Charles Mitchell; Charles Mitchell, 299 Vine Street, Bridgeport, Connecticut. Mr. Mitchell is a clerk.

The name of the winner of today's Certified Cremo automobile award is John R. Fulstone; John R. Fulstone, 5207 Loughborough Avenue, St. Louis, Missouri. Mr. Fulstone is a foreman of the Finish Grinding Department in a machine shop.

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

(ROLL OF SNARE DRUMS)

Cremo the five letter word that spells satisfaction to smokers who desire quality and cleanliness of manufacture combined with economy.

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Fulstone.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra
play "Sweet Music," played by special permission of the copyright
owners, and "The Hour of Parting."

(SWEET MUSIC)

(THE HOUR OF PARTING)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Miss Nana Bryant has another message for you.

MISS BRYANT:

Don't rasp your throat with harsh irritants naturally present in all tobacco leaves. LUCKY STRIKE - the modern cigarette - is made of the very finest of tobaccos, and comes to you after certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind, have been expelled by the exclusive "TOASTING" Process. This is your throat protection - against irritation - against cough.

Here is what one physician says about LUCKIES: "I have been smoking LUCKY STRIKES for years. I have a very sensitive throat and I find LUCKY STRIKES less irritating than any cigarette I can buy."

Another physician tells us this: "I consider LUCKY STRIKE the most satisfactory cigarette I have ever smoked. Does not irritate my throat."

We are proud that 20,679 American physicians have stated LUCKIES to be less irritating than other cigarettes. When your physician next checks up on your health, ask him about LUCKIES!

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Falling In Love," played by special permission of the copyright owners, and "Dream a Little Dream of Me."

(FALLING IN LOVE)

(DREAM A LITTLE DREAM OF ME)

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Moonlight Saving Time" and "I've Got a Sweet Somebody."

(MOONLIGHT SAVING TIME)

(I'VE GOT A SWEET SOMEBODY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

Mr. Pedro De Cordoba has another message for you.

MR. DE CORDOBA:

Be careful in your choice of cigarettes - Consider your Adam's Apple. For your Adam's Apple is your voice box - it contains your vocal chords. Consider your Adam's Apple and you will be considering your throat. Without it you couldn't sing or speak. It is the heart of your throat, the center of its usefulness. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

LUCKY STRIKE is made of the finest tobaccos - the very finest of Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE Blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, naturally contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And that is your throat protection - against irritation - against cough. Consider your Adam's Apple. Remember - LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Little Joe" and "When Yuba Plays the Rumba on the Tuba."

(LITTLE JOE)

(WHEN YUBA PLAYS THE RUMBA ON THE TUBA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

CLOSING ANNOUNCEMENT:

This closes the program of dance music by the LUCKY STRIKE Summer Orchestra presented for your pleasure every Saturday night by the manufacturers of LUCKY STRIKE Cigarettes.

Did you like it, or do you prefer the regular LUCKY STRIKE Dance Orchestra? Which side are you cheering for in this great musical battle between the LUCKY STRIKE Summer Orchestra and the regular LUCKY STRIKE Dance Orchestra? Please remember - you and every radio listener constitute the court of last appeal. Votes are pouring in with every mail. It's a close contest, a thrilling battle. You will be interested in knowing that some of the supporters of the regular LUCKY STRIKE Dance Orchestra are taking such a keenly partisan interest that they are going around soliciting their friends to write in voting for the old orchestra. If you like the entertainment you have heard tonight, cast your vote at once and don't hesitate to urge your friends to cast their vote for the new LUCKY STRIKE Summer Orchestra. The musicians, directors, advertising people and others who have worked so hard to please you in tonight's program will be very grateful for a line in tonight's or tomorrow morning's mail addressed to LUCKY STRIKE, 111 Fifth Avenue, New York City, or in care of the station to which you are listening. Again we say let the best organization and the best entertainment win, but we hope you liked tonight's show better and if you do, don't hesitate to say so. Stand up and be counted like a good American voter.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

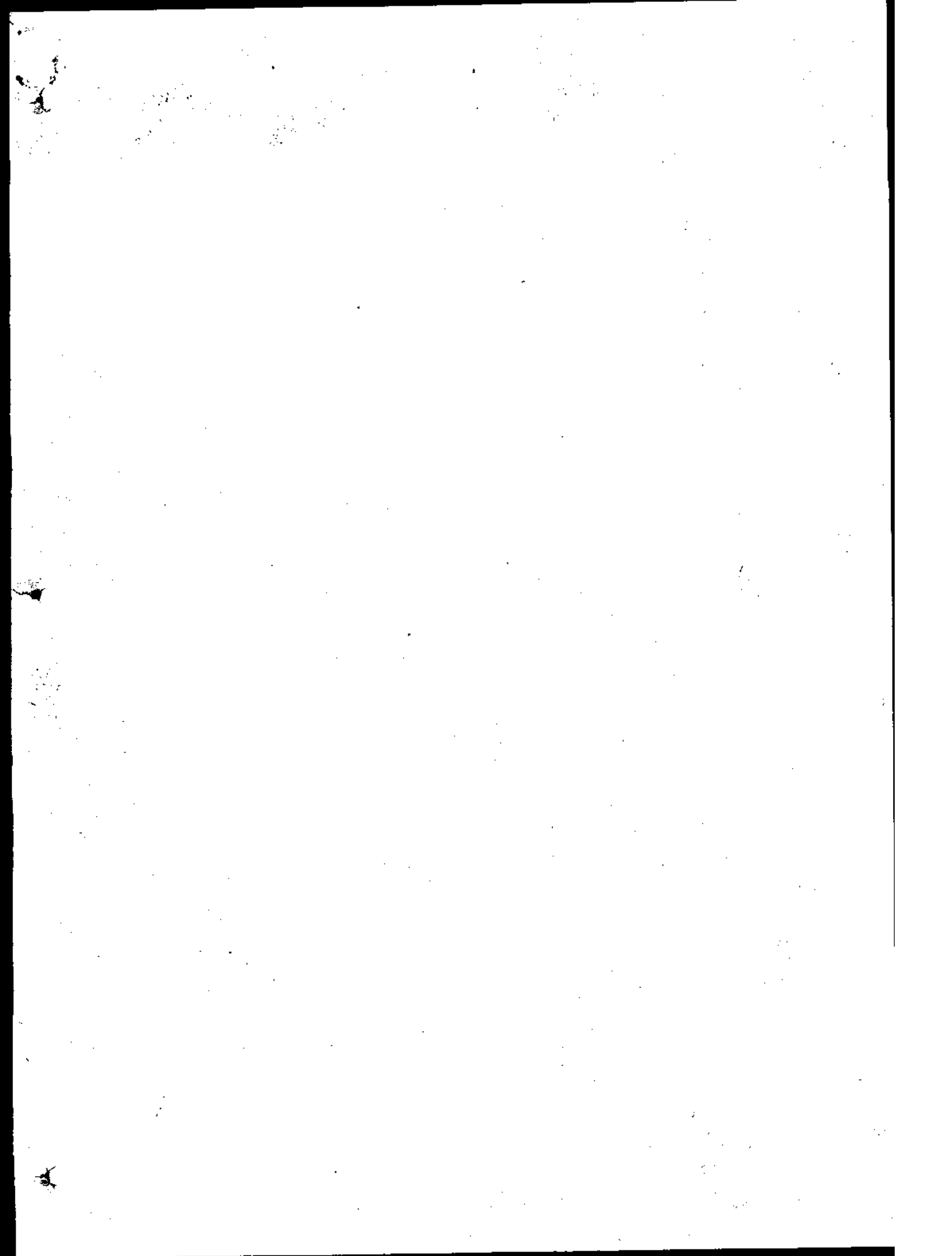
-12-

ANNOUNCER: (CONTINUES)

Meanwhile - Consider your Adam's Apple - Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Remember - LUCKIES are always kind to your throat.

The LUCKY STRIKE Summer Party Orchestra has come to you from the NBC Studios in New York.

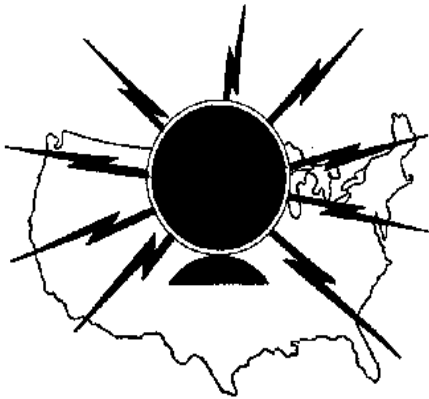
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THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEA and

ASSOCIATED NBC STATIONS

Consider your Adam's Apple!!

TUESDAY, JULY 14, 1931

OPENING ANNOUNCEMENT:

Good evening, Ladies and Gentlemen. Here I am again in the front line trenches with B. A. Rolfe and the Regular Lucky Strike Dance Orchestra ready to go over the top in this great battle of music between the regular Lucky Strike Dance Orchestra and the new Lucky Strike Summer Party Orchestra. Every letter you send is a high-powered shot in favor of one of the two orchestras. Here is a shot at comparatively close range -- a letter from New York - it reads: "My vote's for B. A. Rolfe and his regular Lucky Strike Dance Orchestra. In times like these we need peppy, lively tunes. Let the brasses blow and the drums beat. America was built to just such lively tunes as we hear on Tuesday and Thursday nights. I vote for the regular Lucky Strike Dance Orchestra." -- and that's that. We want to know, Ladies and Gentlemen, which orchestra you like best. The regular Lucky Strike Dance Orchestra which you will hear tonight and which you will hear again Thursday night - or the new Lucky Strike Summer Party Orchestra, which you will hear on Saturday night.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

ANNOUNCER: (CONTINUES)

Remember every letter you write is a shot fired in this
-- the greatest war ever waged for supremacy of a great dance
orchestra -- a battle which means a glorious triumph for one and
a valiant defeat for another. So let's have your letters.

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
"Pack Up Your Troubles in your old Kit Bag and Smile" and "Bigger
and Better".

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

(BIGGER AND BETTER)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

Miss Nana Bryant, famous leading lady of many Broadway successes has for you an important message from the manufacturers of LUCKY STRIKE Cigarettes. MISS BRYANT:

(VIBRAPHONE CHORD)

MISS BRYANT:

Look at that little gold circle on one end of your LUCKY STRIKE Cigarette -- that little circle, with the words LUCKY STRIKE inside, is smaller than a penny - yet it represents a reserve of more than 100 million dollars worth of choice tobaccos - the largest investment in leaf tobacco in the whole world. This mighty reserve is constantly maintained to protect the uniform high quality of every LUCKY STRIKE you smoke - in this great reserve are the choicest tobaccos from all over the world -- the Cream of many splendid tobacco crops. And don't forget - the finest tobacco in the world is just the beginning of LUCKY STRIKE'S unapproachable quality - for LUCKY STRIKE is "TOASTED" and "TOASTING" expels certain harsh irritants naturally present in every tobacco leaf, regardless of price or kind. LUCKY STRIKE is the only cigarette in America that offers you the extra mellowing goodness given to those fine LUCKY STRIKE tobaccos by the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

- 4 -

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Happy Days are Here Again".

(HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER:

As a special feature this evening Mr. Rolfe offers Lew White world-famed organist playing "Singing in the Rain". Following this the Lucky Strike Dance Orchestra plays "Get Happy".

(SINGING IN THE RAIN)

(GET HAPPY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Sing Something Simple" and "Hitting the Ceiling".

(SING SOMETHING SIMPLE)

(HITTING THE CEILING)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

We present to you tonight, Mr. Pedro De Cordoba, distinguished star of the stage, who has for you an important message of great interest. Mr. De Cordoba.

MR. DE CORDOBA: (VIBRAPHONE CORD)

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 - 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:-

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5A-

MR. DE CORDOBA: (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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

Mr. De Cordoba: (Continues)

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 "George F. Atkins; George F. Atkins, 22 East 32nd Street, Indianapolis, Indiana. Mr. Atkins is a saw-maker.

The name of the winner of today's Certified Cremo Automobile award is Guy Walker; Guy Walker, 2031 West Barberry Place, Denver, Colorado. Mr. Walker is a truck driver. Here is the statement which won the award today: Twenty words - no more - no less!

(ROLL OF SNARE DRUMS)

"Casting aside unclean spit-tipped cigars, millions now enjoy clean Certified Cremo -- Enjoy unequalled quality in this moderate-priced cigar."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Walker.

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 plays
"Happy Feet" and, by special permission of the copyright owners,
"Strike Up The Band."

(HAPPY FEET)

(STRIKE UP THE BAND)

ANNOUNCER:

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

(I GOT RHYTHM)

(SOMETIMES I'M HAPPY)

ANNOUNCER:

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

(WEDDING OF THE PAINTED DOLL)

(PLENTY OF SUNSHINE FOR YOU)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Miss Nana Bryant has another important message for you.

MISS BRYANT:

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

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

Another physician writes this: "I consider Lucky Strike Cigarettes less irritating than any other cigarette. The only cigarette that I can smoke..." (END QUOTE)

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

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 "Lover Come Back to Me", and "Starting at the Bottom".

(LOVER COME BACK TO ME)

(STARTING AT THE BOTTOM)

ANNOUNCER:

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

(THE PEANUT VENDER)

(HITTIN' THE BOTTLE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

Mr. Pedro De Cordoba has another message of importance to you.

MR. DE CORDOBA:

Touch your Adam's Apple with your finger. You are actually touching your larynx - this is your voice box - it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat - your vocal chords.

"It is part of my business to notice the types of tobacco bought by various concerns. In all instances, The American Tobacco Company's buyers select that rich, mellow type of tobacco that the farmer justly calls 'The Cream of the Crop' for their brand of LUCKY STRIKE." (END QUOTE)

These are the very words of an experienced tobacco buyer on the Southern market.

LUCKY STRIKE not only promises but gives you the very finest of each season's tobacco crop. We pay the highest prices to be sure of getting the Cream of the Crop. And then to be sure that you get the greatest enjoyment, we "TOAST" these fine tobaccos - thereby expelling certain harsh irritants naturally present in all tobacco leaves. These expelled irritants we sell to manufacturers of chemical compounds. LUCKIES are always kind to your throat. Be careful in your choice of cigarettes.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

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

(ALEXANDER'S RAGTIME BAND)

(HALLELUJAH)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

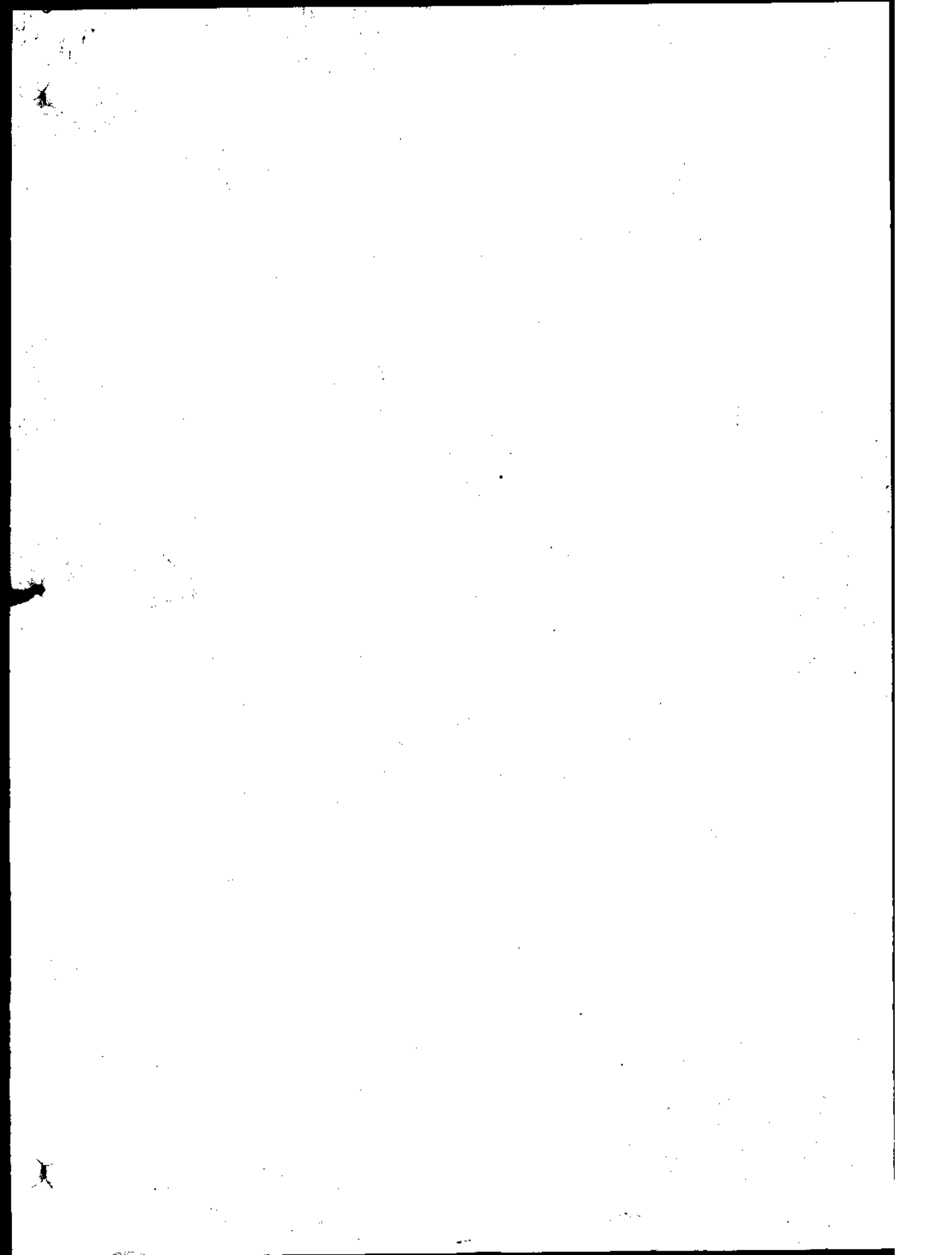
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CLOSING ANNOUNCEMENT:

This closes the program of dance music presented for your pleasure by the regular LUCKY STRIKE Dance Orchestra, one of the contenders in the most amazing musical battle radio has ever known! On the other side, you know, stands the new LUCKY STRIKE Summer Party Orchestra which comes to you on Saturday evenings. On what side of the battle line do you stand? Remember, the war will be won by the orchestra which receives the most votes in its favor. Get in this big battle -- send us a dispatch to the front, telling which you like best - the regular LUCKY STRIKE Dance Orchestra you've just heard or the new LUCKY STRIKE Summer Party Orchestra. Send your vote right now to LUCKY STRIKE, 111 Fifth Avenue, New York City, or in care of the station to which you are listening.

Meanwhile, - Consider your Adam's Apple. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes - Remember, LUCKIES are always kind to your throat. Thank you.

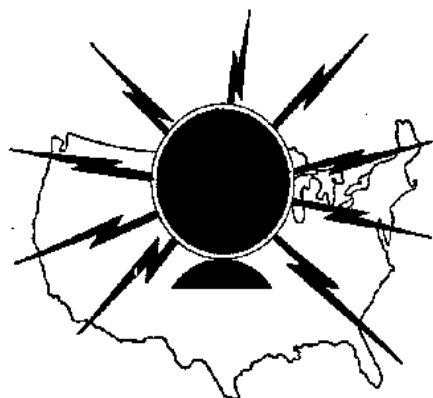
AGENCY/MCB/Chilleen
7/14/31



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

*Consider your Adam's Apple!!**

THURSDAY JULY 16th, 1931

OPENING ANNOUNCEMENT:

Good Evening my friends. Tonight you will hear B. A. Rolfe and his regular Lucky Strike Dance Orchestra. In days of old, when knights were bold, men contended for their ladies' favor in gallant contests and today, two mighty orchestras are contending for your favor in a great tournament of music - the regular LUCKY STRIKE Dance Orchestra you will hear tonight, with its bright, fast and peppy tempos - and the new LUCKY STRIKE Summer Party Orchestra you hear on Saturday night, with its slower tempo and rhythmic dance tunes. Both orchestras are presented for your pleasure - the musicians, like knights of old, are contending for your favor - every musician is ready to put forth his finest efforts to please you...for you, the radio listeners of America, are the judges. Which side are you cheering for - the bright, fast tempo of the regular LUCKY STRIKE Dance Orchestra, or the slower tempo and rhythmic tunes of the new LUCKY STRIKE Summer Party Orchestra. Send your vote now to LUCKY STRIKE, 111 Fifth Avenue, New York City, or in care of the station to which you are listening.

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 "Strike Up The Band," played by special permission of the copyright owners, and "Clap Yo' Hands."

(STRIKE UP THE BAND)

(CLAP YO' HANDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Hello Beautiful."

(HELLO BEAUTIFUL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

Miss Nana Bryant famous leading woman of the stage has for you an important message from the manufacturers of Lucky Strike Cigarettes - Miss Bryant:

(VIBRAPHONE CHORD)

There is a 100 million dollar insurance policy on the quality of every LUCKY STRIKE Cigarette you smoke -- for the manufacturers of LUCKY STRIKE Cigarettes keep constantly on hand a great reserve of more than 100 million dollars worth of the finest tobaccos grown -- the Cream of the Crop - in order to protect the uniform high quality of the choice tobaccos going into every LUCKY STRIKE. This is the largest investment in leaf tobacco in the world...but in order to insure your utmost enjoyment in smoking a LUCKY, this fine tobacco is given the benefit of that extra, secret and exclusive TOASTING Process which no other cigarette can offer - "IT'S TOASTED." LUCKY STRIKE is the only cigarette in America from which certain harsh irritants naturally present in every tobacco leaf, regardless of price or kind, have been expelled by TOASTING - and TOASTING, you know, includes the use of modern Ultra Violet Rays. Sunshine mellow - heat purifies - is it any wonder that LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Georgia."

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

(GEORGIA)

(SOUVENIR DE BUDAPEST)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Varsity Drag," played by special permission of the copyright owners, and "Charleston."

(Varsity Drag)

(CHARLESTON)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Just a Gigolo" and "Ma Mere."

(JUST A GIGOLO)

(MA MERE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

We present to you tonight, Mr. Pedro De Cordoba, distinguished star of the stage, who has for you an important message of great interest. Mr. De Cordoba.

(VIBRAPHONE CHORD)

MR. DE CORDOBA:

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? (SOUND OF 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 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:-

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5A-

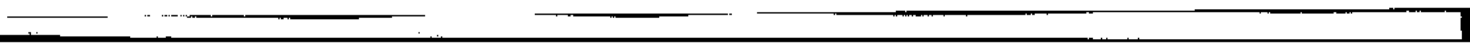

MR. DE CORDOBA: (CONTINUES)

1. Take twenty Certified Gremo 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 Gremo, 111 Fifth Avenue, New York City.

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

Entries received at the offices of Certified Gremo, after noon today and before noon tomorrow, will be judged for the Saturday 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.



THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5B-

MR. DE CORDOBA: (CONTINUES)

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 Wednesday's Certified Cremo Automobile award is Dr. William McNeill; Dr. William McNeill, Silverton, Oregon. Dr. McNeill is a dentist.

The name of the winner of today's Certified Cremo Automobile award is G. W. Peterson; G. W. Peterson, 1210 East 16th Street, Long Beach, California. Mr. Peterson is an Aviation Mechanic.

Here is the statement which won the award today:

Twenty words -- no more -- no less!

(ROLL OF SNARE DRUMS)

"Finished under glass -- an exclusive Certified Cremo feature -- plus carefully selected long filler tobacco -- equals the world's most popular cigar."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Peterson.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "I Know That You Know" and, by special permission of the copyright owners, "Embraceable You."

(I KNOW THAT YOU KNOW)

(EMBRACEABLE YOU)

ANNOUNCER:

Mr. Rolfe again offers the Romany Gypsy Orchestra playing "Children of the Steppes." Following this, the Lucky Strike Dance Orchestra plays "When My Baby Smiles At Me."

(CHILDREN OF THE STEPPES)

(WHEN MY BABY SMILES AT ME)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Miss Nana Bryant has another message of importance to you...

MISS BRYANT:

When you see your physician for your periodic health examination, ask him what he thinks about LUCKY STRIKE Cigarettes. Perhaps he is one of those 20,679 physicians who have written to us saying that they have found LUCKIES to be less irritating than other cigarettes.

I read from the written statement of a physician:

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

From a statement of another physician let me read this:

"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."

Certainly such statements as these are important to you, and it is because of them that we say to you with such complete confidence...LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

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

(WHAT DO WE CARE)

(THE KING'S HORSES)

ANNOUNCER:

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

(THE KERB STEP)

(RED MILL MEDLEY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

Mr. Pedro De Cordoba has another important message for you.

MR. DE CORDOBA:

Place your finger on your Adam's Apple. You are actually touching your larynx - this is your voice box - it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat - your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

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

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

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

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9A-

MR. DE CORDOBA: (CONTINUES)

LUCKY STRIKE is made of the finest tobaccos - the Cream of many Crops throughout the world. And remember - LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process - that secret heating process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind, and which includes the extra mellowing benefits of modern Ultra Violet Rays. And so we say - "Consider your Adam's Apple" - Be careful in your choice of cigarettes. Remember - 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 "Ninety Nine
Out of a Hundred" and "You're a Grand Old Flag".

(NINETY NINE OUT OF A HUNDRED)

(YOU'RE A GRAND OLD FLAG)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT: (ANNOUNCER)

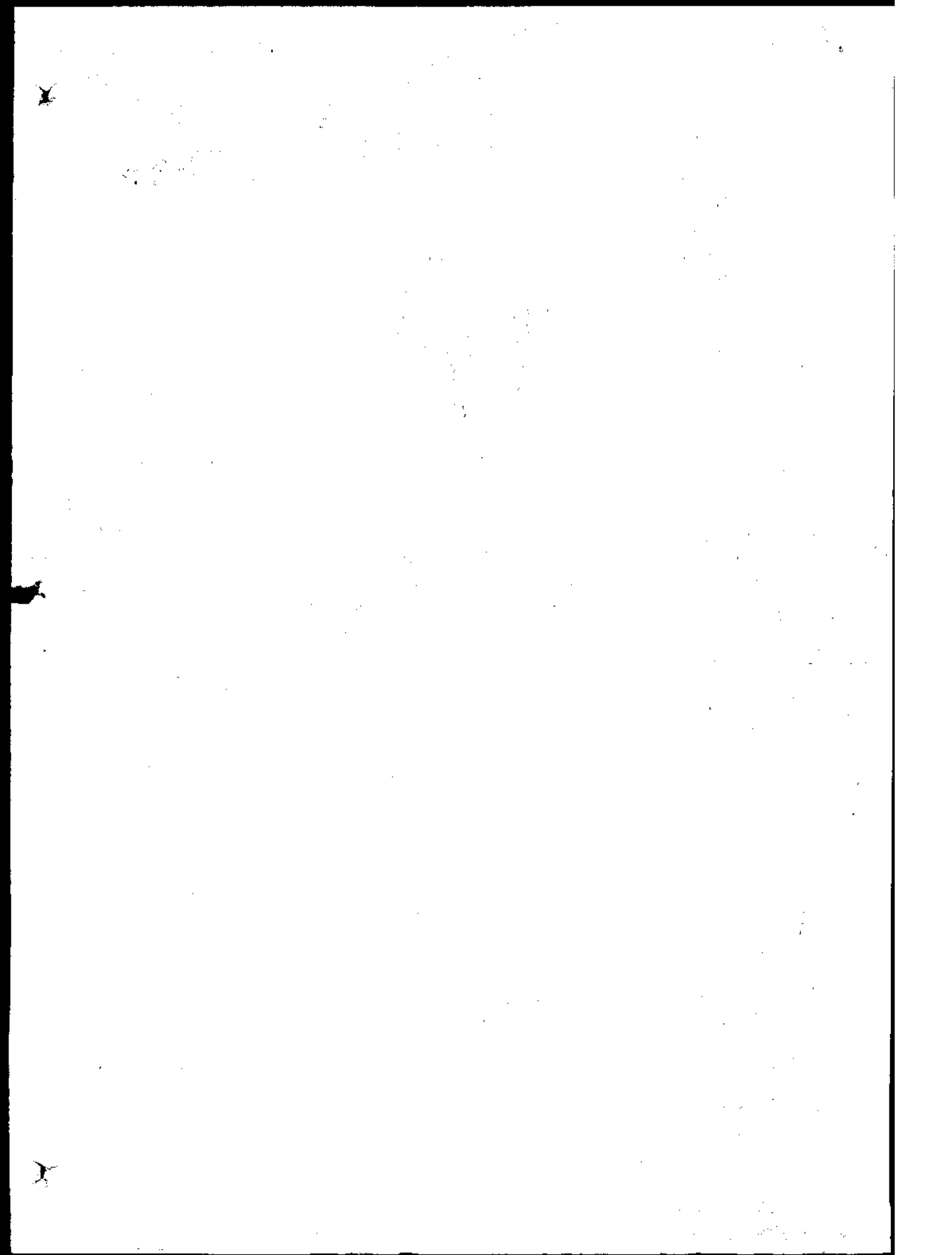
This closes the program of the regular LUCKY STRIKE Dance Orchestra presented for your pleasure every Tuesday and Thursday evening. There is a gallant tournament on to win your approval - a tournament of music between the regular LUCKY STRIKE Dance Orchestra you have just heard with its bright, sparkling, fast tempo, and the new Lucky Strike Summer Party Orchestra, with its slower tempo and rhythmic dance tunes. Like the knights of King Arthur's court, the musicians are contesting in this tournament to win your favor. Both orchestras are presented for your pleasure, and the orchestra which pleases you most will win the victor's prize. Help your favorite by sending your vote to Lucky Strike, 111 Fifth Avenue, or care of the station to which you are listening.

Meanwhile, - Consider your Adam's Apple. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes - Remember, LUCKIES are always kind to your throat. Thank you.

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

AGENCY:GS:LFH:HM:EWS:McB

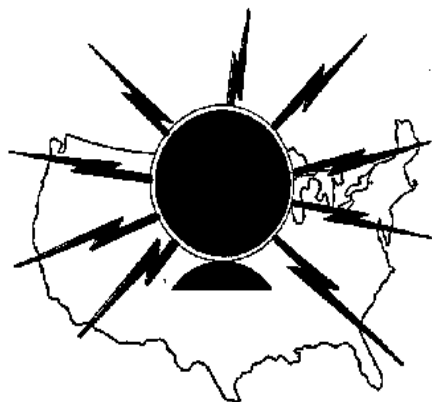
7/16/31



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

Consider your Adam's Apple!!!

SATURDAY, JULY 18, 1931

OPENING ANNOUNCEMENT: (MR. THORGERSEN)

Good evening, ladies and gentlemen. This marks another round in the great tournament of music! The Lucky Strike Summer Party Orchestra offers you tonight rhythmic tunes in a new and different dance tempo. The other contender in this great tournament of music is the regular Lucky Strike Dance Orchestra, with its fast, peppy tempo. Both orchestras are presented for your pleasure -- both are conducted by B. A. Rolfe. From all sides letters and telegrams are pouring in from ardent supporters for one side or the other. Here is the vote of Miss Albertina Rasch, famous director of modern stage ballet dancing. She writes: "The Lucky Strike Summer Party Orchestra will win by a large majority." And that nationally-known ball-room dancing instructor, Mr. Arthur Murray, writes: "There is no question in my mind but that the final verdict of the radio fans will be definitely in favor of the Lucky Strike Summer Party Orchestra." And now - if you like tonight's program, mail your vote at once 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

-2-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "New Sun In The Sky" from the "Band Wagon" and "Your Sunny Southern Smile," both played by special permission of the copyright owners.

(NEW SUN IN THE SKY)

(YOUR SUNNY SOUTHERN SMILE)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra play "Trees" and "You Don't Need Glasses."

(TREES)

(YOU DON'T NEED GLASSES)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

Miss Nana Bryant famous leading woman of the stage has for you an important message from the manufacturers of Lucky Strike Cigarettes - Miss Bryant:

MISS BRYANT:

The finest tobacco in the world is in every one of your LUCKY STRIKE Cigarettes. Do you realize that there are more than fifty different grades of choice tobaccos in every LUCKY - tobaccos selected with skill and expert knowledge from the Cream of many Crops - from Kentucky, Virginia, Georgia, Maryland and the Carolines - from far-off Turkey and Greece - and always the richest, ripest, tenderest leaves that make the most delicious smoking. And then, that finest of tobacco is given that extra benefit no other cigarette can offer - "IT'S TOASTED". TOASTING, you know, is LUCKY STRIKE'S extra, secret and exclusive process, which includes the use of modern Ultra Violet Rays, - that process which expels certain harsh irritants naturally present in every tobacco leaf, regardless of price or kind. That is your throat protection against irritation - against cough, and that is why LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

B. A. Rolfe and the Lucky Strike Summer Party
Orchestra play "Elizabeth" and "After You've Gone".

(ELIZABETH)

(AFTER YOU'VE GONE)

"The Blue Danube" and "I'm Keepin' Company" by
the Lucky Strike Summer Party Orchestra.

(BLUE DANUBE)

(I'M KEEPIN' COMPANY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

We present to you tonight, Mr. Pedro De Cordoba, distinguished star of the stage, who has for you an important message of great interest from the manufacturers of LUCKY STRIKE Cigarettes.

(VIBRAPHONE CHORD)

MR. DE CORDOBA:

Here is a statement sent to us by an American physician. He writes:

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

And do not forget that 20,679 American physicians - the men you depend upon for your periodic health examination - have stated that LUCKIES are less irritating than other cigarettes. Is it any wonder that millions of smokers who do not wish to rasp their throats with harsh irritants reach for a LUCKY instead? Here is a message from another physician - I read from his statement:

"It has been my experience that LUCKY STRIKE cigarettes are less irritating to the throat."

For your throat protection, remember - 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 Summer Party Orchestra continues with
"Lady Of Spain" and, by special permission of the copyright owners,
"You Forgot Your Gloves."

(LADY OF SPAIN)

(YOU FORGOT YOUR GLOVES)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra
offer "Dancing In The Dark" from the "Band Wagon," played by
special permission of the copyright owners, and "Little Girl."

(DANCING IN THE DARK)

(LITTLE GIRL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Miss Bryant has another message of great interest for you.

MISS BRYANT:

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 - 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:-

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

MISS BRYANT: (CONTINUES)

-7A-

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 Monday, will be judged for the Tuesday 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7B-

MISS BRYANT: (CONTINUES)

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 Friday's Certified Cremo Automobile award is Leo A. Brouthers: Leo A. Brouthers, 245 E. 207th Street, New York City. Mr. Brothers is a _____.

The name of the winner of today's Certified Cremo Automobile award is Kenneth Anderson: Kenneth Anderson, Route 5, Box 34, West Duluth, Minnesota. Mr. Anderson is a Farmer.

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

(ROLL OF SNARE DRUMS)

"There are two essentials in a good cigar -- quality and cleanliness -- you get both together with economy in Certified Cremo."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Anderson.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Good Evening Friends" and "Georgia on My Mind".

(GOOD EVENING FRIENDS)

(GEORGIA ON MY MIND)

ANNOUNCER:

The Lucky Strike Summer Party Orchestra offers "Pardon Me Pretty Baby" and "Nobody's Sweetheart".

(PARDON ME PRETTY BABY)

(NOBODY'S SWEETHEART)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

Mr. Pedro De Cordoba has another important message for you.

DE CORDOBA:

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

In these memorable lines the immortal poet Keats reminds us of one great secret of Nature. For in Nature, truth is beauty..and what woman does not realize that the beauty of the graceful lines of a swan-like throat is one of her most precious treasures? Our message tonight has to do with something just as important as the beauty of your throat..that is those delicate membranes within your throat. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead. For LUCKY STRIKE is made of the finest tobaccos... the Cream of many Crops throughout the world. And LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process...that secret heating process which expels certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind, and which includes the extra mellowing benefits of modern Ultra Violet Rays. That is why we say "Consider your Adam's Apple", and that, too is why LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

B. A. Rolfe and the Lucky Strike Summer Party Orchestra play
"Darktown Strutters Ball" and "Sunny Skies".

(DARK TOWN STRUTTERS BALL)

(SUNNY SKIES)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

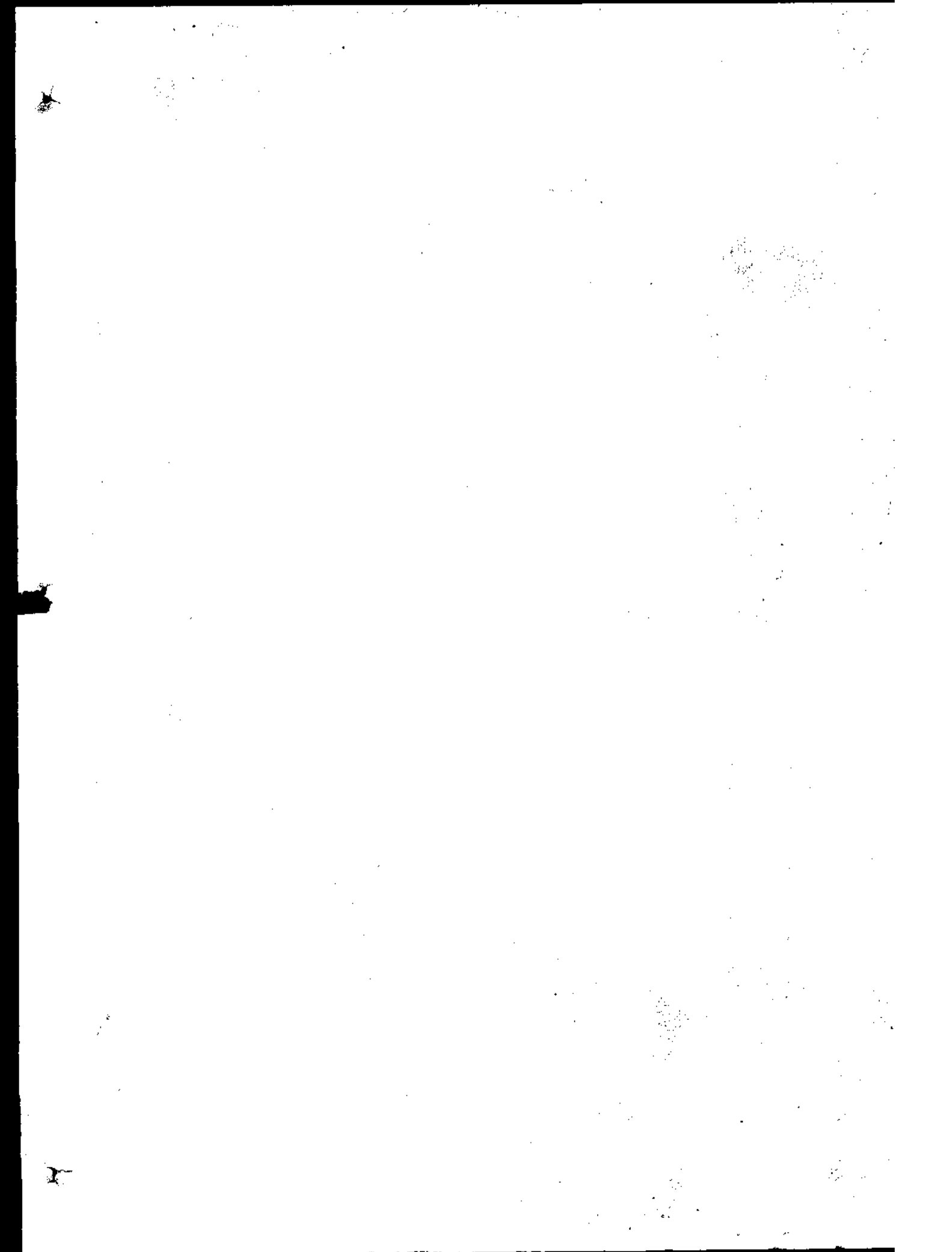
CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

This closes the program of the LUCKY STRIKE Summer Party Orchestra presented for your pleasure every Saturday evening. In this thrilling tournament of music to win the favor of radio listeners of America, the LUCKY STRIKE Summer Party Orchestra you have just heard and the regular LUCKY STRIKE Dance Orchestra, are engaged in an exciting struggle to outdo each other in their effort to please you. Every day the letters are pouring in from you listeners who prefer one side or the other. Let me read you just one - it comes from that famous teacher of stage dancing, Mr. Ned Wayburn. Mr. Wayburn says "I am sure that dancing America reached by the nation-wide scope of the LUCKY STRIKE radio hour will vote for the LUCKY STRIKE Summer Party Orchestra. That is one opinion - what is yours? Remember, the decision is up to you - these two great orchestras like knights of olden times, are striving to win your favor. Help out your favorite in this great tournament by sending your vote in to LUCKY STRIKE, 111 Fifth Avenue, New York City, or in care of the station to which you are listening.

Meanwhile - Consider your Adam's Apple - Be careful in your choice of cigarettes - Remember - LUCKIES are always kind to your throat. Thank you.

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

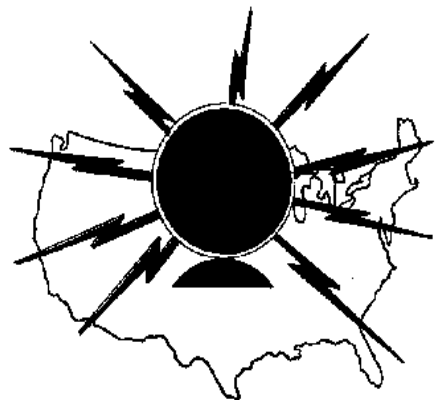
AGENCY/EJ/Chilleen
7/18/31



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

*Consider your Adam's Apple!!**

TUESDAY, JULY 21, 1931

OPENING ANNOUNCEMENT: (MR. THORGERSEN)

Good evening, ladies and gentlemen. B. A. Rolfe and the regular LUCKY STRIKE Dance Orchestra, staunch champion of fast, sparkling dance music, step forward once again in this great tournament of music. You all know the other contender for your favor - the new LUCKY STRIKE Summer Party Orchestra, which you hear on Saturday evenings, offering you dance tunes with a slower tempo and a rhythmic swing. The great contest in the arena of radio is at its height - like knights of the days of chivalry, each orchestra is striving to out-do the other in order to please the radio listeners of America. And as this contest is to decide which type of music pleases you most, won't you please cast your vote now for one or the other orchestras. Here is the vote of Miss Beatrice Lillie - star of the 3rd Little Show. She says: "Give me the original Lucky Strike Dance Orchestra every time. Its fast and snappy tempos are more in keeping with the modern age."

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

MR. THORGERSEN: (CONTINUES)

Which do you prefer? Mail a letter stating your preference to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of the station to which you are listening. Remember, every vote will help your favorite.

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
"Breakaway" and "Puttin' on the Ritz".

(BREAKAWAY)

(PUTTIN' ON THE RITZ)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

Miss Nana Bryant, famous leading woman of the stage, brings you tonight an important message from the manufacturers of LUCKY STRIKE Cigarettes.

(VIBRAPHONE CHORD)

MISS BRYANT:

"A thing of beauty is a joy forever," wrote the immortal poet Keats. And what is so beautiful as a snow-white throat free from little tell-tale signs of neglect. When the throat begins to grow old-looking -- when premature lines and wrinkles begin to appear -- you know that Nature is exacting her penalty for some neglect. But as against its outward beauty, you can't see the warning that Nature writes within your throat, when you permit the delicate membranes to be irritated. And certainly the inside of your throat deserves as much tender care as the outside. So, Consider Your Adam's Apple - that is your larynx, your voice box, your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3A-

MISS BRYANT: (CONTINUES)

For LUCKY STRIKE is made of the finest tobaccos - the very finest Turkish tobaccos, the very finest of domestic tobaccos - each contributing its part to that famous LUCKY STRIKE blend. But all tobacco leaves - remember, all tobacco leaves, regardless of price or kind, as nature produces them, contain certain harsh irritants, and it is LUCKY STRIKE'S exclusive "TOASTING" Process which expels certain harsh irritants naturally present in every leaf of tobacco. These expelled irritants are sold by us to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say - "Consider Your Adam's Apple." Remember LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Somebody Loves Me". and "Dixie Jambouree".

(SOMEBODY LOVES ME)

(DIXIE JAMBOUREE)

ANNOUNCER:

As a special feature this evening, Mr. Rolfe offers El Tango Romantico playing "Jealousy".

(JEALOUSY)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Plenty of Sunshine For You" and "My Private Personal Pal"

(PLENTY OF SUNSHINE FOR YOU)

(MY PRIVATE PERSONAL PAL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

Mr. Pedro De Cordoba, famous leading man of the stage has for you an important message from the manufacturers of LUCKY STRIKE Cigarettes.

(VIBRAPHONE CHORD)

MR. DE CORDOBA:

Here are the actual words of a physician who has tested LUCKY STRIKES - I read from his statement:

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

Wasn't that an impressive statement of LUCKY STRIKE'S superiority? Two simple truths account for it. Heat purifies - sunshine mellows. These two recognized facts are applied in the exclusive "TOASTING" Process, to give you a finer and a better cigarette. "TOASTING" expels certain harsh irritants present in all tobacco leaves - and so, is it any wonder that 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes.

Another physician tells us this - I read from his statement: "I use Lucky Strike, for I find them less irritating than any other brand of cigarettes.

To safeguard your health, see your physician regularly for a periodic health examination - and to safeguard the delicate membranes of your throat, remember: 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 Sitting
On Top of The World" and "Lucky Me, Lovable You".

(I'M SITTING ON TOP OF THE WORLD)

(LUCKY ME LOVABLE YOU)

ANNOUNCER:

The Lucky Strike Dance Orchestra Plays "Blue Grass"
and "Georgia".

(BLUE GRASS)

(GEORGIE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Nana
Miss/Bryant has another message of great interest for you.

MISS BRYANT:

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 - 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:-

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7A-

MISS BRYANT: (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 Wednesday, 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.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7B-

MISS BRYANT: (CONTINUES)

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 Angus D. MacDonald; Angus D. MacDonald, 3212 W. 43rd Place, Los Angeles, California. Mr. MacDonald is a Chief Clerk.

The name of the winner of today's Certified Cremo Automobile award is Albert Higgins; Albert Higgins, Box 283, Marshall, Texas. Mr. Higgins is a Salesman.

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

(ROLL OF SNARE DRUMS)

"Join the crusade for cleaner cigars -- Smoke Cremos and enjoy a good, clean, mild, superior cigar at a moderate cost."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Higgins.

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

(IT'S A PRECIOUS LITTLE THING CALLED LOVE)

(LA VEEDA)

ANNOUNCER:

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

(STUMBLING)

(ONE LOVE)

ANNOUNCER:

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

(SOMETIMES I'M HAPPY)

(MAKING WHOOPÉE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

Mr. Pedro De Cordoba has another important message for you.

MR. PEDRO DE CORDOBA:

The art of blending tobacco is like baking a cake -- you have to start with the finest ingredients or you won't get the finest result. In you LUCKY STRIKE there are more than fifty choice grades of tobaccos, carefully blended -- and every leaf of these choice tobaccos is the very finest -- it comes from the Cream of the Crop, carefully selected by expert buyers. And just as a cake is not fit to be eaten until it has been in the oven, so no tobacco -- even the finest of fine tobacco -- is at its delicious best until it has been "TOASTED". For every tobacco leaf naturally contains harsh irritants -- but 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, regardless of price or kind. And so LUCKY STRIKE'S exclusive "TOASTING" Process is your throat protection against irritation -- against cough. No wonder 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 "Lucky Seven" and
"Alabama Bound".

(LUCKY SEVEN)

(ALABAMA BOUND)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Over There".

(OVER THERE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

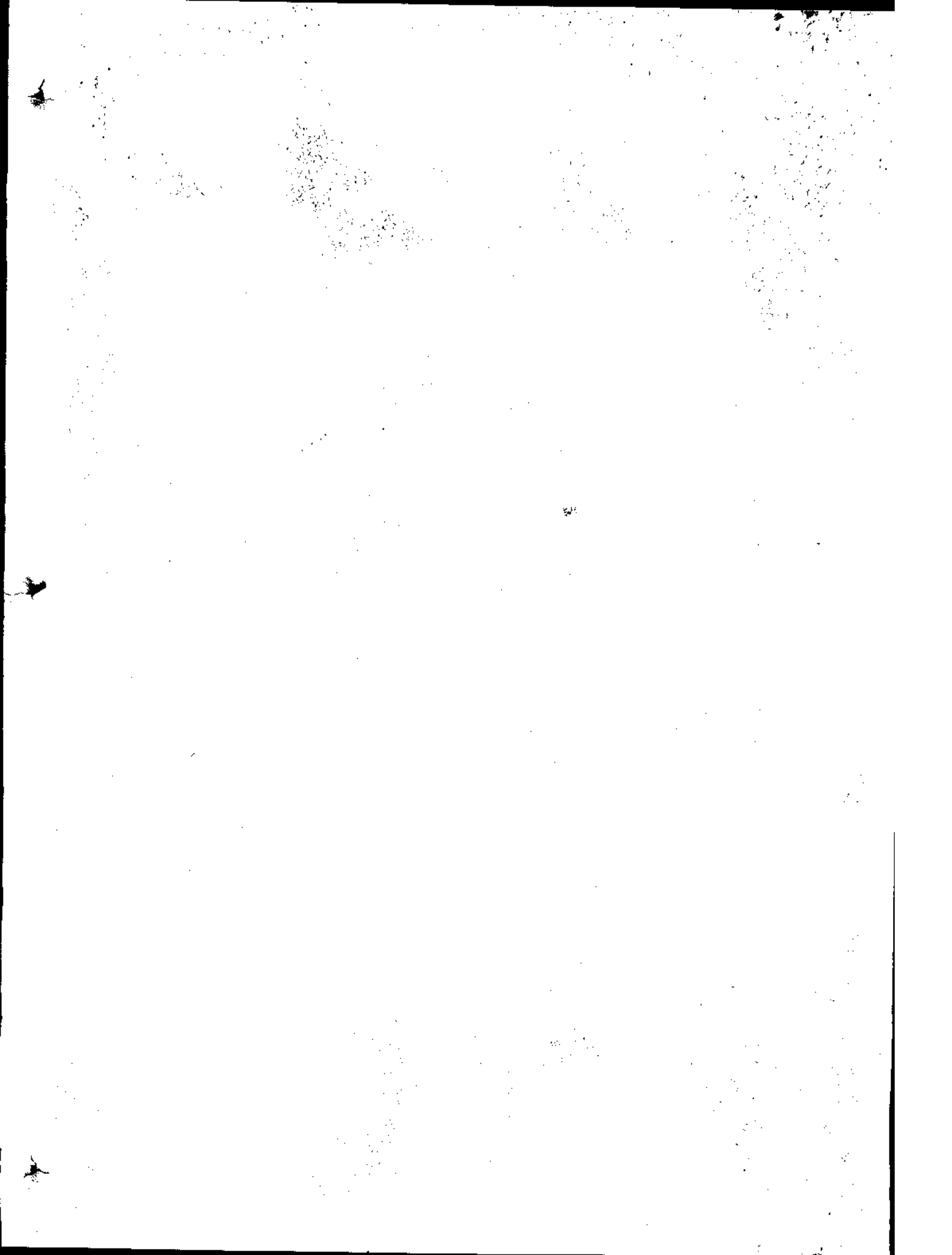
CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

This closes the program of dance music presented for your pleasure by the regular LUCKY STRIKE Dance Orchestra every Tuesday and Thursday evening at this hour. Did you like the fast, peppy, sparkling music you have just heard - or do you prefer the slower tempo and rhythmic swing of the new LUCKY STRIKE Summer Party Orchestra. Remember, this tournament of music between these two great orchestras is solely for your pleasure in order to find out which type of program you prefer. Here is what Florenz Ziegfeld, famous producer of the Ziegfeld Follies, has to say about the great battle of the tempos: "Bravo for the Battle of the Tempos! Acquaint America with the joy of both fast and slow rhythms and you'll make hearts happy." Cast your vote now for your favorite. Mail it to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of the station to which you are listening.

Meanwhile - "Consider Your Adam's Apple." Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Remember, LUCKIES are always kind to your throat. Thank you.

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

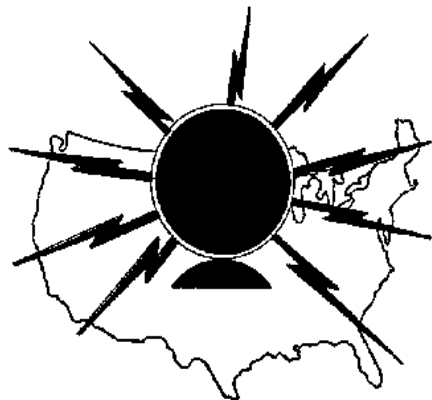
AGENCY/EJ/ES/MFH/Chilleen
7/21/31



THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAF and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!!**

(MASTER CORRECTION)

THURSDAY, JULY 23, 1931

ANNOUNCER: (MR. THORGERSEN)

Good evening, ladies and gentlemen. Great and thrilling dramas are enacted every day in the law courts of our country. But tonight B. A. Rolfe and his regular Lucky Strike Dance Orchestra are on trial. A trial held in a broadcasting studio - with you, the radio audience as the jury. Two great Orchestras - the regular Lucky Strike Dance Orchestra with its fast, peppy music, and the New Lucky Strike Summer Party Orchestra with its slower rhythmic tempo are striving to please you. Each orchestra seeks to win its case. Your favor is their verdict -- guilty or not guilty of giving you pleasure. B. A. Rolfe conducts both orchestras. Both will give you enjoyment. Which to you prefer? Mail a vote tonight for your favorite to Lucky Strike, 111 Fifth Avenue, New York City, or in care of the station to which you are listening.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

ANNOUNCER: (CONTINUES)

Tonight we have interesting news for you. In the studio with us to watch this musical trial is a man experienced in thousands of court-room trials - a man well versed in the tense drama of the law. He is a leader of the New York Bar, and is one of America's greatest trial lawyers - Mr. George Gordon Battle. Later in tonight's program, Mr. Battle and Miss Nana Bryant, famous leading woman of the stage, will give you several important and interesting messages from the manufacturers of Lucky Strike Cigarettes.

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 "Bubbling Over with Love" and
"With My Guitar and You".

(BUBBLING OVER WITH LOVE)

(WITH MY GUITAR AND YOU)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY₃STRIKE Dance Orchestra

ANNOUNCER:

Tonight it is our great pleasure to introduce the internationally famous lawyer, Mr. George Gordon Battle.

(VIBRAPHONE CHORD)

MR. BATTLE:

Good evening, ladies and gentlemen. When a lawyer makes a statement before a jury he backs it up with sound evidence and facts. Here are the facts about LUCKY STRIKE Cigarettes.

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

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

(POMPONOLA)

(ALOHA OE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Fine and Dandy"
and "Bye Bye Blackbird".

(FINE AND DANDY)

(BYE BYE BLACKBIRD)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Lady Be Good".
(LADY BE GOOD)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

We now present Miss Nana Bryant, famous leading woman of the stage. MISS BRYANT:

(VIBRAPHONE CHORD)

MISS BRYANT:

Be careful in your choice of cigarettes. Remember -- certain harsh irritants are naturally present in all tobacco leaves, regardless of price or kind. And remember, too, that LUCKY STRIKE is "TOASTED"...that exclusive process which expels certain harsh irritants naturally present in every tobacco leaf. So be careful in your choice of cigarettes! Consider the fact that 20,679 physicians, from personal observation have stated LUCKIES to be less irritating than other cigarettes.

From a statement written to us by a physician, let me read this: "Having experimented with almost every brand of cigarette on the market, I feel justified in making a positive assertion that "Lucky Strikes" are far less irritating than any other."

Another physician has told us of his experience with LUCKY STRIKES in these words...I read from his statement: "Have smoked several kinds of cigarettes and find the Lucky Strike less irritating."

And so you see why we say "Consider your Adam's Apple... Remember LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER:

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

(WHAT DO WE CARE)

(NINETY NINE OUT OF A HUNDRED)

ANNOUNCER:

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

(STEAMBOAT)

(DANCING TO SAVE YOUR SOLE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

Once again we present the distinguished lawyer, Mr. George Gordon Battle, who will make an important announcement.

MR. BATTLE:

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 - 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

-7A-

MR. BATTLE: (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 Friday, will be judged for the Saturday 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

-7B-

MR. BATTLE:(CONTINUES)

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 Wednesday's Certified Cremo Automobile award is Carl W. Moen: Carl W. Moen, Fergus Falls, Minnesota. Mr.Moen is a Teacher of Physical Training.

The name of the winner of today's Certified Cremo Automobile award is Charles E. Fadely: Charles E. Fadely, 179 North Chestnut Street, Kent, Ohio. Mr. Fadely is a Tree Expert.

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

(ROLL OF SNARE DRUMS)

"Certified Cremo -- perfectly blended for your satisfaction --
manufactured under sanitary conditions for your protection -- and
priced moderately for your economy."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Fadely.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Walkin' My Baby Back Home." Following this, Mr. Rolfe again offers the South Sea Islanders playing "Royal Hawaiian March."

(WALKIN' MY BABY BACK HOME)

(ROYAL HAWAIIAN MARCH)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Lucky Seven," and "When I Take My Sugar To Tea."

(LUCKY SEVEN)

(WHEN I TAKE MY SUGAR TO TEA)

ANNOUNCER:

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

(BALTIMORE)

(DOWN AMONG THE SUGAR CANE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

We present again Miss Nana Bryant -- MISS BRYANT:

MISS BRYANT:

Have you ever asked yourself the question "What kind of tobaccos go into my LUCKY STRIKE Cigarette?" That is a very natural question, and its answer is interesting and impressive.

The buyers of tobacco for your LUCKY STRIKE Cigarette obtain nothing but the Cream of the tobacco crop - fragrant, tender, sun-ripened leaves - the finest of Turkish and domestic tobaccos - gathered from the choice tobacco centers throughout the world. But this careful selection of choicest tobacco is merely the beginning of many steps taken to give you the finest cigarette you ever smoked. Remember - even the finest of fine tobacco leaves naturally contain certain harsh irritants - that's why the Cream of the Crop is "TOASTED" before your LUCKY STRIKE comes to you. "TOASTING" is LUCKY STRIKE'S extra, secret and exclusive process which includes the use of modern Ultra Violet Rays - the process which expels certain harsh irritants naturally present in every tobacco leaf, regardless of price or kind - the process which makes LUCKIES 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 "Dixie Medley."

(DIXIE MEDLEY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

This closes the program of fast, sparkling dance music presented for your pleasure every Tuesday and Thursday evening by the Regular LUCKY STRIKE Dance Orchestra - one of the great contenders in the mighty tournament of music which is now at its height. Next Saturday evening you will hear the new LUCKY STRIKE Summer Party Orchestra - the other contender for your favor - playing rhythmic, melodious dance tunes in a slower tempo. Both kinds of music are offered for your pleasure -- to win your approval.....why not write now and give your favorite orchestra a boost - it is a close race -- every vote helps! Address your letter to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of the station to which you are listening.

Meantime - "Consider Your Adam's Apple" - don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Remember LUCKIES are always kind to your throat. Thank you.

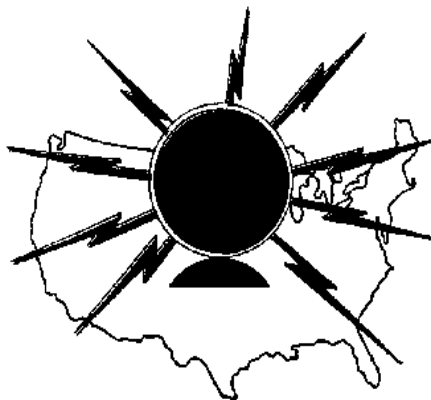
The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

AGENCY/McB/Chilleen
7/23/31

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

*Consider your Adam's Apple!!**

SATURDAY — JULY 25, 1931

ANNOUNCER:

Good evening, ladies and gentlemen! Have you ever watched an intense, gripping courtroom trial? The kind that makes our country famous for equal justice to all? Tonight you - the radio audience — are the jury in such a dramatic trial — You are to hear - over the air - the case tried in the contest of music between the Regular Lucky Strike Dance Orchestra with its fast, peppy music and the new Lucky Strike Summer Party Orchestra, playing slower rhythmic tempos. Both orchestras are directed by B. A. Rolfe. Both seek to please you. Which do you prefer? Acting as our jury - your verdict will decide the winner in this musical battle.

(ANNOUNCER CONTINUES)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-IA-

ANNOUNCER: (CONTINUED)

So in the interest of your own pleasure - mail your ballot now for your favorite to Lucky Strike, 111 Fifth Avenue, New York City, or care of your own station. On trial this evening is the new Lucky Strike Summer Party Orchestra, ready now to play for your pleasure those tunes it hopes you like best. Tonight, to view this musical trial, one of America's most famous trial lawyers is here in the studio. Victor in a thousand dramatic courtroom scenes, he is noted for his brilliance and legal knowledge - a leader of the New York Bar, Mr. George Gordon Battle. Later in tonight's program, Mr. Battle and Miss Nana Bryant, famous leading woman of the stage, will give you several interesting messages from the manufacturers of Lucky Strike Cigarettes.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra opens with

"It's a Long Time Between Kisses" and "Say the Word."

(IT'S A LONG TIME BETWEEN KISSES)

(SAY THE WORD)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra

play "Come to Me" and "Dancing to Save Your Soul".

(COME TO ME)

(DANCING TO SAVE YOUR SOUL)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

We now present Miss Nana Bryant, famous leading woman of the stage. MISS BRYANT:

(VIBRAPHONE CHORD)

MISS BRYANT:

Nature meant every woman to be beautiful. But, as every woman knows, Nature defied means beauty denied. Every woman watches her throat for the tell-tale signs of approaching age or neglect. And certainly the delicate membranes within your throat are as important as its beauty. Nothing is more deserving of tender care than these delicate membranes within your throat. So Consider your Adam's Apple. For Your Adam's Apple is your larynx - your voice box -- it contains your vocal chords. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.

LUCKY STRIKE is made of the finest tobaccos - the Cream of many crops throughout the world. But that isn't all - LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process - that secret heating process which expels certain harsh irritants -- black biting harsh irritant chemicals, naturally present in every leaf of tobacco, regardless of price or kind, and which, you know, includes the extra mellowing benefits of modern Ultra Violet Rays. That is why it is good advice for you to "Consider your Adam's Apple." And that is why it's good to remember that LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "Who," by special permission of the copyright owners, and "Without That Gal."

(WHO)

(WITHOUT THAT GAL)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra play "A Kiss In The Dark" and "When I Take My Sugar To Tea."

(A KISS IN THE DARK)

(WHEN I TAKE MY SUGAR TO TEA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

And now it is our great pleasure to present the internationally-famous lawyer, Mr. George Gordon Battle, who will make an important announcement.

(VIBRAPHONE CHORD)

MR. BATTLE:

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 - 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

-6-

MR. BATTLE: (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 Monday will be judged for the Tuesday 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

-7-

MR. BATTLE: (CONTINUES)

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 Friday's Certified Cremo Automobile award is Francis Hunt: Francis Hunt, 35 George Street, Attleboro, Massachusetts. Mr. Hunt is an engraver.

The name of the winner of today's Certified Cremo Automobile award is Henry Halle, Jr: Henry Halle, Jr., 55 N. Main Street, Memphis, Tennessee. Mr. Halle is in the clothing business.

Here is the statement which won the award today:

Twenty words - no more - no less!

(ROLL OF SNARE DRUMS)

"Certified Cremos, thrifty in price, generous in value. Nature makes them mellow -- Science makes them clean -- Smokers make them famous."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Halle.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "I'm Thru
With Love."

(I'M THRU WITH LOVE)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra
play "How Time Can Fly" and "Out Of Nowhere."

(HOW TIME CAN FLY)

(OUT OF NOWHERE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-9-

ANNOUNCER:

We present again, Miss Nana Bryant.

MISS BRYANT:

Of course, you wouldn't deliberately inhale the fumes from strong chemicals - you know that they would irritate your nose and throat. But don't forget -- regardless of price or kind, all tobacco leaves as nature produces them contain black biting harsh irritant chemicals. And LUCKY STRIKE is the only cigarette that employs the exclusive "TOASTING" Process to expel certain harsh irritants naturally present in every leaf of tobacco, regardless of price or kind. Is it any wonder that 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes?

Here is what a physician has actually written about LUCKIES - I read from his statement: "I have been smoking Lucky Strike for some time and find them less irritating than other brands."

Another physician gives us a similar statement from which I will read: "Lucky Strikes are less irritating than other cigarettes I have used."

For your general health, remember to see your physician at least twice a year for a periodic health examination. And for your throat protection, remember 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 Summer Party Orchestra plays "Goin' To Town" and "Nightmare."

(GOIN' TO TOWN)

(NIGHTMARE)

ANNOUNCER:

B. A. Rolfe and the Lucky Strike Summer Party Orchestra offer "I Love Louisa," played by special permission of the copyright owners, and "On The Beach With You."

(I LOVE LOUISA)

(ON THE BEACH WITH YOU)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

ANNOUNCER:

Once again we present the distinguished lawyer, Mr. George Gordon Battle.

MR. BATTLE:

When a lawyer makes a statement before a jury he backs it up with sound evidence and facts. Here are some facts about LUCKY STRIKE Cigarettes of great interest to all cigarette smokers.

When you smoke a LUCKY STRIKE, you are smoking many fine varieties of tobacco from all over the world at once. The choicest tobacco from Kentucky - the finest leaves from Virginia - the tobacco treasures of Turkey and Greece - and that special variety of bright, rich leaves from the Carolinas and Georgia.... when you smoke a LUCKY STRIKE Cigarette you enjoy all of these choice tobaccos ... the Cream of the world's tobacco crop. Only LUCKY STRIKE can give you the selection of choice tobaccos included in the famous LUCKY STRIKE blend -- and only LUCKY STRIKE can give you the throat protection of the exclusive "TOASTING" Process including the use of modern Ultra Violet Rays. "TOASTING" expels certain harsh black biting irritant chemicals naturally present in every tobacco leaf, regardless of price or kind. These expelled irritants are not present - they can't be present - in your LUCKY STRIKE. They're out - so they can't be in! That's why millions of men and women prefer LUCKIES because they know that the fine tobaccos in LUCKY STRIKE are given the extra benefit of the exclusive "TOASTING" Process. They know that LUCKIES are always kind to your throat.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-12-

ANNOUNCER:

The Lucky Strike Summer Party Orchestra plays "High and Low," by special permission of the copyright owners, and "When Yuba Plays The Rumba On The Tuba."

(HIGH AND LOW)

(WHEN YUBA PLAYS THE RUMBA ON THE TUBA)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-13-

CLOSING ANNOUNCEMENT:

The musical trial of the two great Lucky Strike Orchestras is adjourned for tonight. The new Lucky Strike Summer Party Orchestra, with its slow, rhythmic tempos, rests its case until next Saturday. But next Tuesday and Thursday evenings the Regular Lucky Strike Dance Orchestra will be presented for your pleasure - playing fast, sparkling dance music exactly opposite to that you have just heard. Both Lucky Strike Orchestras are anxious to present music that pleases you. Ladies and gentlemen of the radio jury - what is your verdict - what is your pleasure? Write in your choice tonight! The race is very close every vote counts! Address your letter to Lucky Strike, 111 Fifth Avenue or care of the station to which you are listening.

Meanwhile Consider your Adams Apple. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Remember Luckies are always kind to your throat.

The Lucky Strike Summer-Party Orchestra has come to you from the N.B.C. Studios in New York.

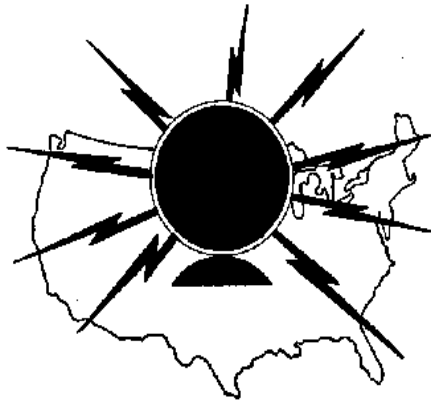
AGENCY/LD/GS/RE

7/25/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAf and

ASSOCIATED NBC STATIONS

Consider your Adam's Apple!!

(FINAL CORRECTION)

TUESDAY, JULY 28, 1931

OPENING ANNOUNCEMENT: (MR. THORGERSEN)

Good evening, ladies and gentlemen! Hundreds of trials are heard every year in the courtrooms of our country - where justice and fair play is the rule for all! Yet few of us ever see or participate in one. Tonight, we are holding an exciting trial not in a courtroom, but in a broadcasting studio. B. A. Rolfe and his Regular LUCKY STRIKE Dance Orchestra are on trial and will play for you tonight -- You the members of our vast radio audience - are the jury. A contest of music is on between the Regular LUCKY STRIKE Dance Orchestra, with its fast, peppy music, and the new LUCKY STRIKE Summer Party Orchestra, which plays slower, rhythmic tempos. As the radio jury - you are to decide. Which orchestra gives you the greatest pleasure? Mail your verdict tonight to LUCKY STRIKE, 111 Fifth Avenue, New York City, or care of your own station.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

ANNOUNCER: (MR. THORGERSEN)

Every trial must have a lawyer. So we have with us tonight an internationally-famous lawyer - highly skilled in legal practice, brilliant in argument, charming in personality - a leader of the New York Bar - Mr. George Gordon Battle! Later in tonight's program Mr. Battle and Miss Nana Bryant, famous leading woman of the stage, will give you several messages from the manufacturers of LUCKY STRIKE Cigarettes.

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 "Bigger and Better" and "On The Mississippi".

(BIGGER AND BETTER)

(ON THE MISSISSIPPI)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

We now present Miss Nana Bryant famous leading Woman of the stage.

(VIBRAPHONE CHORD)

MISS BRYANT:

Do you know how much women spend every year for beauty's sake? Over five hundred million dollars! And that, mind you, is only for external beauty. Now, surely those delicate membranes within your throat are just as important as its outside beauty! Just because people can't see them is no reason for neglecting them. Consider your Adam's Apple. For your Adam's Apple is your larynx - your voice box - it contains your vocal chords.

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-4-

ANNOUNCER:

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

(WHY)

(HELLO BEAUTIFUL)

ANNOUNCER:

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

(LA PALOMA)

(HALLELUJAH)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-5-

ANNOUNCER:

And now it is our great pleasure to present the internationally-famous lawyer, Mr. George Gordon Battle, who will make an important announcement.

(VIBRAPHONE CHORD)

MR. BATTLE:

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 - 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

-6-

MR. BATTLE: (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 Wednesday 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

-7-

MR. BATTLE: (CONTINUES)

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 E. J. Schulte: E. J. Schulte, Rural Route 3, Mankato, Minnesota. Mr. Schulte is a Farmer.

The name of the winner of today's Certified Cremo Automobile award is George Knipp: George Knipp, El Molino at Walnut, Pasadena, California. Mr. Knipp is a Salesman.

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

(ROLL OF SNARE DRUMS)

"If Cleanliness, purity, economy and scientific manufacture mean anything to you -- begin smoking America's greatest cigar value today -- Certified Cremo."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Knipp.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-8-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "By The Sea" and

"Good Evening Friends."

(BY THE SEA)

(GOOD EVENING FRIENDS)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Thank Your Father,"

played by special permission of the copyright owners, and "Sing

You Sinners."

(THANK YOUR FATHER)

(SING YOU SINNERS)

ANNOUNCER:

Mr. Rolfe again offers the Guatemala Marimba Ensemble

playing "Marcheta." Following this, the Lucky Strike Dance

Orchestra plays "Elizabeth."

(MARCHETA)

(ELIZABETH)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

9

ANNOUNCER:

We present again Miss Nana Bryant -- Miss Bryant.

(VIBRAPHONE CHORD)

MISS BRYANT:

Millions know the delicious "TOASTED" aroma of LUCKY STRIKE cigarettes - the fragrance of choice tobaccos subjected to LUCKY STRIKE'S exclusive "TOASTING" Process. "TOASTING" not only increases the flavor and improves the taste - the purifying heat of this extra secret and exclusive LUCKY STRIKE "TOASTING" Process expels certain harsh irritants - black, biting, irritant chemicals - naturally present in every tobacco leaf, regardless of price or kind. These expelled irritants are not present in your LUCKY STRIKE - they cannot rasp your throat. And so it is no wonder that 20,679 American physicians have stated that LUCKIES are less irritating than other cigarettes. Why not ask your physician about LUCKIES next time you have your periodic health examination?

Here is what one physician has written - I read from his Statement:

"I have smoked various kinds of cigarettes and find Lucky Strike the least irritating."

Another physician writes - I read from his statement: "I have smoked Lucky Strikes for several years, because they have been less irritating to my throat than any other cigarette." End quote.

Why not reach for a LUCKY instead - and discover for yourself the fact 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 "I Got Rhythm,"
played by special permission of the copyright owners, and "Two
Hearts in Waltz Time."

(I GOT RHYTHM)

(TWO HEARTS IN WALTZ TIME)

ANNOUNCER:

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

(WAITING FOR THE ROBERT E. LEE)

(LADY PLAY YOUR MANDOLIN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-11-

ANNOUNCER:

Once again we present the distinguished lawyer, Mr.
George Gordon Battle.

MR. BATTLE:

Good evening, ladies and gentlemen. When a lawyer makes a statement before a jury he backs it up with sound evidence and facts. Here are some facts about LUCKY STRIKE Cigarettes, of great interest to all cigarette smokers.

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

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

(BANDANNA DAYS)

(SONG OF THE VAGABOND)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

Ladies and gentlemen! As members of the radio jury, you have heard the musical testimony of the Regular LUCKY STRIKE Dance Orchestra, presenting fast, peppy tunes every Tuesday and Thursday evening. What is your verdict? Does the Regular LUCKY STRIKE Orchestra win your favor - your vote? Or do you prefer the new LUCKY STRIKE Summer Party Orchestra, which plays slow, rhythmic tempos on Saturday evening. Both orchestras in this musical battle seek your approval. Voting is very close - so your opinion is important. Mail your verdict tonight to LUCKY STRIKE, 111 Fifth Avenue, New York City, or in care of the station to which you are listening.

Meanwhile - consider your Adam's Apple. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes - Remember, LUCKIES are always kind to your throat. Thank you.

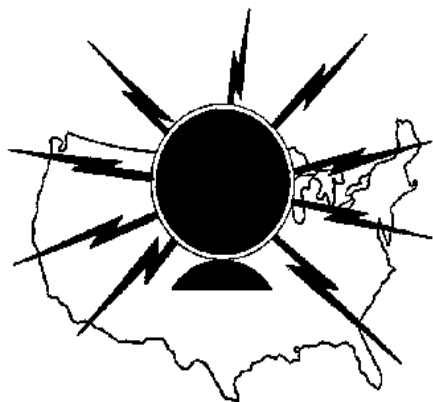
The Program of the LUCKY STRIKE Dance Orchestra has come to you from the NBC Studios in New York.

(FINAL CORRECTION)
AGENCY/GS/HM/Chilleen
7/28/31

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra



TUESDAY • THURSDAY • SATURDAY

10 to 11 P. M. . . . WEAF and

ASSOCIATED NBC STATIONS

*Consider your Adam's Apple!!**

(FINAL CORRECTION)

THURSDAY, JULY 30, 1931

OPENING ANNOUNCEMENT: (MR. THORGERSEN)

Good evening, ladies and gentlemen! There is no greater thrill than to watch a closely contested golf tournament! Action, suspense, drama...all are there! Tonight B. A. Rolfe and his Regular LUCKY STRIKE Dance Orchestra...playing fast, peppy music, are entered in a musical golf tournament. The prize they seek is your approval....your pleasure. Will they win it? Or will the other contestant...the new LUCKY STRIKE Summer Party Orchestra, playing slower, rhythmic melodies, sink the putt to capture your pleasure? Both great orchestras want to win. Both are tied at the 18th Hole. So in the interest of your own pleasure....mail your vote for the winner to LUCKY STRIKE, 111 Fifth Avenue, or care of your own station.

(CONTINUED ON NEXT PAGE)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-1A-

MR. THORGERSEN: (CONTINUES)

Now the Regular LUCKY STRIKE Dance Orchestra tees off.... playing those tunes it hopes you prefer. One of America's finest golfers is here in the studios to witness this musical golf tournament. One of the three golfers to win the four major championships of the United States -- he is famous for his cool, brilliant play....Mr. Gene Sarazen. Later in this evening's program Mr. Sarazen and Miss Nana Bryant, famous leading woman of the stage, have several interesting messages for you from the manufacturers of LUCKY STRIKE Cigarettes.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-2-

ANNOUNCER:

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

(HITTIN' THE CEILING)

(I HAVE TO HAVE YOU)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "The Peanut
Vender".

(PEANUT VENDER)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-3-

ANNOUNCER:

We now present Miss Nana Bryant, famous leading woman of the stage. MISS BRYANT:

(VIBRAPHONE CHORD)

MISS BRYANT:

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

So, Consider your Adam's Apple. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead. LUCKY STRIKE is made of the finest tobaccos..the Cream of many Crops throughout the world. And remember...LUCKY STRIKE is the only cigarette in America which offers you the throat protection of the exclusive "TOASTING" Process... that secret heating process which expels certain black, biting, harsh, irritant chemicals naturally present in every leaf of tobacco, regardless of price or kind..that secret process which includes the extra mellowing benefits of modern Ultra Violet Rays. That's why 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 "Kickin' A Hole In The Sky." Following this, as a special feature this evening, Mr. Rolfe offers Lew White, world-famed Organist playing "Ah! Sweet Mystery of Life."

(KICKIN' A HOLE IN THE SKY)

(AH! SWEET MYSTERY OF LIFE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Alabamy Bound" and "Stein Song."

(ALABAMY BOUND)

(STEIN SONG)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

And now it is our great pleasure to present the internationally-famous golfer and sportsman, Gene Sarazen, who will make an important announcement. MR. SARAZEN:

(VIBRAPHONE CHORD)

MR. SARAZEN:

Good evening, 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 -- 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

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MR. SARAZEN: (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 Friday, will be judged for the Saturday 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

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MR. SARAZEN: (CONTINUES)

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 Wednesday's Certified Cremo Automobile award is Leo P. Feeney: Leo P. Feeny, 404 Florence Avenue, Newark, New Jersey. Mr. Feeney is in the Insurance Business.

The name of the winner of today's Certified Cremo Automobile award is Elmer F. Rieck: Elmer F. Rieck, Tripoli, Iowa. Mr. Rieck is a Farmer.

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

(ROLL OF SNARE DRUMS)

"Certified Cremo changed a nation's point of view; its mildness, cleanliness and economy set a completely new standard in cigars."

(ROLL OF SNARE DRUMS)

Congratulations, Mr. Rieck.

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-6-

ANNOUNCER:

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

(CALIFORNIA HERE I COME)

(WEDDING OF THE PAINTED DOLL)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Where Have You Been" and "Happy Days Are Here Again."

(WHERE HAVE YOU BEEN)

(HAPPY DAYS ARE HERE AGAIN)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-7-

ANNOUNCER:

We present again Miss Nana Bryant. MISS BRYANT:

MISS BRYANT:

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

One physician writes: "Have smoked cigarettes for 20 years and find LUCKY STRIKES very pleasing and non-irritating."

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

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

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 "Babes In The Wood".
Following this, Mr. Rolfe again offers Lew White at the Organ playing
"When Day Is Done".

(BABES IN THE WOOD)

(WHEN DAY IS DONE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "That Certain
Feeling" and "Dusky Stevedore".

(THAT CERTAIN FEELING)

(DUSKY STEVEDORE)

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Ninety Nine Out
Of A Hundred" and "Grey Bonnet Medley".

(NINETY NINE OUT OF A HUNDRED)

(GREY BONNET MEDLEY)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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ANNOUNCER:

Once again we present the internationally-known golfer,
Mr. Gene Sarazen. MR. SARAZEN:

MR. SARAZEN:

Good evening, ladies and gentlemen. When a lawyer makes a statement before a jury he backs it up with sound evidence and facts. Here are the facts about LUCKY STRIKE Cigarettes.

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

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

-10-

ANNOUNCER:

The Lucky Strike Dance Orchestra plays "Oh Baby" and "Ranger's Song"

(OH BABY)

(RANGER'S SONG)

THE LUCKY STRIKE PROGRAM

with

B. A. Rolfe and his LUCKY STRIKE Dance Orchestra

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CLOSING ANNOUNCEMENT: (MR. THORGERSEN)

Playing for your pleasure on every Tuesday and Thursday evening, the regular LUCKY STRIKE Dance Orchestra has finished for tonight its fast, peppy round of dance music in the big contest. It's the musical golf tournament, you remember - with your pleasure, your approval, as prize - between the Regular LUCKY STRIKE Dance Orchestra and the new LUCKY STRIKE Summer Party Orchestra with its slower, rhythmic tempos that is presented on Saturday evenings. Both great orchestras want to win your vote. Which - in your opinion is the expert, and which the runner-up? Send in your choice tonight, please. So close is the voting that your ballot may be a deciding factor. Address your letter to LUCKY STRIKE, 111 Fifth Avenue, or care of the station to which you are listening.

Meanwhile - Consider your Adam's Apple. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes - Remember, LUCKIES are always kind to your throat. Thank you.

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

(FINAL CORRECTION - CHILLEEN)

AGENCY/GS/HM/MFH/
7/30/31