

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

(FINAL CORRECTION)

THURSDAY, SEPTEMBER 17, 1931

OPENING ANNOUNCEMENT:

Theme tune - One chorus of "Happy Days are Here Again",
with vocal refrain. Immediately followed by Announcer.

ANNOUNCER:

Good evening, my friends. And so begins this program
of dance music presented for your pleasure, by the manufacturers
of LUCKY STRIKE Cigarettes. B. A. Rolfe, and his Lucky Strike Dance
Orchestra, in the tunes that made Broadway, Broadway - and Weber
and Fields.

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

(BLACK BOTTOM)

(WHAT ARE YOU THINKING ABOUT BABY)

(STEAMBOAT)

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MR. HOLBROOK:

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

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