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LUCKY STRIKE

Spot Announcement #1

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

GRAUER: Here's Kay Kyser's Lucky Strike Orchestra!

("WHEN YOU WISH UPON A STAR" . . . . . BABBITT & ORCHESTRA)

GRAUER: That was Harry Babbitt and Kay Kyser's Orchestra in the song  
"When You Wish Upon a Star" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the "Toasting"  
process. Two - Luckies are better than ever. They contain  
the cream of better than ever tobacco crops developed by  
Uncle Sam. Have you tried a Lucky lately? Remember, with  
independent tobacco experts - auctioneers, buyers and ware-  
housemen - with men who know tobacco best, it's Luckies, two  
to one!

ATX01 0300751

LUCKY STRIKE  
Spot Announcement #2

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

MAN: Say - have you got the time?  
RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for two o'clock, how about the song  
that rates Number TWO this week on YOUR LUCKY STRIKE  
HIT PARADE Survey.

\* \* \* \* \*

ROBERTS: Here's Kay Kyser's Lucky Strike Orchestra!  
(IT'S A BLUE WORLD" . . . . .SIMMS & ORCHESTRA)  
ROBERTS: That was Ginny Simms and Kay Kyser's Orchestra with the  
song "It's A Blue World" from YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers, and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #3

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

HART: Barry Wood sings "Starlit Hour" - with Mark Warnow's  
Lucky Strike Orchestra.

("STARLIT HOUR" . . . . . WOOD & ORCHESTRA)

HART: That was Barry Wood singing "Starlit Hour" from  
YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. ONE - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. TWO - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300753

LUCKY STRIKE

Spot Announcement #4

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - four four o'clock, how about the song that  
rates Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

CROWLEY: Mark Warnow and his Lucky Strike Orchestra play - "INDIAN SUMMER"  
("INDIAN SUMMER" . . . . .WARNOW ORCHESTRA)

CROWLEY: That was Mark Warnow's Orchestra playing "Indian Summer" from  
YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the "Toasting"  
Two - Luckies are better than ever. They contain the cream  
of better than ever tobacco crops developed by Uncle Sam.  
Have you tried a Lucky lately? Remember, with independent  
tobacco experts - auctioneers, buyers and warehousemen - with  
men who know tobacco best, it's Luckies, two to one!

ATX01 0300754

LUCKY STRIKE

Spot Announcement #5

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song  
that rates Number FIVE this week on YOUR LUCKY STRIKE HIT  
PARADE Survey?

\* \* \* \* \*

SPARGROVE: Ginny Simms and Harry Babbitt sing "On The Isle Of May" -  
with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

SPARGROVE: That was Kay Kyser's Orchestra with Ginny Simms and  
Harry Babbitt singing "On The Isle of May" from YOUR LUCKY  
STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the "Toasting"  
process. Two - Luckies are better than ever. They contain  
the cream of better than ever tobacco crops developed by  
Uncle Sam. Have you tried a Lucky lately? Remember,  
with independent tobacco experts - auctioneers, buyers and  
warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300755

LUCKY STRIKE

Spot Announcement #6

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?  
RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Yes sir - for six o'clock, how about the song that  
rates Number SIX this week on YOUR LUCKY STRIKE  
HIT PARADE Survey?

\* \* \* \* \*

BARUCH: Barry Wood sings "In an Old Dutch Garden" with  
Mark Warnow's Lucky Strike Orchestra.

("IN AN OLD DUTCH GARDEN" . . . . . WOOD & ORCHESTRA)

BARUCH: That was Barry Wood singing "In an Old Dutch Garden"  
from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300756



LUCKY STRIKE

Spot Announcement #7

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that  
rates Number SEVEN this week on YOUR LUCKY STRIKE  
HIT PARADE Survey?

\* \* \* \* \*

STANTON: Barry Wood sings "Leanin' on the Old Top Rail" with the  
Hit Paraders and Mark Warnow's Lucky Strike Orchestra.

(LEANIN' ON THE OLD TOP RAIL" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

STANTON: That was Barry Wood singing "Leanin' on the Old Top Rail"  
from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300757

LUCKY STRIKE

Spot Announcement #8

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

SHARBUTT: Bea Wain sings "Careless" - with Mark Warnow's Lucky Strike  
Orchestra.

("CARELESS" . . . . . WAIN & ORCHESTRA)

SHARBUTT: That was Bea Wain singing "Careless" from YOUR LUCKY STRIKE  
HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the "Toasting"  
process. Two - Luckies are better than ever. They contain  
the cream of better than ever tobacco crops developed by  
Uncle Sam. Have you tried a Lucky lately? Remember, with  
independent tobacco experts - auctioneers, buyers and  
warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

LUCKY STRIKE

Spot Announcement #9

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song  
that rates Number NINE this week on YOUR LUCKY STRIKE  
HIT PARADE Survey?

\* \* \* \* \*

LOEB: From the picture "Broadway Melody," Bea Wain sings  
"I've Got My Eyes On You" with Mark Warnow's Lucky Strike  
Orchestra.

("I'VE GOT MY EYES ON YOU" . . . . .WAIN & ORCHESTRA)

LOEB: That was Bea Wain singing "I've Got My Eyes on You"  
from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts.  
One - only Lucky Strike offers you the throat protection  
of the "Toasting" process. Two - Luckies are better than  
ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried  
a Lucky lately? Remember, with independent tobacco  
experts - auctioneers, buyers and warehousemen - with  
men who know tobacco best, it's Luckies, two to one!

ATX01 0300759

LUCKY STRIKE

Spot Announcement #10

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks- have you got a song to go with that?

GRAUER: You bet - for ten o'clock how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

CASE: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . SIMMS & ORCHESTRA)

CASE: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in your Hair" from  
YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300760

LUCKY STRIKE

Spot Announcement #11

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

BARUCH: Bonne Baker sings "Billy" - with Orrin Tucker and his  
Lucky Strike Orchestra.

("BILLY" . . . . . BAKER & TUCKER)

BARUCH: That was "Billy" - a Lucky Strike Extra sung by  
Wee Bonnie Baker with Orrin Tucker's Orchestra.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #12

Week Beginning April 1, 1940  
and ending April 6 at 9 P.M.

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MAN        MAN:        Say - have you got the time?  
RIGGS:     You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN:        Thanks - have you got a song to go with that?  
LOEB:       Certainly - for twelve o'clock, how about a Lucky Strike  
             Hit Parade Extra.

\* \* \* \* \*

LOEB:       Bonnie Baker sings "Stop - It's Wonderful" with Orrin Tucker's  
             Lucky Strike Orchestra.

("STOP IT'S WONDERFUL". . . . . BAKER & TUCKER)

LOEB:       That was "Stop - It's Wonderful" - a Lucky Strike sung by  
             Wea Bonnie Baker with Orrin Tucker's Orchestra.

Are you smoking more today - more than you used to? Then  
remember these two important cigarette facts. One - only  
Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300762

LUCKY STRIKE

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

Spot Announcement #1

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

GRAUER: Here's Kay Kyser's Lucky Strike Orchestra!

("WHEN YOU WISH UPON A STAR" . . . . . BABBIT & ORCHESTRA)

GRAUER: That was Harry Babbitt and Kay Kyser's Orchestra in the song "When You Wish Upon a Star" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the Cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATX01 0300763

LUCKY STRIKE

Spot Announcement #2

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for two o'clock, how about the song that rates  
Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

HART: Barry Wood sings "Starlit Hour" - with Mark Warnow's Lucky Strike  
Orchestra.

("STARLIT HOUR" . . . . . WOOD & ORCHESTRA)

HART: That was Barry Wood singing "Starlit Hour" from YOUR LUCKY STRIKE  
HIT PARADE!

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!



LUCKY STRIKE

Spot Announcement #3

Week beginning:

Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet -- for three o'clock, how about the song that rates Number

THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

SHAMUTT: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. ONE - only Lucky Strike offers you the throat protection of the "Toasting" process. TWO - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATX01 0300765

LUCKY STRIKE

Spot Announcement #4

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates Number  
FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

SPARGROVE: Ginny Simms and Harry Babbitt sing "On the Isle of May" - with Kay  
Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

SPARGROVE: That was Kay Kyser's Orchestra with Ginny Simms and Harry Babbitt  
singing "On the Isle of May" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike  
offers you the throat protection of the "Toasting" process. Two -  
Luckies are better than ever. They contain the cream of better  
than ever tobacco crops developed by Uncle Sam. Have you tried a  
Lucky lately? Remember, with independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know tobacco  
best, it's Luckies, two to one!

ATX01 0300766

LUCKY STRIKE

Spot Announcement #5

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for five o'clock, how about the song that rates  
Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

BARUCH: Barry Wood sings "In an Old Dutch Garden" with Mark Warnow's Lucky  
Strike Orchestra.

("IN AN OLD DUTCH GARDEN" . . . . . WOOD & ORCHESTRA)

BARUCH: That was Barry Wood singing "In an Old Dutch Garden" from YOUR LUCKY  
STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike  
offers you the throat protection of the "Toasting" process. Two -  
Luckies are better than ever. They contain the cream of better  
than ever tobacco crops developed by Uncle Sam. Have you tried a  
Lucky lately? Remember, with independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know tobacco  
best, it's Luckies, two to one!

ATX01 0300767

LUCKY STRIKE

Spot Announcement #6

Week beginning:

Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANT'S SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates Number SIX  
this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ROBERTS: Here's Kay Kyser's Lucky Strike Orchestra!

("IT'S A BLUE WORLD" . . . . . SIMMS & ORCHESTRA)

ROBERTS: That was Ginny Simms and Kay Kyser's Orchestra with the song "It's  
a Blue World" from YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300768

LUCKY STRIKE

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

Spot Announcement #7

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates Number

SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

STANTON: Barry Wood sings "Gauchó Serenade" with Mark Warnow's Lucky Strike  
Orchestra.

("GAUCHO SERENADE" . . . . . WOOD & ORCHESTRA)

STANTON: That was Barry Wood singing "Gauchó Serenade" from YOUR LUCKY  
STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300769

LUCKY STRIKE

Spot Announcement #8

Week beginning:

Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

CASE: Here's Key Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . SIMMAS & ORCHESTRA)

CASE: That was Key Kyser's Orchestra and Ginny Simmas singing "With the  
Wind and the Rain in Your Hair" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATK01 0300770

LUCKY STRIKE

Week beginning:

Saturday, April 6, 1940  
at 10 p.m.

Spot Announcement #9

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that rates  
Number NINE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

CROWLEY: Mark Warnow and his Lucky Strike Orchestra play - "Indian Summer."

("INDIAN SUMMER" . . . . . WARNOW ORCHESTRA)

CROWLEY: That was Mark Warnow's Orchestra playing "Indian Summer" from  
YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATK01 0300771

LUCKY STRIKE

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

Spot Announcement #10

MAN: Say - have you got the time?  
RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: You bet -- for ten o'clock how about the song that rates Number TEN  
this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

LOEB: Bea Wain sings "At the Balalaika" with Mark Warnow's Lucky Strike  
Orchestra!

("AT THE BALALAIKA" . . . . . BEA WAIN, HIT PARADERS & ORCHESTRA)

LOEB: That was Bea Wain singing "At the Balalaika" from YOUR LUCKY STRIKE  
HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike  
offers you the throat protection of the "Toasting" process. Two -  
Luckies are better than ever. They contain the cream of better  
than ever tobacco crops developed by Uncle Sam. Have you tried a  
Lucky lately? Remember, with independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know tobacco  
best, it's Luckies, two to one!

ATX01 0300772



LUCKY STRIKE

Week beginning:

Spot Announcement #11

Saturday, April 6, 1940  
at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike Hit Parade  
Extra!

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SCHEDULE)

"BILLY" - "STOP IT'S WONDERFUL" - "YOU'D BE SURPRISED" - "WOULD JA MIND"

LOBE or  
BARUCH: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker's Lucky  
Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

LOBE or  
BARUCH: That was " \_\_\_\_\_ " - a Lucky Strike Extra sung by Wee  
Bonnie Baker with Orrin Tucker's Orchestra.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300773

LUCKY STRIKE

Week beginning:  
Saturday, April 6, 1940  
at 10 p.m.

Spot Announcement #12

MAN: Say - have you got the time?  
 RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
 MAN: Thanks - have you got a song to go with that?  
 LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit Parade  
 Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET)

"BILLY" - "STOP IT'S WONDERFUL" - "YOU'D BE SURPRISED" - "WOULD JA MIND"

LOEB or  
 BARUCH: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker's Lucky  
 Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

LOEB or  
 BARUCH: That was " \_\_\_\_\_ " - a Lucky Strike Extra sung by wee  
 Bonnie Baker with Orrin Tucker's Orchestra.

Are you smoking more today - more than you used to? Then remember  
 these two important cigarette facts. One - only Lucky Strike offers  
 you the throat protection of the "Toasting" process. Two - Luckies  
 are better than ever. They contain the cream of better than ever  
 tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
 Remember, with independent tobacco experts - auctioneers, buyers  
 and warehousemen - with men who know tobacco best, it's Luckies,  
 two to one!

ATK01 0300774

PRODUCTION CHART and ROUTINE SHEET

In effect from 10 PM Saturday, April 6 up to 10 PM Saturday, April 13

REHEARSE EACH SPOT CAREFULLY BEFORE PRESENTATION

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048607-1 bearing label copy "When You Wish Upon a Star" sung by Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047995-1 bearing label copy "Starlit Hour" sung by Harry Wood.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048637-1 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048605-1 bearing label copy "On the Isle of May" sung by Ginny Simms and Harry Babbitt.

ATX01 0300775

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047996-1 bearing label copy "In An Old Dutch Garden" sung by Barry Wood.

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048604-1 bearing label copy "It's A Blue World" sung by Ginny Simms.

SEVEN O'CLOCK

Play seventh cut on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048631-2 bearing label copy "Gaucha Serenade" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth cut on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048606-1 bearing label copy "With the Wind and the Rain in Your Hair" sung by Ginny Simms.

NINE O'CLOCK

Play ninth cut on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047997-1 bearing label copy "Indian Summer" played by Mark Warnow's Orchestra.

TEN O'CLOCK

Play tenth cut on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048630-1 bearing label copy "At the Balalaika" sung by Bea Wain and the Hit Paraders.

ELEVEN O'CLOCK

Play eleventh cut on (Second side of) 16" master at 33 1/3.

Switch records on cue "...HOW ABOUT A LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- (4/6) Sat. (night) #CS 048638 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
- Mon. #CS 048639-1 bearing label copy "Wouldja Mind" sung by Bonnie Baker.
- Tues. #CS 048638-1 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
- Wed. #CS 048600-2 bearing label copy "Stop It's Wonderful" sung by Bonnie Baker.
- Thurs. #CS 048601-1 bearing label copy "Billy" sung by Bonnie Baker.
- Fri. #CS 048600-2 bearing label copy "Stop It's Wonderful" sung by Bonnie Baker.
- (4/13) Sat. (morn.) #CS 048638-1 bearing label copy "You'd Be Surprised" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on (second side of) 16" master at 33 1/3.  
N.B. This is inside out, preceded by cut scratched out.

Switch records on cue "...HOW ABOUT A LUCKY STRIKE HIT PARADE  
EXTRA.

Play 12" record at 78 as follows:

(4/6) Sat. (night)	#CS 048639-1 bearing label copy "Wouldja Mind" sung by Bonnie Baker.
Mon.	#CS 048638-1 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
Tuos.	#CS 048601-1 bearing label Copy "Billy" sung by Bonnie Baker.
Wed.	#CS 048639-1 bearing label copy "Wouldja Mind" sung by Bonnie Baker.
Thurs.	#CS 048638-1 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
Fri.	#CS 048638-1 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
(4/13) Sat. (morn.)	#CS 048639-1 bearing label copy "Wouldja Mind" sung by Bonnie Baker.

LUCKY STRIKE

Week beginning: Saturday  
April 15, 1940 at 10 p.m.

Spot Announcement #1

MAN: Say -- have you got the time?  
RIGGS: Why sure -- it's one o'clock. (CHANTS ONE O'CLOCK)  
MAN: Thanks -- have you got a song to go with that?  
GRAUER: Certainly -- for one o'clock, how about the song that rates Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock -- time for the song that's Number ONE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

GRAUER: Here's Kay Kyser's Lucky Strike Orchestra!  
("WHEN YOU WISH UPON A STAR" . . . . BABBITT & ORCHESTRA)

GRAUER: That was Harry Babbitt and Kay Kyser's Orchestra in the song "When You Wish Upon a Star" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today -- more than you used to? Then remember these two important cigarette facts. One -- only Lucky Strike offers you the throat protection of the "Toasting" process. Two -- Luckies are better than ever. They contain the Cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies, two to one!

ATK01 0300779

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #2

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that rates  
Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's TWO o'clock New York time. TWO o'clock - time for the song  
that's Number TWO this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

SHARBUTT: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300780



LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #3

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates Number

THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time for the song that's Number THREE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

SPARGROVE: Ginny Simms and Harry Babbitt sing "On the Isle of May" - with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

SPARGROVE: That was Kay Kyser's Orchestra with Ginny Simms and Harry Babbitt singing "On the Isle of May" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. ONE - only Lucky Strike offers you the throat protection of the "Toasting" process. TWO - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATX01 0300781

LUCKY STRIKE

Spot Announcement #4

Week beginning: Saturday,  
April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates Number  
FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for the song  
that's Number FOUR this week on your Lucky Strike Hit Parade Survey

\* \* \* \* \*

BARUCH: Barry Wood sings "In an Old Dutch Garden" with Mark Warnow's Lucky  
Strike Orchestra.

("IN AN OLD DUTCH GARDEN" . . . . . WOOD & ORCHESTRA)

BARUCH: That was Barry Wood singing "In an Old Dutch Garden" from YOUR LUCKY  
STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike  
offers you the throat protection of the "Toasting" process. Two -  
Luckies are better than ever. They contain the cream of better  
than ever tobacco crops developed by Uncle Sam. Have you tried a  
Lucky lately? Remember, with independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know tobacco  
best, it's Luckies, two to one!

ATX01 0300782

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #5

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that rates  
Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for the song  
that's Number FIVE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

CASE: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . SIMMS & ORCHESTRA)

CASE: That was Kay Kyser's Orchestra and Ginny Simms singing "With the  
Wind and the Rain in Your Hair" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike  
offers you the throat protection of the "Toasting" process. Two -  
Luckies are better than ever. They contain the cream of better  
than ever tobacco crops developed by Uncle Sam. Have you tried a  
Lucky lately? Remember, with independent tobacco experts -  
auctioneers, buyers and warehousemen - with men who know tobacco  
best, it's Luckies, two to one!

ATK01 0300783

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #6

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANT'S SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock - time for the song that's Number SIX this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

HART: Barry Wood sings "Starlit Hour" - with Mark Warnow's Lucky Strike Orchestra.

("STARLIT HOUR" . . . . . WOOD & ORCHESTRA)

HART: That was Barry Wood singing "Starlit Hour" from YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATK01 0300784

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #7

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - for the song that's Number SEVEN this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from YOUR LUCKY STRIKE HIT PARADE.

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATX01 0300785

LUCKY STRIKE

Spot Announcement #8

Week beginning: Saturday,

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir -- it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks -- have you got a song to go with that?

BARUCH: Certainly -- for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time for the  
song that's Number EIGHT this week on your Lucky Strike Hit Parade  
Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("LET THERE BE LOVE" . . . . . BABBITT & ORCHESTRA)

Are you smoking more today -- more than you used to? Then remember  
these two important cigarette facts. One -- only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two -- Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts -- auctioneers, buyers  
and warehousemen -- with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300786

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #9

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that rates  
Number NINE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for the song  
that's Number NINE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Alice Blue Gown" with Mark Warnow's Lucky Strike  
Orchestral

("ALICE BLUE GOWN" . . . . . BEA WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Alice Blue Gown" from YOUR LUCKY STRIKE  
HIT PARADE.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky  
lately? Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best, it's  
Luckies, two to one!

ATX01 0300787

LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #10

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock how about the song that rates Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for the song that's Number TEN this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ROBERTS: Here's Kay Kyser's Lucky Strike Orchestra!

("IT'S A BLUE WORLD" . . . . . SIMMS & ORCHESTRA)

ROBERTS: That was Ginny Simms and Kay Kyser's Orchestra with the song "It's a Blue World" from YOUR LUCKY STRIKE HIT PARADE!

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATK01 0300788



LUCKY STRIKE

Week beginning: Saturday,

Spot Announcement #11

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike Hit Parade

Extra!

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "BILLY" - "STOP IT'S WONDERFUL" - "YOU'D BE SURPRISED" - "WOULD JA MIND" - "OH JOHNNY OH" - "MY RESISTANCE IS LOW")

ANNOUNCER: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker's Lucky Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ " - a Lucky Strike extra sung by Wee Bonnie Baker with Orrin Tucker's Orchestra.

Are you smoking more today -- more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

ATX01 0300789

LUCKY STRIKE

Week beginning: Saturday

Spot Announcement #12

April 13, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit Parade  
Extra.

\* \* \* \* \*

(BEGINNING 4/17/40 NEW OPENING WILL BE USED AS FOLLOWS)

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET -  
"BILLY" - "STOP IT'S WONDERFUL" - "YOU'D BE SURPRISED" - "WOULD JA MIND" -  
"OH JOHNNY OH" - "MY RESISTANCE IS LOW")

ANNOUNCER: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker's Lucky Strike  
Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ " - a Lucky Strike extra sung by Wee Bonnie Baker  
with Orrin Tucker's Orchestra.

Are you smoking more today - more than you used to? Then remember  
these two important cigarette facts. One - only Lucky Strike offers  
you the throat protection of the "Toasting" process. Two - Luckies  
are better than ever. They contain the cream of better than ever  
tobacco crops developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers, buyers  
and warehousemen - with men who know tobacco best, it's Luckies,  
two to one!

ATX01 0300790

PRODUCTION CHART and ROUTINE SHEET

In effect from 10 PM Saturday, April 13 up to 10 PM Saturday, April 20

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048607-1 bearing label copy "When You Wish Upon a Star" sung by Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048637-1 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048605-1 bearing label copy "On the Isle of May" sung by Ginny Simms and Harry Babbitt.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047996-1 bearing label copy "In an Old Dutch Garden" sung by Barry Wood.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048606-1 bearing label copy "With the Wind and the Rain in Your Hair" sung by Ginny Simms.

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047995-1 bearing label copy "Starlit Hour" sung by Barry Wood.

SEVEN O'CLOCK

Play seventh out on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048666-1 bearing label copy "The Singing Hills" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth out on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048669-1 bearing label copy "Let There Be Love" sung by Harry Babbitt.

NINE O'CLOCK

Play ninth out on (second side of) 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048667-1 bearing label copy "Alice Blue Gown" sung by Bea Wain.

ATK01 0300792

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXT.

Play 12" record at 78 as follows:

Wed. #CS 048639-1 bearing label copy "Wouldja  
Mind" sung by Bonnie Baker  
Thurs. #CS 048601-1 bearing label copy "Bill  
sung by Bonnie Baker.  
Fri. #CS 048600-2 bearing label copy "Stop  
Wonderful" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE :

Play 12" record at 78 as follows:

Wed. #CS 048673-1 bearing label copy "Oh John  
sung by Bonnie Baker.  
Thurs. #CS 048639-1 bearing label copy "Wouldja  
Mind" sung by Bonnie Baker.  
Fri. #CS 048638-1 bearing label copy "You'd Be  
Surprised" sung by Bonnie Baker.

April 11th, 1940

MEMORANDUM

To all stations carrying Lucky Strike Spot Announcements:

The early part of next week, you will receive a new sixteen inch transcription to be used in connection with the Lucky Strike Spot Announcements. This record will arrive in time to put in use at 6:00 AM Wednesday morning, April 17th.

This single-faced record will replace the double-faced sixteen inch transcription #048602-1 on which is recorded the time and ranking announcements which precede the twelve inch records bearing a musical selection and commercial.

Like the old record, the new transcription is recorded at 33 1/3 RPM. However, all the cuts will be on one side.

THE NEW OPENING ANNOUNCEMENTS RUN APPROXIMATELY TEN SECONDS SHORTER THAN THE OLD ONES.

REHEARSE CAREFULLY BEFORE PLAYING FOR QUICK SWITCH CUES.

For the hours of one to ten o'clock inclusive, the opening record copy now is:

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the song that's number ONE this week on your Lucky Strike Hit Parade Survey.

You will note that the cue: "...number ONE this week on Your Lucky Strike Hit Parade Survey" is the same as on the record previously used. There will be no change in your routine sheet.

For the hours of eleven and twelve o'clock, the opening record copy now reads:

ANNOUNCER: It's (ELEVEN) (TWELVE) o'clock New York time. Time for your Lucky Strike Hit Parade Extra.

You will note that the cue now becomes "...Time for Your Lucky Strike Hit Parade Extra." This is indicated on your routine sheet for the week.

PLEASE RETURN THE DOUBLE-FACED SIXTEEN INCH RECORD #048602-1 WHICH YOU HAVE BEEN USING FOR OPENING OF SPOTS TO

THOMAS LOEB  
LORD & THOMAS  
247 PARK AVENUE  
NEW YORK, NEW YORK

ATX01 0300794

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock -- time for  
the song that's Number ONE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!  
("WHEN YOU WISH UPON A STAR" . . . . . BABBITT & ORCHESTRA)

ANNOUNCER: That was Harry Babbitt and Kay Kyser's Orchestra in the  
song "When You Wish Upon a Star" from YOUR LUCKY STRIKE  
HIT PARADE.

ATX01 0300795

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - pioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!



LUCKY STRIKE

Spot Announcement #2

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's TWO o'clock New York Time. TWO o'clock - time for  
the song that's Number TWO this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0300797

ANNOUNCER: Are you smoking more today -- more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #3

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Ginny Simms and Harry Babbitt sing "On the Isle of May" -  
with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra with Ginny Simms and Harry  
Babbitt singing "On the Isle of May" from YOUR LUCKY  
STRIKE HIT PARADE.

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #4

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0300801

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"foasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #5

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for  
the song that's Number FIVE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orche:  
("LET THERE BE LOVE" . . . . . BABBITT & ORCHESTRA)

ATX01 0300803

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!



LUCKY STRIKE

Spot Announcement #6

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock - time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "In an Old Dutch Garden" with Mark  
Warnow's Lucky Strike Orchestra.

(\*IN AN OLD DUTCH GARDEN" . . . . . WOOD & ORCHESTRA)

BARUCH: That was Barry Wood singing "In an Old Dutch Garden from  
YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "How High the Moon" with Mark Warnow and  
his Lucky Strike Orchestra.

("HOW HIGH THE MOON" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "How High the Moon" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0300807

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: From the picture "Broadway Melody", Bea Wain sings  
"I've Got My Eyes on You" with Mark Warnow's Lucky Strike  
Orchestra.

("I'VE GOT MY EYES ON YOU" . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "I've Got My Eyes on You" from  
Your LUCKY STRIKE HIT PARADE.

ATX01 0300809

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"foasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #9

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

(\*THE SINGING HILLS" . . . . . NOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300811

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!



LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bonnie Baker sings "So Far So Good" with Orrin Tucker and  
his Lucky Strike Orchestra.

("SO FAR SO GOOD" . . . . . BAKER & TUCKER)

ANNOUNCER: That was Bonnie Baker singing "So Far So Good" from  
YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "OOH WHAT YOU SAID" - "OH JOHNNY" - "WOULDJA MIND" -  
"NOT YET" - "MY RESISTANCE IS LOW" - "YOU'D BE SURPRISED")

ANNOUNCER: Bonnie Baker sings \_\_\_\_\_ with Orrin Tucker  
and his Lucky Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was \_\_\_\_\_, a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

- 2 -

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "OOH WHAT YOU SAID" - "NOT YET")

ATX01 0300816

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"foaming" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "OH JOHNNY" - "WOULDJA MIND" -  
"MY RESISTANCE IS LOW" - "YOU'D BE SURPRISED")

LUCKY STRIKE

Spot Announcement #12

Week beginning Saturday, April 20, 1940 at 10 p.m.

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "WOULDJA MIND" - "OOH WHAT YOU SAID" - "BILLY" - "YOU'D  
BE SURPRISED" - "NOT YET" - "STOP IT'S WONDERFUL")

ANNOUNCER: Bonnie Baker sings \_\_\_\_\_ with Orrin Tucker and  
his Lucky Strike Orchestra.

("\_\_\_\_\_". . . . . BAKER & TUCKER)

ANNOUNCER: That was \_\_\_\_\_, a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300818

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "OOH WHAT YOU SAID" - "NOT YET")

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "WOULD JA MIND" - "BILLY" -  
"YOU'D BE SURPRISED" - "STOP IT'S WONDERFUL")



PRODUCTION CHART and ROUTINE SHEET

In effect from 10 PM Saturday, April 20 up to 10 PM Saturday, April 27

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048607 bearing label copy "When You Wish Upon A Star" sung by Harry Babbitt.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048608 bearing label copy "With the Wind and the Rain in Your Hair" sung by Ginny Simms.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048605 bearing label copy "On the Isle of May" sung by Ginny Simms and Harry Babbitt.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- CS 048637 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

ATX01 0300821

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey.

Play 12" record at 78 -- #CS 048669 bearing label copy "Let There Be Love" sung by Harry Babbitt.

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047996 bearing label copy "In an Old Dutch Garden" sung by Barry Wood.

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048692 bearing label copy "How High the Moon" sung by Bea Wain.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047999 bearing label copy "I've Got My Eyes on You" sung by Bea Wain.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048668 bearing label copy "The Singing Hills" sung by Barry Wood.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048694 bearing label copy "So Far So Good" sung by Bonnie Baker.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 048693 bearing label copy "Och What You Said" sung by Bonnie Baker
- Mon. #CS 048673 bearing label copy "Oh Johnny" sung by Bonnie Baker
- Tues. #CS 048639 bearing label copy "Wouldja Mind" sung by Bonnie Baker
- Wed. #CS 048695 bearing label copy "Not Yet" sung by Bonnie Baker
- Thurs. #CS 048674 bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
- Fri. #CS 048638 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 048639 bearing label copy "Wouldja Mind" sung by Bonnie Baker.
- Mon. #CS 048693 bearing label copy "Ooh What You Said" sung by Bonnie Baker.
- Tues. #CS 048601 bearing label copy "Billy" sung by Bonnie Baker.
- Wed. #CS 048638 bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
- Thurs. #CS 048695 bearing label copy "Not Yet" sung by Bonnie Baker.
- Fri. #CS 048600 bearing label copy "Stop It's Wonderful" sung by Bonnie Baker.

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Warnow  
and his Lucky Strike Orchestra.

("WHEN YOU WISH UPON A STAR" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from  
YOUR LUCKY STRIKE HIT PARADE.

ATK01 0300825

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: It's TWO o'clock New York Time. TWO o'clock - time for the  
song that's Number TWO this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0300826

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300828



ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300830

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

ATX01 0300B31

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for the song that's Number FIVE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Too Romantic" with Mark Warnow's Lucky Strike Orchestra.

("TOO ROMANTIC" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Too Romantic" from YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCER:

Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?

RIGGS: Certainly -- it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks -- have you got a song to go with that?

LOEB: Yes sir -- for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock -- time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Ginny Simms and Harry Babbitt sing "On the Isle of May" -  
with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra with Ginny Simms and Harry  
Babbitt singing "On the Isle of May" from YOUR LUCKY  
STRIKE HIT PARADE.

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

CRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "How High the Moon" with Mark Warnow and  
his Lucky Strike Orchestra.

("HOW HIGH THE MOON" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "How High the Moon" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0300836



ANNOUNCER: Are you smoking more today -- more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Starlit Hour" - with Mark Warnow's Lucky  
Strike Orchestra.

("STARLIT HOUR" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Starlit Hour" from YOUR LUCKY  
STRIKE HIT PARADE!

ATX01 0300838

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?  
RIGGS: Why sure -- it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks -- have you got a song to go with that?  
LOEB: Coming right up -- for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock -- time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra  
("LET THERE BE LOVE" . . . . . BABBITT & ORCHESTRA)

ATX01 0300840

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("IT'S A BLUE WORLD" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Ginny Simms and Kay Kyser's Orchestra with the song  
"It's a Blue World" from YOUR LUCKY STRIKE HIT PARADE!

ATK01 0300842

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra

\* \* \* \* \*

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "ESPECIALLY FOR YOU" - "WOULDJA MIND" - "OOE WHAT YOU SAID" -  
"YOU'D BE SURPRISED" - "WHO'S YOUR LITTLE WHOSIS" - "OH JOHNNY")

ANNOUNCER: Bonnie Baker sings \_\_\_\_\_ with Orrin Tucker and  
his Lucky Strike Orchestra.

("\_\_\_\_\_". . . . . BAKER & TUCKER)

ANNOUNCER: That was "\_\_\_\_\_", a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300844



ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "OOH WHAT YOU SAID" - "ESPECIALLY FOR YOU" - "WHO'S YOUR LITTLE WHOSIS")

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "WOULDJA MIND" -  
"YOU'D BE SURPRISED" - "OH JOHNNY")

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, April 27, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "MY RESISTANCE IS LOW" - "WHO'S YOUR LITTLE WHOSIS" -  
"BILLY" - "NOT YET" - "STOP IT'S WONDERFUL" - "ESPECIALLY FOR YOU")

ANNOUNCER: Bonnie Baker sings "\_\_\_\_\_ " with Orrin Tucker and  
his Lucky Strike Orchestra.

("\_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was "\_\_\_\_\_ ", a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300847

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "MY RESISTANCE IS LOW" -  
"BILLY" - "STOP IT'S WONDERFUL")

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "NOT YET" - "ESPECIALLY FOR YOU" - "WHO'S YOUR LITTLE WHOSIS")

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, April 27, up to 10 PM Saturday, May 4

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050116 bearing label copy "When You Wish Upon A Star" sung by Bea Wain.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048637 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048606 bearing label copy "With the Wind and the Rain in Your Hair" sung by Ginny Simms.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048668 bearing label copy "The Singing Hills" sung by Barry Wood.

ATX01 0300850

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050117 bearing label copy "Too Romantic" sung by Barry Wood.

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048605 bearing label copy "On the Isle of May" sung by Ginny Simms and Harry Babbitt.

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048692 bearing label copy "How High the Moon" sung by Bea Wain.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 047995 bearing label copy "Starlit Hour" sung by Barry Wood.

NINE O'CLOCK

Play ninth cut on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048669 bearing label copy "Let There Be Love" sung by Harry Babbitt.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048604 bearing label copy "It's A Blue World" sung by Ginny Simms.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050119	bearing label copy "Especially For You" sung by Bonnie Baker,
Mon.	#CS 048639	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Tues.	#CS 048693	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Wed.	#CS 048638	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thurs.	#CS 050118	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Fri.	#CS 048673	bearing label copy "Oh Johnny" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 048674	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Mon.	#CS 050118	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Tues.	#CS 048601	bearing label copy "Billy" sung by Bonnie Baker
Wed.	#CS 048695	bearing label copy "Not Yet" sung by Bonnie Baker
Thurs.	#CS 048600	bearing label copy "Stop, It's Wonderful" sung by Bonnie Baker
Fri.	#CS 050119	bearing label copy "Especially For You" sung by Bonnie Baker





ATX01 0300853

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHAMPS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATK01 0300854

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

BEGINNING THURSDAY MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 12% less  
than that of the four other leading brands -  
definitely less than any one of them. Here's the  
reason - Luckies analyze tobaccos before purchase -  
and this lower nicotine content is the natural  
result of buying finer, selected cigarette tobaccos.  
Finer tobacco means less nicotine. Smoke the smoke  
tobacco experts smoke. With men who know tobacco  
best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

ANNOUNCER: It's TWO o'clock New York Time. TWO o'clock - time for the song that's Number TWO this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Wainow and his Lucky Strike Orchestra.

("WHEN YOU WISH UPON A STAR" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300856

ANNOUNCER: Are you smoking more today -- more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

BEGINNING THURSDAY MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300858

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

**BEGINNING THURSDAY MAY 9, 1940:**

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 12% less  
than that of the four other leading brands -  
definitely less than any one of them. Here's the  
reason - Luckies analyze tobaccos before purchase -  
and this lower nicotine content is the natural  
result of buying finer, selected cigarette tobaccos.  
Finer tobacco means less nicotine. Smoke the smoke  
tobacco experts smoke. With men who know tobacco  
best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.



ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the Cream of better than ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Remember, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies, two to one!

BEGINNING THURSDAY MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 18% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra  
(\*LET THERE BE LOVE\* . . . . . BABBITT & ORCHESTRA)

ATX01 0300862

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 12% less  
than that of the four other leading brands -  
definitely less than any one of them. Here's the  
reason - Luckies analyze tobaccos before purchase -  
and this lower nicotine content is the natural re-  
sult of buying finer, selected cigarette tobaccos.  
Finer tobacco means less nicotine. Smoke the  
smoke tobacco experts smoke. With men who know  
tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?

RIGGS: You bet -- it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks -- have you got a song to go with that?

CRADER: Why sure -- for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock -- time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Too Romantic" with Mark Warnow's Lucky  
Strike Orchestra.

(\*TOO ROMANTIC\* . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Too Romantic" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300864

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
KIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock - time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "How High the Moon" with Mark Warner and  
his Lucky Strike Orchestra.

("HOW HIGH THE MOON" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "How High the Moon" from YOUR  
LUCKY STRIKE HIT PARADE.

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (GRANTS FIVE O'CLOCK)

MAN: Thanks -- have you got a song to go with that?

BARUCH: Coming right up -- for five o'clock, how about the song that rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock -- time for the song that's Number FIVE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Ginny Simms and Harry Babbitt sing "On the Isle of May" - with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra with Ginny Simms and Harry Babbitt singing "On the Isle of May" from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300868



ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 11% less  
than that of the four other leading brands -  
definitely less than any one of them. Here's the  
reason - Luckies analyze tobaccos before purchase -  
and this lower nicotine content is the natural re-  
sult of buying finer, selected cigarette tobaccos.  
Finer tobacco means less nicotine. Smoke the  
smoke tobacco experts smoke. With men who know  
tobacco best, it's Luckies two to one.

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday,

May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Little Curly Hair in a High Chair" with Mark  
Warnow and his Lucky Strike Orchestra.

("LITTLE CURLY HAIR IN A HIGH CHAIR" . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Little Curly Hair in a High Chair"  
from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300870

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300871

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

OKAUEK: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra  
("YOU YOU DARLING" . . . . . SIMMS & ORCHESTRA)

ATX01 0300872

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300873

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock (MEANS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "PINCH ME" - "YOU'D BE SURPRISED" - "NOT YET" -  
"OH JOHNNY" - "HOW'D JA LIKE TO LOVE ME" - "WOULD JA MIND")

ANNOUNCER: Bonnie Baker sings \_\_\_\_\_ with Orrin Tucker and  
his Lucky Strike Orchestra.

(\* \_\_\_\_\_ \* . . . . . BAKER & TUCKER)

ANNOUNCER: That was "\_\_\_\_\_", a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300874

ANNOUNCER: Are you smoking more today - more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "PINCH ME" - "NOT YET" - "BOB'D JA LIKE TO LOVE ME")

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300875

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, May 4, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit Parade Extra.

\* \* \* \* \*

ANNOUNCER: It's THIRTEEN o'clock New York time. Time for your Lucky Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "OOH WHAT YOU SAID" - "HOW'D JA LIKE TO LOVE ME" - "MY RESISTANCE IS LOW" - "ESPECIALLY FOR YOU" - "WHO'S YOUR LITTLE WHOSIS" - "PINCH ME")

ANNOUNCER: Bonnie Baker sings \_\_\_\_\_ with Orrin Tucker and his Lucky Strike Orchestra.

(\* \_\_\_\_\_ \* . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ ", a Lucky Strike Extra, sung by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300876



ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "YOU'D BE SURPRISED" -  
"OH JOHNNY" - "WOULDN'A HIND")

BEGINNING THURSDAY, MAY 3, 1945:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 12% less  
than that of the four other leading brands - definitely  
less than any one of them. Here's the reason - Luckies  
analyze tobaccos before purchase - and this lower  
nicotine content is the natural result of buying finer,  
selected cigarette tobaccos. Finer tobacco means less  
nicotine. Smoke the smoke tobacco experts smoke. With  
men who know tobacco best, it's Luckies two to one.

ATX01 0300877

ANNOUNCER: Are you smoking more today - more than you used to?  
Then remember these two important cigarette facts. One -  
only Lucky Strike offers you the throat protection of the  
"Toasting" process. Two - Luckies are better than ever.  
They contain the Cream of better than ever tobacco crops  
developed by Uncle Sam. Have you tried a Lucky lately?  
Remember, with independent tobacco experts - auctioneers,  
buyers and warehousemen - with men who know tobacco best,  
it's Luckies, two to one!

(THIS CLOSING USED WITH FOLLOWING SELECTION - "MY RESISTANCE IS LOW")

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative  
tests reveal that, for more than two years, the  
nicotine content of Luckies has averaged 12% less  
than that of the four other leading brands -  
definitely less than any one of them. Here's the  
reason - Luckies analyze tobaccos before purchase -  
and this lower nicotine content is the natural re-  
sult of buying finer, selected cigarette tobaccos.  
Finer tobacco means less nicotine. Smoke the smoke  
tobacco experts smoke. With men who know tobacco  
best, it's Luckies two to one.

ATX01 0300878

ANNOUNCER: Are you smoking more today -- more than you used to? Then remember these two important cigarette facts. One - only Lucky Strike offers you the throat protection of the "Toasting" process. Two - Luckies are better than ever. They contain the cream of better-than-ever tobacco crops developed by Uncle Sam. Have you tried a Lucky lately? Smoke the smoke tobacco experts smoke - with men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "OOH WHAT YOU SAID" - "HOW'D JA LIKE TO LOVE ME" - "ESPECIALLY FOR YOU" - "WHO'S YOUR LITTLE WHO'SIS" - "PINCH ME")

BEGINNING THURSDAY, MAY 9, 1940:

ANNOUNCER: Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 18% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300879

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, May 4, up to 10 PM Saturday, May 11

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- # CS 048637 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050116 bearing label copy "When You Wish Upon A Star" sung by Bea Wain.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048606 bearing label copy "With the Wind and the Rain in Your Hair" sung by Ginny Simms.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048668 bearing label copy "The Singing Hills" sung by Barry Wood.

ATX01 0300880

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048605 bearing label copy "On the Isle of May" sung by Ginny Simms and Harry Babbitt.

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048692 bearing label copy "How High the Moon" sung by Bea Wain.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "... Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050117 bearing label copy "Too Romantic" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 048669 bearing label copy "Let There Be Love" sung by Harry Babbitt.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050164 bearing label copy "Little Curly Hair in a High Chair" sung by Bea Wain.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050165 bearing label copy "You You Darling" sung by Ginny Simms.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050162	bearing label copy "Pinch Me" sung by Bonnie Baker.
Mon.	#CS 048638	bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
Tues.	#CS 048695	bearing label copy "Not Yet" sung by Bonnie Baker.
Wed.	#CS 048673	bearing label copy "Oh Johnny", sung by Bonnie Baker
Thurs.	#CS 050163	bearing label copy "How'd Ja Like To Love Me" sung by Bonnie Baker.
Fri.	#CS 048639	bearing label copy "Wouldja Mind" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 048693	bearing label copy "Ooh What You Said" sung by Bonnie Baker.
Mon.	#CS 050163	bearing label copy "How'd Ja Like to Love Me" sung by Bonnie Baker
Tues.	#CS 048674	bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
Wed.	#CS 050119	bearing label copy "Especially For You" sung by Bonnie Baker.
Thurs.	#CS 050118	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
Fri.	#CS 050162	bearing label copy "Pinch me" sung by Bonnie Baker.

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0300883

ANNOUNCER      Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300884



LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: It's TWO o'clock New York Time. Two o'clock - time for the  
song that's Number TWO this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300885

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300886

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?

RIGGS: Certainly -- it's three o'clock. (CHANTS THREE O'CLOCK)

MAK: Thanks -- have you got a song to go with that?

LOEB: You bet -- for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock -- time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Warnow  
and his Lucky Strike Orchestra.

("WHEN YOU WISH UPON A STAR" . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300887

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300888

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

HIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("LET THERE BE LOVE" . . . . . BAEBITT & ORCHESTRA)

ATX01 0300889

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300890

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for  
the song that's Number FIVE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCEK

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300892



LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock - time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Ray Kyser and his Lucky Strike Orchestra!

("SAY IT" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300894

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
CRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Ginny Simms and Harry Babbitt sing "On the Isle of May" -  
with Kay Kyser's Lucky Strike Orchestra.

("ON THE ISLE OF MAY" . . . . . DUET & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra with Ginny Simms and Harry  
Babbitt singing "On the Isle of May" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300895

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300896

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock -- time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Apple Blossoms and Chapel Bells" with  
Mark Warnow's Lucky Strike Orchestra.

("APPLE BLOSSOMS AND CHAPEL BELLS" . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Apple Blossoms and Chapel Bells"  
from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300897

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300898

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Coming right up -- for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: The Hit Paraders sing "Lovers Lullaby" with Mark Warnow's  
Lucky Strike Orchestra.

("LOVERS LULLABY" . . . . . HIT PARADERS & ORCHESTRA)

ANNOUNCER: That was The Hit Paraders singing "Lovers Lullaby" from  
YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300900



LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra  
("PLAYMATES" . . . . . ORCHESTRA)

ATX01 0300901

ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300902

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?  
RIGGS: Yes sir -- it's eleven o'clock (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "OOH WHAT YOU SAID" - "HOW'D JA LIKE TO LOVE ME" - "LY  
RESISTANCE IS LOW" - "ESPECIALLY FOR YOU" - "WHO'S YOUR LITTLE WHOSIS" -  
"PINCH ME")

ANNOUNCER: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300903

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300904

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, May 11, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit Parade Extra.

\* \* \* \* \*

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "PINCH ME" - "YOU'D BE SURPRISED" - "NOT YET" - "OH JOHNNY" - "HOW'D JA LIKE TO LOVE ME" - "WOULDJA MIND")

ANNOUNCER: Bonnie Baker sings " \_\_\_\_\_ " with Orrin Tucker and his Lucky Strike Orchestra.

(" \_\_\_\_\_ " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ ", a Lucky Strike Extra, sung by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300905

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300906

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, May 11 up to 10 PM Saturday, May 18

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050175 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050169 bearing label copy "With the Wind and The Rain In Your Hair" sung by Ginny Simms.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78" -- CS 050184 bearing label copy "When You Wish Upon a Star" sung by Bea Wain,

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050177 bearing label copy "Let There Be Love" sung by Harry Babbitt.

ATX01 0300907

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050172 bearing label copy "The Singing Hills" sung by Barry Wood.

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 050614 bearing label copy "Say It" sung by Ginny Simms

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050174 bearing label copy "On The Isle of May" sung by Ginny Simms - and - Harry Babbitt.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050602 bearing label copy "Apple Blossoms & Chappel Bells" sung by Barry Wood.

NINE O'CLOCK

Play ninth cut on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050603 bearing label copy "Lovers Lullaby" sung by The Hit Parade.



TEN O'CLOCK

Play tenth cut on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050613 bearing label copy "Playmates" by Kay Kyser's Orchestra

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050186	bearing label copy "Ooh What You Said" sung by Bonnie Baker.
Mon.	#CS 050183	bearing label copy "How'd Ja Like to Love Me" sung by Bonnie Baker
Tues.	#CS 050187	bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
Wed.	#CS 050179	bearing label copy "Especially For You" sung by Bonnie Baker.
Thurs.	#CS 050180	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
Fri.	#CS 050190	bearing label copy "Pinch me" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050190	bearing label copy "Pinch Me" sung by Bonnie Baker.
Mon.	#CS 050189	bearing label copy "You'd Be Surprised" sung by Bonnie Baker.
Tues.	#CS 050185	bearing label copy "Not Yet" sung by Bonnie Baker.
Wed.	#CS 050181	bearing label copy "Oh Johnny", sung by Bonnie Baker
Thurs.	#CS 050183	bearing label copy "How'd Ja Like to Love Me" sung by Bonnie Baker.
Fri.	#CS 050182	bearing label copy "Would ja Mind" sung by Bonnie Baker.

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, May 16, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATK01 0300910

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300911

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (GRANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

ANNOUNCER: It's TWO o'clock New York Time. TWO o'clock - time for the song that's Number TWO this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

(\*WITH THE WIND AND THE RAIN IN YOUR HAIR\* . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing "With the Wind and the Rain in Your Hair" from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300912

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300913

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
HIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

RTX01 0300914

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300915

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

RTKO1 0300916



ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300917

LUCKY STRIKE

Spot Announcement #5

Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for the song that's Number FIVE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Warnow and his Lucky Strike Orchestra.

(\*WHEN YOU WISH UPON A STAR\* . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from YOUR LUCKY STRIKE HIT PARADE.

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say -- have you got the time?  
KIGGS: Certainly -- it's six o'clock. (CHANTS SIX O'CLOCK)  
MAN: Thanks -- have you got a song to go with that?  
LOEB: Yes sir -- for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock -- time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!  
("LET THERE BE LOVE" . . . . . , BABBITT & ORCHESTRA)

ATX01 0300919

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

HIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

CRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Shake Down the Stars" with Mark Wainow and  
his Lucky Strike Orchestra.

(\*SHAKE DOWN THE STARS" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Shake Down the Stars" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0300920

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: The Hit Paraders sing "Lovers Lullaby" with Mark Warnow's  
Lucky Strike Orchestra.

("LOVERS LULLABY" . . . . . HIT PARADERS & ORCHESTRA)

ANNOUNCER: That was The Hit Paraders singing "Lovers Lullaby" from  
YOUR LUCKY STRIKE HIT PARADE.

ATK01 0300921

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300922

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Why sure - it's nine o'clock. (CHANT'S NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral  
("SAY IT" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300924



LUCKY STRIKE  
Spot Announcement #10      **May 18, 1940 at 10 p.m.**  
Week beginning Saturday,

(FOLLOWING OPENINGS ALTERNATED)

MAN:            Say - have you got the time?  
RIGGS:          Certainly - it's ten o'clock (CHANTS TEN O'CLOCK)  
MAN:            Thanks - have you got a song to go with that?  
GRAUER:        You bet -- for ten o'clock, how about the song that rates  
                 Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER:    It's TEN o'clock New York time. TEN o'clock - time for  
                 the song that's Number TEN this week on your Lucky Strike  
                 Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER:    Barry Wood sings "Too Romantic" with Mark Warnow's Lucky  
                 Strike Orchestra.

(\*TOO ROMANTIC\* . . . . . WOOD & ORCHESTRA)

ANNOUNCER:    That was Barry Wood singing "Too Romantic" from YOUR LUCKY  
                 STRIKE HIT PARADE.

ATX01 0300925

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra

\* \* \* \* \*

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "WHO'S YOUR LITTLE WHOSIS" - "DEED I DO" - "PINCH ME" -  
"OH JOHNNY" - "OOH WHAT YOU SAID" - "IF I COULD BE THE DUMMY ON YOUR  
KNEE")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . Baker & Tucker)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300926

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "WHO'S YOUR LITTLE WHOSIS" - "PINCH ME" - "OH JOHNNY" - "OOH WHAT YOU SAID")

ATX01 0300927

ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "DEED I DO" -  
"IF I COULD BE THE LUMMY ON YOUR KNEE")

ATK01 0300928

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, May 18, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "NOT YET" -  
"MY RESISTANCE IS LOW" - "HOWJA LIKE TO LOVE ME" - "DEED I DO" -  
"ESPECIALLY FOR YOU")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ANNOUNCER

Finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "NOT YET" - "MY RESISTANCE IS LOW" - "HOWJA LIKE TO LOVE ME" - "ESPECIALLY FOR YOU")

ATX01 0300930

ANNOUNCER: Luckies' finer tobacco means less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has averaged 12% less than that of the four other leading brands - definitely less than any one of them. Here's the reason - Luckies analyze tobaccos before purchase - and this lower nicotine content is the natural result of buying finer, selected cigarette tobaccos. Luckies' finer tobacco means less nicotine. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

(THIS CLOSING USED WITH FOLLOWING SELECTIONS - "DEED I DO" -  
"IF I COULD BE THE DUMMY ON YOUR KNEE")

ATX01 0300931

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, May 18 up to 10 PM Saturday, May 25

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050175 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Habbitt.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050169 bearing label copy "With the Wind and The Rain in Your Hair" sung by Ginny Simms.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78" -- #CS 050172 bearing label copy "The Singing Hills" sung by Barry Wood.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050640 bearing label copy "Imagination" sung by Barry Wood.

ATX01 0300932



FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050184 bearing label copy "When You Wish Upon A Star" sung by Bea Wain.

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 050177 bearing label copy "Let There Be Love" sung by Harry Babbitt.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050641 bearing label copy "Shake Down the Stars" sung by Bea Wain

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050603 bearing label copy "Lovers Lullaby" sung by Hit Paraders.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050614 bearing label copy "Say It" sung by Ginny Simms.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050173 bearing label copy "Too Romantic" sung by Barry Wood.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050180	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
Mon.	#CS 050633	bearing label copy "Deed I Do" sung by Bonnie Baker.
Tues.	#CS 050190	bearing label copy "Pinch Me" sung by Bonnie Baker.
Wed.	#CS 050181	bearing label copy "Oh Johnny" sung by Bonnie Baker.
Thurs.	#CS 050186	bearing label copy "Och What You Said" sung by Bonnie Baker.
Fri.	#CS 050634	bearing label copy "If I Could Be The Dummy On Your Knee" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050634	bearing label copy "If I Could Be The Dummy On Your Knee" sung by Bonnie Baker.
Mon.	#CS 050185	bearing label copy "Not Yet" sung by Bonnie Baker.
Tues.	#CS 050187	bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
Wed.	#CS 050183	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker.
Thurs.	#CS 050633	bearing label copy "Deed I Do" sung by Bonnie Baker.
Fri.	#CS 050179	bearing label copy "Especially For You" sung by Bonnie Baker.

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATE) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
HIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!  
(\*WOODPECKER SONG\* . . . . . DUET & ORCHESTRA)

ATK01 0300935

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300936

LUCKY STRIKE

Spot Announcement #2

Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCE: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: It's Two o'clock New York Time. Two o'clock - time for the  
song that's Number TWO this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATK01 0300937

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300938

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOMB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock - time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Warnow  
and his Lucky Strike Orchestra.

("WHEN YOU WISH UPON A STAR" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300939

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300940



LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra  
(\*WITH THE WIND AND THE RAIN IN YOUR HAIR\* . . . SIMMS & ORCHESTRA)  
ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300941

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300942

LUCKY STRIKE

Spot Announcement #5

Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock - time for  
the song that's Number FIVE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(\*SAY IT\* . . . . . SIMMS & ORCHESTRA)

ATX01 0300943

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300944

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SIX o'clock New York time. SIX o'clock - time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300946

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
HIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
CRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Little Curly Hair in a High Chair" with Mark  
Warnow and his Lucky Strike Orchestra.

(\*LITTLE CURLY HAIR IN A HIGH CHAIR" . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Little Curly Hair in a High Chair"  
from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300947

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of ~~them~~. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300948



LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

(\*THE SINGING HILLS\* . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300950

LUCKY STRIKE

Spot Announcement #9

Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for  
the song that's Number NINE this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300952

LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?

RIGGS: Certainly -- it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's TEN o'clock New York time. TEN o'clock - time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("I CAN'T LOVE YOU ANY MORE" . . . . . BABBITT & ORCHESTRA)

ATX01 0300953

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke: With men who know tobacco best, it's Luckies two to one.

ATX01 0300954

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "NOT YET" -  
"MY RESISTANCE IS LOW" - "HOWJA LIKE TO LOVE ME" - "DEED I DO" -  
"ESPECIALLY FOR YOU")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(\* " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300956



LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, May 25, 1940 at 10 p.m.

(BEGINNING MAY 25, 10 PM ) (BEGINNING MAY 27, 6 AM )  
(FOLLOWING OPENINGS ALTERNATED) (ONLY THE CHANT OPENING USED)

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit Parade Extra.

\* \* \* \* \*

ANNOUNCER: It's TWELVE o'clock New York time. Time for your Lucky Strike Hit Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "WHO'S YOUR LITTLE WHOSIS" - "DEED I DO" - "PINCH ME" - "OH JOHNNY" - "OOH WHAT YOU SAID")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by Bonnie Baker with Orrin Tucker's Orchestra.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300958

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, May 25 up to 10 PM Saturday, June 1

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 051001 bearing label copy "When You Wish Upon A Star" sung by Bea Wain.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050691 bearing label copy "With the Wind and The Rain In Your Hair" sung by Ginny Simms.

ATX01 0300959

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "Say It" sung by Ginny Simms.

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050687 bearing label copy "Little Curly Hair in a High Chair" sung by Harry Babbitt. *Bea Wain*

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050689 bearing label copy "The Singing Hills" sung by Barry Wood.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates"- Kay Kyser Production Number.

TEN O'CLOCK

Play tenth cut on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050685 bearing label copy "I Can't Love You Any More" sung by Harry Babbitt.

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be The Dummy On Your Knee" sung by Bonnie Baker.
Mon.	#CS 0501005	bearing label copy "Not Yet" sung by Bonnie Baker.
Tues.	#CS 0501004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
Wed.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker.
Thurs.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker.
Friday	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
Mon.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker.
Tues.	#CS 0501007	bearing label copy "Pinch Me" sung by Bonnie Baker.
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker.
Thurs.	#CS 0501006	bearing label copy "Ooh What You Said" sung by Bonnie Baker.
Fri.	#CS 050692	bearing label copy "If I Could Be The Dummy On Your Knee" sung by Bonnie Baker.



LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, June 1, 1940 at 10 p.m.

(FOLLOWING OPENINGS ALTERNATED)

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's ONE o'clock New York time. ONE o'clock - time for the  
song that's Number ONE this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!  
("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATK01 0300963

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300964



LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?  
RIGGS: You bet - it's two o'clock. (GRANTS TWO O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: It's TWO o'clock New York Time. TWO o'clock - time for the  
song that's Number TWO this week on your Lucky Strike Hit  
Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Key Kyser and his Lucky Strike Orchestra!  
("SAY IT" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300966

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS REFERRED)~~

MAN: Say - have you got the time?  
RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOFB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's THREE o'clock New York time. THREE o'clock time  
for the song that's Number THREE this week on your Lucky  
Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Too Romantic" with Mark Warnow's Lucky  
Strike Orchestra.

("TOO ROMANTIC" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Too Romantic" from YOUR LUCKY  
SPRIKE HIT PARADE.

ATX01 0300967

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300968

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FOUR o'clock New York time. FOUR o'clock - time for  
the song that's Number FOUR this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300969

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300970

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS INTERMATED)~~

MAN: Say -- have you got the time?

RIGGS: Why sure -- it's five o'clock. (CHANTS FIVE O'CLOCK)

MAN: Thanks -- have you got a song to go with that?

BARUCH: Coming right up -- for five o'clock, how about the song that rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's FIVE o'clock New York time. FIVE o'clock -- time for the song that's Number FIVE this week on your Lucky Strike Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

ATX01 0300971

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300972



LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATE)~~

MAN: Say -- have you got the time?  
RIGGS: Certainly -- it's six o'clock. (GRANTS SIX O'CLOCK)  
MAN: Thanks -- have you got a song to go with that?  
LOEB: Yes sir -- for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

~~ANNOUNCER: It's SIX o'clock New York time. SIX o'clock -- time for  
the song that's Number SIX this week on your Lucky Strike  
Hit Parade Survey.~~

\* \* \* \* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I,"  
("WHERE WAS I" . . . . . WARNOW ORCHESTRA)  
ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0300973

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300974

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS REITERATED)~~

MAN: Say - have you got the time?  
RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
CHAUSE: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's SEVEN o'clock New York time. SEVEN o'clock - time for  
the song that's Number SEVEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300975

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300976

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

~~ANNOUNCER: It's EIGHT o'clock New York time. EIGHT o'clock - time  
for the song that's Number EIGHT this week on your Lucky  
Strike Hit Parade Survey.~~

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "When You Wish Upon a Star" with Mark Warnow  
and his Lucky Strike Orchestra.

("WHEN YOU WISH UPON A STAR" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "When You Wish Upon a Star" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0300977

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300978

LUCKY STRIKE

Spot Announcement #9

Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

~~ANNOUNCER: It's NINE o'clock New York time. NINE o'clock - time for the song that's Number NINE this week on your Lucky Strike Hit Parade Survey.~~

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . SIMMS & ORCESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing "With the Wind and the Rain in Your Hair" from YOUR LUCKY STRIKE HIT PARADE.

ATK01 0300979

LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?

RIGGS: Certainly -- it's ten o'clock (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

KRAUER: You bet -- for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: It's TEN o'clock New-York time. TEN o'clock -- time for  
the song that's Number TEN this week on your Lucky Strike  
Hit Parade Survey.

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Little Curly Hair in a High Chair" with Mark  
Warnow and his Lucky Strike Orchestra.

("LITTLE CURLY HAIR IN A HIGH CHAIR" . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Little Curly Hair in a High Chair"  
from YOUR LUCKY STRIKE HIT PARADE.

ATK01 0300980



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300981

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300982

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

~~ANNOUNCER: It's ELEVEN o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.~~

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "YOU'D BE SURPRISED" - "BILLY" - "OOH WHAT YOU SAID" -  
"OH JOHNNY" - "PINCH ME" - "WHO'S YOUR LITTLE WHOSIS")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ATX01 0300983

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300984

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, June 1, 1940 at 10 p.m.

~~(FOLLOWING OPENINGS ALTERNATED)~~

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

~~ANNOUNCER: It's ~~TWELVE~~ o'clock New York time. Time for your Lucky  
Strike Hit Parade Extra.~~

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "WOULDJA MIND" - "STOP IT'S WONDERFUL" - "NOT YET" -  
"MY RESISTANCE IS LOW" - HOWJA LIKE TO LOVE ME" - "ESPECIALLY FOR YOU")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker  
and his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung  
by Bonnie Baker with Orrin Tucker's Orchestra.

ATK01 0300985

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300986

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, June 1 up to 10 PM Saturday, June 8

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "Say It" sung by Ginny Simms.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 051035 bearing label copy "Too Romantic" sung by Barry Wood.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

ATX01 0300987

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmats" - Kay Kysor Production Number.

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" - played by Mark Warnow and Orchestra.

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050689 bearing label copy "The Singing Hills" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051001 bearing label copy "When You Wish Upon a Star" sung by Bea Wain.

NINE O'CLOCK

Play ninth cut on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050691 bearing label copy "With the Wind and the Rain In Your Hair" sung by Ginny Simms.



TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 050687 bearing label copy "Little Curly Hair in a High Chair" sung by Bea Wain.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker.
- Mon. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker.
- Tues. #CS 051006 bearing label copy "Ooh What you Said"  
sung by Bonnie Baker.
- Wed. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker.
- Thurs. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker.
- Fri. #CS 050697 bearing label copy "Who's Your Little  
Teacher Whosis" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker.
- Mon. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker.
- Tues. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker.
- Wed. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker.
- Thurs. #CS 050698 bearing label copy "Howja Liko To Love Me"  
sung by Bonnie Baker.
- Fri. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker.

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANT'S ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0300990

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300991

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("SAY IT" . . . . . SIMMS & ORCHESTRA)

ATX01 0300992

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300993

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I".

("WHERE WAS I" . . . . . WARNOW ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0300994

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300995

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Shake Down the Stars" with Mark Warnow and  
his Lucky Strike Orchestra.

("SHAKE DOWN THE STARS" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: .. That was Bea Wain singing "Shake Down the Stars" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0300996



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0300997

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's five o'clock. (CHANTS FIVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0300998

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0300999

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser's Lucky Strike Orchestra!

("WITH THE WIND AND THE RAIN IN YOUR HAIR" . . . . SIMMS & ORCHESTRA)

ANNOUNCER: That was Kay Kyser's Orchestra and Ginny Simms singing  
"With the Wind and the Rain in Your Hair" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301000

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301001

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301003

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "It's a Wonderful World" with Mark Warnow's  
Lucky Strike Orchestra.

("IT'S A WONDERFUL WORLD" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "It's a Wonderful World" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0301004



ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301005

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (GRANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Too Romantic" with Mark Warnow's Lucky  
Strike Orchestra.

("TOO ROMANTIC" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Too Romantic" from YOUR LUCKY STRIKE  
HIT PARADE.

ATX01 0301006

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301007

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock. (GRANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warnow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

ATX01 0301008

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301009

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "ESPECIALLY FOR YOU" -  
"HOWJA LIKE TO LOVE ME" - "MY RESISTANCE IS LOW" - "NOT YET" - "STOP IT'S  
WONDERFUL")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301011

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, June 8, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH  
ROUTINE SHEET - "DEED I DO" - "WHO'S YOUR LITTLE WHO'SIS" - "PINCH ME" -  
"OH JOHNNY" - "GOD WHAT YOU SAID" - "BILLY")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301012



ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301013

SPECIAL ROUTINES FOR 11 AND 12 O'CLOCK  
SPOTS USED BY STATIONS NOTED ON ATTACHED.  
ALL OTHER STATIONS CARRYING SPOT AN-  
NOUNCEMENTS USED REGULAR ROUTINE SHEET  
FOR 11 AND 12 O'CLOCK SPOTS.

ATX01 0301014

A WEVD, WAAB, WIP

REVISED ROUTINE FOR 11 AND 12 O'CLOCK SPOTS

In effect from 10 PM Saturday, June 8 up to 10 PM Saturday, June 15

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 050694 bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker.
- Mon. #CS 050692 bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker.
- Tues. #CS 050696 bearing label copy "Especially For You" sung by Bonnie Baker.
- Wed. #CS 050698 bearing label copy "How'd I Like To Love Me" sung by Bonnie Baker.
- Thurs. #CS 051004 bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
- Fri. #CS 051005 bearing label copy "Not Yet" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 79 as follows:

- Sat. #CS 051003 bearing label copy "Billy" sung by Bonnie Baker.
- Mon. #CS 051002 bearing label copy "DEED I Do" sung by Bonnie Baker.
- Tues. #CS 050697 bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
- Wed. #CS 051007 bearing label copy "Pinch Me" sung by Bonnie Baker.
- Thurs. #CS 050695 bearing label copy "Oh Johnny" sung by Bonnie Baker.
- Fri. #CS 051006 bearing label copy "Ooh What You Said" sung by Bonnie Baker.

ATX01 0301015

(B) WNN, WEEI, WDAS

REVISED ROUTINE FOR 11 AND 12 O'CLOCK SPOTS

In effect from 10 PM Saturday, June 8 up to 10 PM Saturday, June 15

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 051005 bearing label copy "Not Yet" sung by Bonnie Baker.
- Mon. #CS 050694 bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker.
- Tues. #CS 050692 bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker.
- Wed. #CS 050696 bearing label copy "Especially For You" sung by Bonnie Baker.
- Thurs. #CS 050698 bearing label copy "Howja Like To Love Me" sung by Bonnie Baker.
- Fri. #CS 051004 bearing label copy "My Resistance Is Low" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 051006 bearing label copy "Ooh What You Said" sung by Bonnie Baker.
- Mon. #CS 051003 bearing label copy "Billy" sung by Bonnie Baker.
- Tues. #CS 051002 bearing label copy "Deed I Do" sung by Bonnie Baker.
- Wed. #CS 050697 bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
- Thurs. #CS 051007 bearing label copy "Pinch Me" sung by Bonnie Baker.
- Fri. #CS 050695 bearing label copy "Oh Johnny" sung by Bonnie Baker.

ATX01 0301016

© WABC, WORL, WPEW

REVISED ROUTINE FOR 11 AND 12 O'CLOCK SPOTS

In effect from 10 PM Saturday, June 8 up to 10 PM Saturday June 15

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker
- Mon. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker
- Tues. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker
- Wed. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker
- Thurs. #CS 050694 bearing label copy "Stop -- It's Wonderful"  
sung by Bonnie Baker
- Fri. #CS 050692 bearing label copy "If I Could Be the Dummy  
On Your Knee" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker
- Mon. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Tues. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker
- Wed. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker.
- Thurs. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker
- Fri. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker

ATX01 0301017

REVISED ROUTINE FOR 11 AND 12 O'CLOCK SPOTS

In effect from 10 PM Saturday, June 3 up to 10 PM Saturday June 15

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 050698 bearing label copy "Howja Like To Love Me" sung by Bonnie Baker.
- Mon. #CS 051004 bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
- Tues. #CS 051005 bearing label copy "Not Yet" sung by Bonnie Baker.
- Wed. #CS 050694 bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker.
- Thurs. #CS 050692 bearing label copy "If I Could Be the Lucky On Your Knee" sung by Bonnie Baker.
- Fri. #CS 050696 bearing label copy "Especially For You" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 051007 bearing label copy "Pinch Me" sung by Bonnie Baker.
- Mon. #CS 050695 bearing label copy "Oh Johnny" sung by Bonnie Baker.
- Tues. #CS 051006 bearing label copy "Ooh What You Said" sung by Bonnie Baker.
- Wed. #CS 051003 bearing label copy "Billy" sung by Bonnie Baker.
- Thurs. #CS 051002 bearing label copy "Daed I Do" sung by Bonnie Baker.
- Fri. #CS 050697 bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.

(E) WMCA-WVAC - KYW

REVISED ROUTINE FOR 11 AND 12 O'CLOCK SPOTS

In effect from 10 PM Saturday, June 8 up to 10 PM Saturday, June 15

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker.
- Mon. #Cs 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker.
- Tues. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker.
- Wed. #CS 050692 bearing label copy "If I Could Be the Dummy  
on Your Knee" sung by Bonnie Baker.
- Thurs. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker.
- Fri. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

- Sat. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker.
- Mon. #CS 051006 bearing label copy "Ooh what You Said"  
sung by Bonnie Baker.
- Tues. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker.
- Wed. #CS 051002 bearing label copy "Dead I Do"  
sung by Bonnie Baker.
- Thurs. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker.
- Fri. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker.

ATX01 0301019

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, June 8 up to 10 PM Saturday, June 15

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "Say It" sung by Ginny Simms.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051054 bearing label copy "Shake Down The Stars" sung by Bea Wain.

ATX01 0301020



FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050691 bearing label copy "With the Wind and the Rain In Your Hair" sung by Ginny Simms.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kyser Production Number.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051056 bearing label copy "It's A Wonderful World" sung by Barry Wood.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051035 bearing label copy "Too Romantic" sung by Barry Wood.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 - #CS 050689 bearing label copy "The Singing Hills" sung by Barry Wood.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker.
Mon.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker.
Tues.	#CS 050698	bearing label copy "Howja Like To Love Me" sung by Bonnie Baker.
Wed.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker.
Thurs.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker.
Fri.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker.
Mon.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker.
Tues.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker.
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker.
Thurs.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker.
Fri.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker.

*Mr. Farrelly*

LUCKY STRIKE

Spot Announcement #1

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0301023

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301024

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301025

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301026

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("SAY IT" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301028



LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301029

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301030

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHANT'S FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCE: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "Shake Down the Stars" with Mark Warnow and  
his Lucky Strike Orchestra.

("SHAKE DOWN THE STARS" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "Shake Down the Stars" from YOUR  
LUCKY STRIKE HIT PARADE.

ATK01 0301031

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301032

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Devil May Care" with Mark Warnow's Lucky  
Strike Orchestra.

("DEVIL MAY CARE" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Devil May Care" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301033

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

Sat.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Mon.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Tue.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Wed.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Thu.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Fri.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

Sat.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Mon.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Tue.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker
Wed.	#CS 050692	bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker
Thu.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Fri.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Mon. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Tue. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Wed. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Thu. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker  
Fri. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Mon. #CS 050692 bearing label copy "If I Could Be the Dummy  
On Your Knee" sung by Bonnie Baker  
Tue. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Wed. #CS 051005 bearing label copy "NotYet"  
sung by Bonnie Baker  
Thu. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker  
Fri. #CS 050698 bearing label copy "Howja Like to Love Me"  
sung by Bonnie Baker

ATK01 0301035

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Mon.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Tue.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Wed.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Thu.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker
Mon.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Tue.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Wed.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Thu.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Fri.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker

ATX01 0301036



ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Mon.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Tue.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Thu.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Fri.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050893	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Mon.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Tue.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Wed.	#CS 050898	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Thu.	#CS 050896	bearing label copy "Especially for You" sung by Bonnie Baker
Fri.	#CS 050892	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker

LUCKY STRIKE

Spot Announcement #1

Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301038

LUCKY STRIKE

Spot Announcement #7

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Key Kyser and his Lucky Strike Orchestra!

("BLUE LOVERIED" . . . . . SIMMS & ORCHESTRA)

ATX01 0301039

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301040

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I."

("WHERE WAS I" . . . . . WARNOW ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0301041

LUCKY STRIKE

Spot Announcement #9

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

IOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

RTX01 0301042

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301043

LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock. (GRANT'S TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Wernow's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.



LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike

Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING NUMBERS ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET -  
"BILLY" - "OOH WHAT YOU SAID" - "OH JOHNNY" - "PINCH ME" - "DEED I DO" -  
"YOU'D BE SURPRISED")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301045

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, June 15, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LORE: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING NUMBERS ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET -  
"NOT YET" - "MY RESISTANCE IS LOW" - "HOWJA LIKE TO LOVE ME" - "ESPECIALLY FOR  
YOU" - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "WOULDJA MIND")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATK01 0301046

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301047

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, June 15 up to 10 PM Saturday, June 22

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "Say It" sung by Ginny Simms.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051054 bearing label copy "Shako Down The Stars" sung by Bea Wain.

ATX01 0301048

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 061091 bearing label copy "Devil May Care" sung by Barry Wood.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 061092 bearing label copy "Blue Lovebird" sung by Ginny Simms.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 061094 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kysor Production Number.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050689 bearing label copy "The Singing Hills" sung by Barry Wood.

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Mon. #CS 051006 bearing label copy "Och What You Said"  
sung by Bonnie Baker  
Tues. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Thurs. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Fri. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Mon. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker  
Tues. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Thurs. #CS 050692 bearing label copy "If I Could Be the Dummy  
On Your Knee" sung by Bonnie Baker  
Fri. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301051

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I."

("WHERE WAS I" . . . . . WARNOW & ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0301052



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301053

LUCKY STRIKE

Spot Announcement #4

Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("SAY IT" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301055

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's five o'clock. (CHAM'S FIVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCK: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!  
("WOOLPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0301056

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301057

LUCKY STRIKE

Spot Announcement #6

Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RJGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(\*PLAYMATES\* . . . . . KAY KYSER PRODUCTION)

ATX01 0301058

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301059

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRABER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Sierra Sue" with Mark Warnow's Lucky  
Strike Orchestra.

("SIERRA SUE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Sierra Sue" from YOUR LUCKY  
STRIKE HIT PARADE.



ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301061

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHAN'S EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("THE BREEZE AND I" . . . . . DUET & ORCHESTRA)

ATK01 0301062

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say -- have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("BLUE LOVEBIRD" . . . . . SIMMS & ORCHESTRA)

ATX01 0301063

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock. (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood presents "The Singing Hills" with Mark Warner's  
Lucky Strike Orchestra.

("THE SINGING HILLS" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood presenting "The Singing Hills" from  
YOUR LUCKY STRIKE HIT PARADE.

RTX01 0301064

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

HARUOH: Why sure ... for eleven o'clock, how about a Lucky Strike

Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "WHO'S YOUR LITTLE WHOSIS" - "WOULDJA MIND" - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "ESPECIALLY FOR YOU" - "HOWJA LIKE TO LOVE ME" - "MY RESISTANCE IS LOW")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301065

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301066

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, June 22, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
JOBS: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "STOP - IT'S WONDERFUL" - "YOU'D BE SURPRISED" - "DEED I DO" - "PINCH ME" - "OH JOHNNY" - "OOH WHAT YOU SAID")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301067

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301068



PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, June 22 up to 10 PM Saturday, June 29

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Whore Was I" played by Mark Warnow and Orchestra.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "Say It" sung by Ginny Simms.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "The Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

ATX01 0301069

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kysor Production Number.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051440 bearing label copy "Sierra Sue" sung by Barry Wood and Hit Paradors.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Breeze And I" sung by Ginny Simms and Harry Babbitt.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051092 bearing label copy "Blue Lovebird" sung by Ginny Simms.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050689 bearing label copy "The Singing Hills" sung by Barry Wood.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050697 bearing label copy "Who's Your Little Whos is"  
sung by Bonnie Baker
- Mon. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker
- Tues. #CS 050692 bearing label copy "If I Could Be the Dummy on  
Your Knees" sung by Bonnie Baker
- Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker
- Thurs. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker
- Fri. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker
- Mon. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker
- Tues. #CS 051002 bearing label copy "Dead I Do"  
sung by Bonnie Baker
- Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Thurs. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker
- Fri. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050695 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker.  
Mon. #CS 050692 bearing label copy "If I Could Be the Dummy on  
Your Knee" sung by Bonnie Baker.  
Tue. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker.  
Wed. #CS 050698 bearing label copy "Howja Like to Love Me"  
sung by Bonnie Baker  
Thu. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker  
Fri. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker.

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Mon. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Tue. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Wed. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Thu. #CS 051008 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker  
Fri. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Mon.	#CS 050696	bearing label copy "Especially For You" Sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Wed.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Thu.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Fri.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Mon.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Tue.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Wed.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Thu.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Fri.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker

ATX01 0301073

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050696 bearing label copy "Especially for You"  
sung by Bonnie Baker
- Mon. #CS 050698 bearing label copy "Howja Like to Love Me"  
sung by Bonnie Baker
- Tue. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker
- Wed. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker
- Thu. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker
- Fri. #CS 050692 bearing label copy "If I Could Be the Dummy on  
Your Knees" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Mon. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker
- Tue. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker
- Wed. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker
- Thu. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker
- Fri. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	# CS050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Mon.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Tue.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Wed.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Thu.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Fri.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Mon.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Tue.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Wed.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thu.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

ATX01 0301075

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE  
EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Mon.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Wed.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Thu.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Fri.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE  
EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Mon.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Tue.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Wed.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Thu.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Fri.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker

ATX01 0301076



LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301077

LUCKY STRIKE

Spot Announcement #2

Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet -- it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I."

("WHERE WAS I" . . . . . WARNOW & ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from YOUR LUCKY STRIKE HIT PARADE!

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301079

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301080

LUCKY STRIKE

Spot Announcement #4

Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . HILT & ORCHESTRA)

ATK01 0301081

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301082

LUCKY STRIKE

Spot Announcement #5

Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHAMP'S FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra

("FOOLS RUSH IN" . . . . . SIMMS & ORCHESTRA)

ATX01 0301083

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301084



LUCKY STRIKE

Spot Announcement #6

Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

HIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("I CAN'T LOVE YOU ANY MORE" . . . . . : BABBITT & ORCHESTRA)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301086

LUCKY STRIKE

Spot Announcement #7

Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

ATK01 0301087

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301088

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("THE BREEZE AND I" . . . . . DUET & ORCHESTRA)

ATX01 0301089

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Devil May Care" with Mark Karnow's Lucky  
Strike Orchestra.

("DEVIL MAY CARE" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Devil May Care" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301090

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Certainly - it's ten o'clock. (CHANTS TEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "You're Lonely and I'm Lonely" with Mark Wainow  
and his Lucky Strike Orchestra.

(\*YOU'RE LONELY AND I'M LONELY" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "You're Lonely and I'm Lonely"  
from YOUR LUCKY STRIKE HIT PARADE.

ATK01 0301091

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE  
SHEET - "OOH WHAT YOU SAID" - "OH JOHNNY" - "PINCH ME" - "DEED I DO" -  
"YOU'D BE SURPRISED" - "BILLY")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations:

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301092



LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday,

June 29, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
JOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "NOT YET" - "HOWJA LIKE TO LOVE ME" - ESPECIALLY FOR YOU" - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "WOULDJA MIND" - "WHO'S YOUR LITTLE RHOSIS")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations:

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301093

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, June 29 up to 10 PM Saturday, July 6

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050680 bearing label copy "The Woodpecker Song" sung by Ginny Simms.

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051487 bearing label copy "Fools Rush In" sung by Ginny Simms.

ATK01 0301094

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050686 bearing label copy "I Can't Love You Any More" sung by Harry Babbitt.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kysor Production Number.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Breeze And I" sung by Ginny Simms and Harry Babbitt.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051091 bearing label copy "Devil May Care" sung by Barry Wood.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051474 bearing label copy "You're Lonely and I'm Lonely" sung by Bea Wain.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker  
Mon. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Tues. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Wed. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Thurs. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Fri. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Mon. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Tues. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Wed. #CS 050692 bearing label copy "If I Could Be the Dummy  
On Your Knee" sung by Bonnie Baker  
Thurs. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Fri. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 53 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Mon.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Tue.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Wed.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thu.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Fri.	#CS 051006	bearing label copy "Ooh what You Said" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050698	bearing label copy "Howja Like To Love Me" sung by Bonnie Baker
Mon.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker
Tue.	#CS 050692	bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker
Wed.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Thu.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Fri.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker

ATX01 0301097

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Mon.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Tue.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Wed.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Thu.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Fri.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker
Mon.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Tue.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Wed.	#CS 050697	bearing label copy "Who's Your Little Ghosis" sung by Bonnie Baker
Thu.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Fri.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker

ATK01 0301098

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Mon.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Tue.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Wed.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Thu.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Mon.	#CS 050893	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Tue.	#CS 050897	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Wed.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Thu.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Fri.	#CS 05069 <sup>6</sup>	bearing label copy "Especially for You" sung by Bonnie Baker

ATX01 0301099

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Mon.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Tue.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Thu.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Fri.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Mon.	#CS 050697	bearing label copy "Who's Your Little Whosie" sung by Bonnie Baker
Tue.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Wed.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Thu.	#CS 050698	bearing label copy "Especially for You" sung by Bonnie Baker
Fri.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker



ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Mon.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Tue.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Wed.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Thu.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Fri.	#CS 051006	bearing label copy "You'd Be Surprised" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Mon.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Wed.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Thu.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knees" sung by Bonnie Baker
Fri.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker

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ATX01 0301102

LUCKY STRIKE

Spot Announcement #1

Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301103

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301104

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOODPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0301105

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301106

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOBB: You bet -- for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301107

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301108



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301109

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301110

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301111

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra  
("THE BREEZE AND I" . . . . . DUET & ORCHESTRA)

ATK01 0301112

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301113

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("I'M STEPPING OUT WITH A MEMORY TONIGHT" . . . . SIMMS & ORCHESTRA)

ATX01 0301114

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RJGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOSB: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Bea Wain sings "You're Lonely and I'm Lonely" with Mark Warnow  
and his Lucky Strike Orchestra.

("YOU'RE LONELY AND I'M LONELY" . . . . . WAIN & ORCHESTRA)

ANNOUNCER: That was Bea Wain singing "You're Lonely and I'm Lonely"  
from YOUR LUCKY STRIKE HIT PARADE.

ATX01 0301115

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301116



LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock. (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Devil May Care" with Mark Warnow's Lucky  
Strike Orchestra.

("DEVIL MAY CARE" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Devil May Care" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301117

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "STOP - IT'S WONDERFUL" - "WOULDJA MIND" - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "ESPECIALLY FOR YOU" - "HOWJA LIKE TO LOVE ME" - "NOT YET")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung by Bonnie  
Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301118

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301119

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, July 6, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
JOE: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "MY RESISTANCE IS LOW" - "YOU'D BE SURPRISED" - "DEED I DO" - "PINCH ME" - "OH JOHNNY" - "OOH WHEAT YOU SAID")

ANNOUNCER: Bonnie Baker sings " \_\_\_\_\_ ", with Orrin Tucker and his  
Lucky Strike Orchestra.

(" \_\_\_\_\_ . . . . . BAKER & TUCKER)

ANNOUNCER: That was " \_\_\_\_\_ ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

\* \* \* \* \*

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301120

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301121

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050698	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Mon.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Tue.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Wed.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Thu.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Fri.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Mon.	#CS 051002	bearing label copy "Dood I Do" sung by Bonnie Baker
Tue.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Thu.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Fri.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Mon.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Wed.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Thu.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Fri.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Mon.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Tue.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Wed.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Thu.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Fri.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker

ATX01 0301123

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Mon.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Tue.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Wed.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Thu.	#CS 050693	bearing label copy "ouldja Mind" sung by Bonnie Baker
Fri.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Mon.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Tue.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Wed.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Thu.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Fri.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker

ATX01 0301124



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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Mon.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Tue.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Wed.	#CS 050693	bearing label copy "Woulja Mind" sung by Bonnie Baker
Thu.	#CS 050692	bearing label copy "If I Could Be the Lummy on Your Knee" sung by Bonnie Baker
Fri.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Mon.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Tue.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Wed.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thu.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

ATX01 0301125

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Mon.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Tue.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Wed.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Thu.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Fri.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Mon.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Tue.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Wed.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Thu.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Fri.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker

ATX01 0301126

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, July 8 up to 10 PM Saturday, July 13

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "The Woodpecker Song" sung by Ginny Simms and Harry Babbitt.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kyser Production Number.

ATX01 0301127

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050685 bearing label copy "I Can't Love You Any More" sung by Harry Babbitt.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Breeze and I" sung by Ginny Simms and Harry Babbitt.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051732 bearing label copy "I'm Stopping Out With a Memory Tonight" sung by Ginny Simms.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051474 bearing label copy "You're Lonely and I'm Lonely" sung by Bea Wain.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051081 bearing label copy "Devil May Care" sung by Bucky Wood.

ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker  
Mon. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Tuos. #CS 050692 bearing label copy "If I Could Be the Dummy On  
Your Knee" sung by Bonnie Baker  
Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Thurs. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Fri. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker  
Mon. #CS 051908 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Tues. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Thurs. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Fri. #CS 051006 bearing label copy "Och What You Said"  
sung by Bonnie Baker

LUCKY STRIKE  
Spot Announcement #1  
Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANT'S ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301130

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, July 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that  
rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR  
LUCKY STRIKE HIT PARADE.

ATX01 0301131

LUCKY STRIKE

Spot Announcement #5

Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra

(\*WOODPECKER SONG\* . . . . . DUET & ORCHESTRA)

ATX01 0301132



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301133

LUCKY STRIKE

Spot Announcement #4

Week beginning Saturday, July 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Sierra Sue" with Mark Warnow's Lucky  
Strike Orchestra.

("SIERRA SUE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Sierra Sue" from YOUR LUCKY  
STRIKE HIT PARADE.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301135

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHAM'S FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kysor and his Lucky Strike Orchestra!

("THE BREEZE AND I" . . . . . LUET & ORCHESTRA)

ATX01 0301136

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301137

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, July 18, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(\*BLUE LOVEBIRD\* . . . . . SIMMS & ORCHESTRA)

ATX01 0301138

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301139

LUCKY STRIKE

Spot Announcement #7

Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I."

("WHERE WAS I" . . . . . WARNOW & ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0301140



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301141

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHAM'S EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestral

("PLAYMATES" . . . . . KAY KYSER PRODUCTION)

ATX01 0301142

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301143

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOER: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("I CAN'T LOVE YOU ANY MORE" . . . . . BABBITT & ORCHESTRA)

RTX01 0301144

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301145

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, July 13, 1940 at 10 p.m.

MAN: Say - have you got the time?

HIGGS: Certainly - it's ten o'clock. (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Devil May Care" with Mark Warnow's Lucky  
Strike Orchestra.

("DEVIL MAY CARE" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Devil May Care" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0901146

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301147

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, July 15, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCS: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "WHO'S YOUR LITTLE WHOSIS" - "OH JOHNNY" - "PINCH ME" - "DEED I DO" - "YOU'D BE SURPRISED" - "MY RESISTANCE IS LOW")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by Bonnie  
Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATK01 0301148



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301149

LUCKY STRIKE  
Spot Announcement #12  
Week beginning Saturday, July 13, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(THE FOLLOWING SONGS TO BE ALTERNATED IN THIS SPOT IN ACCORDANCE WITH ROUTINE SHEET - "BILLY" - "HOWJA LIKE TO LOVE ME" - "ESPECIALLY FOR YOU" - "IF I COULD BE THE DUMMY ON YOUR KNEE" - "WOULDJA MIND" - "STOP - IT'S WONDERFUL")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by Bonnie  
Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WEN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATK01 0301150

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301151

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, July 18 up to 10 PM Saturday, July 20

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "The Woodpecker Song" sung by Ginny Simms & Harry Babbitt.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051440 bearing label copy "Siorra Sue" sung by Barry Wood and the Hit Paraders.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Breeze and I" sung by Ginny Simms and Harry Babbitt.

ATX01 0301152

SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051092 bearing label copy "Blue Lovebird" sung by Ginny Simms.

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051084 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - a Kay Kysor Production Number.

NINE O'CLOCK

Play ninth cut on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050685 bearing label copy "I Can't Love You Any More" sung by Harry Babbitt.

TEN O'CLOCK

Play tenth cut on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051091 bearing label copy "Devil May Care" sung by Barry Wood.

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050697 bearing label copy "Who's Your Little Whoe is"  
sung by Bonnie Baker  
Mon. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Tues. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Wed. #CS 051002 bearing label copy "Dead I Do"  
sung by Bonnie Baker  
Thurs. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Fri. #CS 051004 bearing label copy "My Resistance Is Low"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Mon. #CS 050698 bearing label copy "Howja Like To Love Mo"  
sung by Bonnie Baker  
Tues. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Wed. #CS 050692 bearing label copy "If I Could Be the Dummy On Your  
Knee" sung by Bonnie Baker  
Thurs. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Fri. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Mon.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Tue.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Wed.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thu.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Fri.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050698	bearing label copy "Howja Like To Love Me" sung by Bonnie Baker
Mon.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker
Tue.	#CS 050692	bearing label copy "If I Could Be the Dummy On Your Knee" sung by Bonnie Baker
Wed.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Thu.	#CS 050694	bearing label copy "Stop - It's wonderful" sung by Bonnie Baker
Fri.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker

ATX01 0301155

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Mon.	#CS 051002	bearing label copy "Dead I Do" sung by Bonnie Baker
Tue.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Wed.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Thu.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Fri.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050696	bearing label copy "Especially For You" sung by Bonnie Baker
Mon.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knees" sung by Bonnie Baker
Tue.	#CS 050693	bearing label copy "Wouidja Mind" sung by Bonnie Baker
Wed.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Thu.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Fri.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker



ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE  
EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Doed I Do" sung by Bonnie Baker
Mon.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Tue.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Wed.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Thu.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE  
EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the dummy on Your Knee" sung by Bonnie Baker
Mon.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Tue.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Wed.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Thu.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Fri.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Mon.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Tue.	#CS 050637	bearing label copy "Who's Your Little Rhosis" sung by Bonnie Baker
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Thu.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Fri.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Mon.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Tue.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Wed.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Thu.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Fri.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051004	bearing label copy "My Resistance Is Low" sung by Bonnie Baker
Mon.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Tue.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Wed.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Thu.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Fri.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050694	bearing label copy "Stop - It's Wonderful" sung by Bonnie Baker
Mon.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Wed.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Thu.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker
Fri.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker

ATX01 0301159

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, July 20 up to 10 PM Saturday, July 27

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051407 bearing label copy "Fools Rush In" sung by Ginny Simms.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051455 bearing label copy "The Breeze and I" sung by Ginny Simms and Harry Babitt.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - Kay Kysner Production Number.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051435 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

ATX01 0301160

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "The Woodpecker Song" sung by Ginny Simms & Harry Babbitt.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051440 bearing label copy "Siorra Sue" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051772 bearing label copy "I'll Never Smile Again" sung by Ginny Simms.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051732 bearing label copy "I'm Stepping Out With a Memory Tonight" sung by Ginny Simms.

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Mon. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Tues. #CS 050692 bearing label copy "If I Could Be The Dummy On Your  
Knee" sung by Bonnie Baker  
Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Thurs. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Fri. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker  
Mon. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Tues. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Thurs. #CS 050685 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Fri. #CS 050697 bearing label copy "Who's Your Little Who is"  
sung by Bonnie Baker

LUCKY STRIKE

Spot Announcement #1

Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHANTS ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("FOOLS RUSH IN" . . . . . SIMMS & ORCHESTRA)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301164



LUCKY STRIKE

Spot Announcement #12

Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

JOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN ACCORDANCE WITH ROUTINE SHEET -  
"OOH WHAT YOU SAID" - "YOU'D BE SURPRISED" - "DEED I DO" - "PINCH ME" -  
"OH JOHNNY" - "WHO'S YOUR LITTLE WHOSIS")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WJVD, WAAB, WIP
- (b) WJIN, WBEI, WDAS
- (c) WAAB, WOFL, WPEN
- (d) WOP, WCOP, WFIL
- (e) WJCA, WJAC, KYW

LUCKY STRIKE

Spot Announcement #2

Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for two o'clock, how about the song that rates Number TWO this week on YOUR LUCKY STRIKE HIT PARADE Survey.

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(\*THE BREEZE AND I" . . . . . DIET & ORCHESTRA)

ATK01 0301166

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301167

LUCKY STRIKE  
Spot Announcement #3  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Barry Wood sings "Make Believe Island" with Mark Warnow's Lucky  
Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Make Believe Island" from YOUR LUCKY  
STRIKE HIT PARADE.

ATX01 0301158

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301169

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(\*PLAYMATES\* . . . . . KAY KYSER PRODUCTION)

ATX01 0301170

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301171

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's five o'clock. (CHAM'S FIVE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Mark Warnow and his Lucky Strike Orchestra play "Where Was I,"  
("WHERE WAS I" . . . . . WARNOW & ORCHESTRA)

ANNOUNCER: That was Mark Warnow's Orchestra playing "Where Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0301172



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301173

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's six o'clock. (CHANTS SIX O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("WOOLPECKER SONG" . . . . . DUET & ORCHESTRA)

ATX01 0301174

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine.

Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301175

LUCKY STRIKE  
Spot Announcement #7  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
GRABER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Sierra Sue" with Mark Warnow's Lucky Strike  
Orchestra.

("SIERRA SUE" . . . . . WOOD, HIT PARADES & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Sierra Sue" from YOUR LUCKY  
STRIKE HIT PARADE.

LUCKY STRIKE

Spot Announcement #8

Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Wood sings "Imagination" with Mark Warnow's Lucky  
Strike Orchestra.

("IMAGINATION" . . . . . WOOD & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Imagination" from YOUR LUCKY  
STRIKE HIT PARADE.

LUCKY STRIKE  
Spot Announcement #0  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOER: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!  
("I'LL NEVER SMILE AGAIN" . . . . . SIMMS & ORCHESTRA)

ATK01 0301178

LUCKY STRIKE

Spot Announcement #10

Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's ten o'clock. (CHANTS TEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

("I'M STEPPING OUT WITH A MEMORY TONIGHT" . . . . SIMMS & ORCHESTRA)

ATX01 0301179

LUCKY STRIKE  
Spot Announcement #11  
Week beginning Saturday, July 20, 1940 at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Yes sir - it's eleven o'clock. (CHANTS ELEVEN O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN ACCORDANCE WITH ROUTINE SHEET -  
"NOT YET" - "WOULDJA MIND" - "IF I COULD BE THE LUNNY ON YOUR KNEE" -  
"ESPECIALLY FOR YOU" - "HOWJA LIKE TO LOVE ME" - "BILLY")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by Bonnie  
Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11 and 12 p.m.  
on stations

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABS, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301180



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301181

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Mon.	#CS 050692	bearing label copy "If I Could be the Dummy on Your Knees" sung by Bonnie Baker
Tue.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Wed.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Thu.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Fri.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Mon.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Tue.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Wed.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Thu.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Fri.	#CS 051006	bearing label copy "Goh What You Said" sung by Bonnie Baker

ATX01 0301182

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ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050692	bearing label copy "If I Could Be the Dunny on Your Knee" sung by Bonnie Baker
Mon.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Tue.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Wed.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Thu.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Fri.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker
Mon.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Tue.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Wed.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Thu.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Fri.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker

ATX01 0301183

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker
Mon.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Tue.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Wed.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Thu.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Fri.	#CS 050692	bearing label copy "If I Could Be the Dummy on Your Knee" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker
Mon.	#CS 050695	bearing label copy "Oh Johnny" sung by Bonnie Baker
Tue.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Wed.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Thu.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Fri.	#CS 051002	bearing label copy "Deed I Do" sung by Bonnie Baker

ATX01 0301184

-3-

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050698	bearing label copy "Howja Like to Love Me" sung by Bonnie Baker
Mon.	#CS 051003	bearing label copy "Billy" sung by Bonnie Baker
Tue.	#CS 051005	bearing label copy "Not Yet" sung by Bonnie Baker
Wed.	#CS 050693	bearing label copy "Wouldja Mind" sung by Bonnie Baker
Thu.	#CS 050692	bearing label copy "If I Could be the Dummy on Your Knee" sung by Bonnie Baker
Fri.	#CS 050696	bearing label copy "Especially for You" sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat.	#CS 050696	bearing label copy "Oh Johnny" sung by Bonnie Baker
Mon.	#CS 050697	bearing label copy "Who's Your Little Whosis" sung by Bonnie Baker
Tue.	#CS 051006	bearing label copy "Ooh What You Said" sung by Bonnie Baker
Wed.	#CS 051008	bearing label copy "You'd Be Surprised" sung by Bonnie Baker
Thu.	#CS 051002	bearing label copy "Dead I Do" sung by Bonnie Baker
Fri.	#CS 051007	bearing label copy "Pinch Me" sung by Bonnie Baker

ATK01 0301185

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker
- Mon. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker
- Tue. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker
- Wed. #CS 050692 bearing label copy "If I Could Be the Dummy  
on Your Knee" sung by Bonnie Baker
- Thu. #CS 050696 bearing label copy "Especially for You"  
sung by Bonnie Baker
- Fri. #CS 050698 bearing label copy "Howja Like to Love Me"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker
- Mon. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker
- Tue. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker
- Wed. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker
- Thu. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Fri. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, July 20 up to 10 PM Saturday, July 27

ONE O'CLOCK

Play first out on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051407 bearing label copy "Fools Rush In" sung by Ginny Simms.

TWO O'CLOCK

Play second out on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Bronze and I" sung by Ginny Simms and Harry Babbitt.

THREE O'CLOCK

Play third out on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050883 bearing label copy "Make Believe Island" sung by Barry Wood.

FOUR O'CLOCK

Play fourth out on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050884 bearing label copy "Playmates" - Kay Kyser Production Number.

FIVE O'CLOCK

Play fifth out on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" played by Mark Warnow and Orchestra.

ATX01 0301187

SIX O'CLOCK

Play sixth out on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050688 bearing label copy "The Woodpecker Song" sung by Ginny Simms & Harry Rabbitt.

SEVEN O'CLOCK

Play seventh out on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051440 bearing label copy "Sierra Sue" sung by Barry Wood.

EIGHT O'CLOCK

Play eighth out on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

NINE O'CLOCK

Play ninth out on 16" master at 33 1/3.

Switch records on cue "...Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051772 bearing label copy "I'll Never Smile Again" sung by Ginny Simms.

TEN O'CLOCK

Play tenth out on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051732 bearing label copy "I'm Stepping Out With a Memory Tonight" sung by Ginny Simms.



ELEVEN O'CLOCK

Play eleventh out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051006 bearing label copy "Not Yet"  
sung by Bonnie Baker
- Mon. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker
- Tues. #CS 050692 bearing label copy "If I Could Be The Dummy On Your  
Knee" sung by Bonnie Baker
- Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker
- Thurs. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker
- Fri. #CS 051003 bearing label copy "Billy" {  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth out on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051006 bearing label copy "Ooh What You Said"  
sung by Bonnie Baker
- Mon. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker
- Tues. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker
- Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Thurs. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker
- Fri. #CS 050697 bearing label copy "Who's Your Little Who is"  
sung by Bonnie Baker

LUCKY STRIKE

Spot Announcement #1

Week beginning Saturday, July 27, 1940 at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Why sure - it's one o'clock. (CHAM'S ONE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Certainly - for one o'clock, how about the song that rates  
Number ONE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Barry Hood sings "Make Believe Island" with Hank  
Harnow's Lucky Strike Orchestra.

("MAKE BELIEVE ISLAND" . . . . . ACCO & Co. Radio)

ANNOUNCER: That was Barry Hood singing "Make Believe Island" from YOUR  
LUCKY STRIKE HIT PARADE.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301191

LUCKY STRIKE  
Spot Announcement #2  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's two o'clock. (CHANTS TWO O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCK: Coming right up - for two o'clock, how about the song that  
rates Number Two this week on YOUR LUCKY STRIKE HIT PARADE  
Survey.

\* \* \* \* \*

...  
(...)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301193

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Certainly - it's three o'clock. (CHANTS THREE O'CLOCK)

MAN: Thanks - have you got a song to go with that?

LOEB: You bet - for three o'clock, how about the song that rates  
Number THREE this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \*\* \*\* \*

ANNOUNCER: Barry Wood sings "Sierra Sue" with Mark Narrows' Lucky Strike  
Orchestra.

("SIERRA SUE" . . . . . WOOD, HIT PARADE & ORCHESTRA)

ANNOUNCER: That was Barry Wood singing "Sierra Sue" from YOUR LUCKY  
STRIKE HIT PARADE

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATK01 0301195

LUCKY STRIKE  
Spot Announcement #4  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's four o'clock. (CHANTS FOUR O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRAUER: Why sure - for four o'clock, how about the song that rates  
Number FOUR this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Kyser and his Lucky Strike Orchestra!

(PEOPLE JUST SAY . . . . . SING & CHORUS)

ATX01 0301196



ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobacco before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301197

LUCKY STRIKE  
Spot Announcement #5  
Week beginning Saturday, July, 27, at 1 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's five o'clock. (CHAMPS FIVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
BARUCH: Coming right up - for five o'clock, how about the song that  
rates Number FIVE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

ANNOUNCER: Barry Manilow's "Imagination" with "The Baruch"  
LUCKY STRIKE presents

(THE HIT PARADE) . . . . .

ANNOUNCER: That was Barry Manilow's "Imagination" which  
is the number one hit.

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301199

LUCKY STRIKE  
Spot Announcement #6  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?  
WOMAN: Certainly - it's six o'clock. (CHAMPS SIX O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
WOMAN: Yes sir - for six o'clock, how about the song that rates  
Number SIX this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Ray Kyser and his Lucky Strike Orchestra!  
("THE BEATIN' AND I" . . . . . DUET & ORCHESTRA)

ATX01 0301200

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301201

LUCKY STRIKE  
Spot announcement #7  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

RIGGS: You bet - it's seven o'clock. (CHANTS SEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

GRABER: Why sure - for seven o'clock, how about the song that rates  
Number SEVEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Ray Kyser and his Lucky Strike Orchestra!

("I SAID I LOVE YOU AND MORE" . . . . . BARBETT & DEWAIN)

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301203

LUCKY STRIKE  
Spot Announcement #8  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

FIGGS: Yes sir - it's eight o'clock. (CHANTS EIGHT O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCH: Certainly - for eight o'clock, how about the song that rates  
Number EIGHT this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ATX'S HELP: Here's Ray Hyser and the Lucky Strike Orchestra  
("MAMA MAMA" . . . . . THE HIT PARADE SONG)

ATX01 0301204



ANNOUNCEMENT:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301205

LUCKY STRIKE  
Spot Announcement #9  
Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?  
RIGGS: Why sure - it's nine o'clock. (CHANTS NINE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOSE: Coming right up - for nine o'clock, how about the song that  
rates Number NINE this week on YOUR LUCKY STRIKE HIT PARADE  
Survey?

\* \* \* \* \*

AL: And narrow was his lucky strike yesterday. Hey "There Was I".  
(SINGS "THERE WAS I" . . . . . EARL'S . . . . .)  
AL: That was Earl's Harmonica Orchestra playing "There Was I" from  
YOUR LUCKY STRIKE HIT PARADE!

ATX01 0301206

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301207

LUCKY STRIKE  
Spot Announcement #10  
Week beginning Saturday, July 27, at 10 p.m.

MAN:            Say - have you got the time?

WINGS:          Certainly - it's ten o'clock. (CHAMPS TEN O'CLOCK)

MAN:            Thanks - have you got a song to go with that?

GRAUER:         You bet - for ten o'clock, how about the song that rates  
Number TEN this week on YOUR LUCKY STRIKE HIT PARADE Survey?

\* \* \* \* \*

ANNOUNCER: Here's Kay Gray and his Lucky Strike Orchestra!  
("I'M NOBODY'S BABY" . . . . . BARBETT & MULLICA)

ATX01 0301208

ANNOUNCER: Luckies' finer tobaccos mean less nicotine.  
Authoritative tests reveal that, for more than  
two years, the nicotine content of Luckies has  
been twelve per cent less than the average of the  
four other leading brands ... less than any one of  
them. You see Luckies analyze tobaccos before  
purchase - and their lower nicotine content is  
the natural result of buying finer selected  
cigarette tobaccos. Luckies' finer tobaccos  
mean less nicotine. So smoke the smoke tobacco  
experts smoke. With men who know tobacco best,  
it's Luckies two to one.

ATK01 0301209

LUCKY STRIKE

Spot Announcement #11

Week beginning Saturday, July 27, at 10 p.m.

MAN: Say - have you got the time?

RIGGS: Yes sir - it's eleven o'clock. (CRAMIE ELEVEN O'CLOCK)

MAN: Thanks - have you got a song to go with that?

BARUCE: Why sure ... for eleven o'clock, how about a Lucky Strike  
Hit Parade Extra!

\* \* \* \* \*

(FOLLOWING SONGS TO BE ALTERNATED IN ACCORDANCE WITH ROUTINE SHEET -  
"YOU'D BE SURPRISED" - "IT'S WONDERFUL" - "WHO'S YOUR LITTLE BOSS" -  
"OH JOHNNY" - "PINCH ME" - "DEED I DO")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and his  
Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " " , a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11  
and 12 p.m. on stations:

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEL, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301210

ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301211

LUCKY STRIKE  
Spot Announcement #12 July 27, 1940  
Week beginning Saturday,

MAN: Say - have you got the time?  
RIGGS: You bet - it's twelve o'clock (CHANTS TWELVE O'CLOCK)  
MAN: Thanks - have you got a song to go with that?  
LOEB: Certainly - for twelve o'clock, how about a Lucky Strike Hit  
Parade Extra.

\* \* \* \* \*

(FOLLOWING SONGS TO BE SUNG WITH LUCKY STRIKE PARADE EXTRA -  
"BILLY" - "NOT YET" - "IF I COULD BE THE ONLY ONE YOU LOVE" -  
"WOLFEJA BIRD" - "ESPECIALLY FOR YOU" - "HOWA LIKE TO LOVE ME")

ANNOUNCER: Bonnie Baker sings " " with Orrin Tucker and  
his Lucky Strike Orchestra.

(" " . . . . . BAKER & TUCKER)

ANNOUNCER: That was " ", a Lucky Strike Extra, sung by  
Bonnie Baker with Orrin Tucker's Orchestra.

See attached Routine Sheets for special routines at 11 and  
12 p.m. on stations:

- (a) WEVD, WAAB, WIP
- (b) WHN, WEEI, WDAS
- (c) WABC, WORL, WPEN
- (d) WOR, WCOP, WFIL
- (e) WMCA, WNAC, KYW

ATX01 0301212



ANNOUNCER: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

ATX01 0301213

WEVD, WAAB, WIP

A

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker
- Mon. #CS 050897 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker
- Tues. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker
- Wed. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker
- Thurs. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker
- Fri. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

- Sat. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker
- Mon. #CS 050692 bearing label copy "If I Could Be the Ducky on Your  
Knee" sung by Bonnie Baker
- Tues. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker
- Wed. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker
- Thurs. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker
- Fri. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050697 bearing label copy "Who's Your Little Whoals"  
sung by Bonnie Baker  
Mon. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Tues. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Wed. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Thurs. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Fri. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050692 bearing label copy "If I Could Be the Dummy on  
Your Knee" sung by Bonnie Baker  
Mon. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Tues. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Wed. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Thurs. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Fri. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Mon. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Tues. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Wed. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Thurs. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker  
Fri. #CS 050697 bearing label copy "Who's Your Little Ghosis"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Mon. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Tues. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Wed. #CS 051005 bearing label copy "Billy"  
sung by Bonnie Baker  
Thurs. #CS 051006 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Fri. #CS 050692 bearing label copy "If I Could Be the Dummy on  
Your Knee" sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Mon. #CS 051002 bearing label copy "Deed I Do"  
sung by Bonnie Baker  
Tues. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Wed. #CS 050654 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker  
Thurs. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker  
Fri. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 050696 bearing label copy "Especiallly For You"  
sung by Bonnie Baker  
Mon. #CS 050696 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker  
Tues. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Wed. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Thurs. #CS 050692 bearing label copy "If I Could Be the Ducky on  
Your Knee" sung by Bonnie Baker  
Fri. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker

ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

Sat. #CS 051002 bearing label copy "Deed I Do"  
 sung by Bonnie Baker  
 Mon. #CS 051008 bearing label copy "You'd Be Surprised"  
 sung by Bonnie Baker  
 Tues. #CS 050694 bearing label copy "Stop - It's Wonderful"  
 sung by Bonnie Baker  
 Wed. #CS 050697 bearing label copy "Who's Your Little Whosie"  
 sung by Bonnie Baker  
 Thurs. #CS 050695 bearing label copy "Oh Johnny"  
 sung by Bonnie Baker  
 Fri. #CS 051007 bearing label copy "Pinch Me"  
 sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "...TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA".

Play 12" record at 78 as follows:

Sat. #CS 050698 bearing label copy "Howja Like To Love Me"  
 sung by Bonnie Baker  
 Mon. #CS 051003 bearing label copy "Billy"  
 sung by Bonnie Baker  
 Tues. #CS 051005 bearing label copy "Not Yet"  
 sung by Bonnie Baker  
 Wed. #CS 050692 bearing label copy "If I Could Be the Dunny on  
 Your Knee" sung by Bonnie Baker  
 Thurs. #CS 050693 bearing label copy "Wouldja Mind"  
 sung by Bonnie Baker  
 Fri. #CS 050696 bearing label copy "Especially For You"  
 sung by Bonnie Baker

PRODUCTION CHART AND ROUTINE SHEET

In effect from 10 PM Saturday, July 27 to 10 PM Saturday, August 3

ONE O'CLOCK

Play first cut on 16" master at 33 1/3.

Switch records on cue "...Number One this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050683 bearing label copy "Make Believe Island" sung by Barry Wood.

TWO O'CLOCK

Play second cut on 16" master at 33 1/3.

Switch records on cue "...Number Two this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051772 bearing label copy "I'll Never Smile Again" sung by Ginny Simms.

THREE O'CLOCK

Play third cut on 16" master at 33 1/3.

Switch records on cue "...Number Three this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051440 bearing label copy "Sierra Sue" sung by Barry Wood.

FOUR O'CLOCK

Play fourth cut on 16" master at 33 1/3.

Switch records on cue "...Number Four this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051487 bearing label copy "Fool Rush In" sung by Ginny Simms.

FIVE O'CLOCK

Play fifth cut on 16" master at 33 1/3.

Switch records on cue "...Number Five this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050690 bearing label copy "Imagination" sung by Barry Wood.

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SIX O'CLOCK

Play sixth cut on 16" master at 33 1/3.

Switch records on cue "...Number Six this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051453 bearing label copy "The Breeze and I" Sung by Ginny Sims and Harry Babbitt.

SEVEN O'CLOCK

Play seventh cut on 16" master at 33 1/3.

Switch records on cue "...Number Seven this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050685 bearing label copy "I Can't Love You Any More" sung by Harry Babbitt.

EIGHT O'CLOCK

Play eighth cut on 16" master at 33 1/3.

Switch records on cue "...Number Eight this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 050684 bearing label copy "Playmates" - a Kay Kysor Production Number.

NINE O'CLOCK

Play ninth cut on 16" master at 33 1/3.

Switch records on cue "Number Nine this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 051034 bearing label copy "Where Was I" played by Mark Warnow and orchestra.

TEN O'CLOCK

Play tenth cut on 16" master at 33 1/3.

Switch records on cue "...Number Ten this week on Your Lucky Strike Hit Parade Survey."

Play 12" record at 78 -- #CS 054913 bearing label copy "I'm Nobody's Baby" sung by Harry Babbitt.



ELEVEN O'CLOCK

Play eleventh cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051008 bearing label copy "You'd Be Surprised"  
sung by Bonnie Baker  
Mon. #CS 050694 bearing label copy "Stop - It's Wonderful"  
sung by Bonnie Baker  
Tues. #CS 050697 bearing label copy "Who's Your Little Whosis"  
sung by Bonnie Baker  
Wed. #CS 050695 bearing label copy "Oh Johnny"  
sung by Bonnie Baker  
Thurs. #CS 051007 bearing label copy "Pinch Me"  
sung by Bonnie Baker  
Fri. #CS 051002 bearing label copy "Does I Do"  
sung by Bonnie Baker

TWELVE O'CLOCK

Play twelfth cut on 16" master at 33 1/3.

Switch records on cue "... TIME FOR YOUR LUCKY STRIKE HIT PARADE EXTRA."

Play 12" record at 78 as follows:

Sat. #CS 051003 bearing label copy "Billy"  
sung by Bonnie Baker  
Mon. #CS 051005 bearing label copy "Not Yet"  
sung by Bonnie Baker  
Tues. #CS 050692 bearing label copy "If I Could Be the Dummy on Your  
Knee" sung by Bonnie Baker  
Wed. #CS 050693 bearing label copy "Wouldja Mind"  
sung by Bonnie Baker  
Thurs. #CS 050696 bearing label copy "Especially For You"  
sung by Bonnie Baker  
Fri. #CS 050698 bearing label copy "Howja Like To Love Me"  
sung by Bonnie Baker

ANNOUNCER:

Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. You see Luckies analyze tobaccos before purchase - and their lower nicotine content is the natural result of buying finer selected cigarette tobaccos. Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies two to one.

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