

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 • WILMINGTON 2, DEL.

CLIENT: THE AMERICAN TOBACCO CO REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 10:00-11:00 PM EDT
DATE: NOVEMBER 24, 1943 -#296 REPEAT: _____

"KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE"

ROUTINE

1. THEY'RE EITHER TOO YOUNG OR TOO OLD JULIE CONWAY
2. FOR THE FIRST TIME HARRY BABBITT

- Commercial One*
3. I'M RIPPING FOR A FALL SULLY MASON

- Commercial Two*
4. NO LOVE NO NOTHING GUS CARROLL

- Commercial Three*
5. I'VE GOT A SECRET WEAPON PRODUCTION

6. PAGAN LOVE SONG ORCHESTRA
7. OH WHAT A BEAUTIFUL MORNING HARRY BABBITT

FINAL ROUND

8. THE SHEIK OF ARABY ORCHESTRA

WEAF

THE AMERICAN TOBACCO COMPANY

11-24-43

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #296

10:00-11:00 PM EWT

NOVEMBER 24, 1943

WEDNESDAY

(Originates at the Ontario Army Air Field, Ontario, California)
(With switchovers at NBC, New York, for commercials and closing.)

(FROM NEW YORK)

① RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN) ①

RUYSDAEL: LS - MFT ①

LS - MFT ②

TICKER: (2 & 3, 2 & 3, 2 & 3) ③

DELMAR: ① Yes, Lucky Strike means fine tobacco. ① So smoke the
(Impulse Tag #2) smoke tobacco experts smoke -- Lucky Strike. ②

BOONE: (CHANT - SOLD AMERICAN) ②

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(OPENING THEME)

③

SMITH: LUCKY STRIKE presents for the entertainment of fighter,
pilots and crews at Ontario Army Air Base -- KAY KYSER'S
COLLEGE OF MUSICAL KNOWLEDGE!

AUDIENCE: (SINGS) "Off we go, into the wild blue yonder
Climbing high, into the sun
Here they come, zooming to meet our thunder
At 'em boys, give her the gun, the gun, the gun!"

(HUMS)

SMITH: For their victories in the skies all over the world,
America hails the fighter squadrons of the Army Air Forces!

AUDIENCE: "YEAH ARMY!" "FIGHTER COMMAND!" "HOORAY!"

KYSER THEME "THINKING OF YOU"

(AUDIENCE APPLAUSE UP BIG)

(FROM ONTARIO, CALIFORNIA)

KYSER: Now here's the man who truly said - does put the facts
on the barrelhead ...

(FROM NEW YORK)

RUYSDAEL: Ladies and gentlemen - an important fact in selecting your
cigarette. ⁽²⁾ With men who know tobacco best, it's Luckies
2 to 1. Yes, ⁽¹⁾ sworn records show that among independent
tobacco experts - auctioneers, buyers, and warehousemen -
Lucky ⁽⁴⁾ Strike has twice as many exclusive smokers as have
all other cigarettes combined ... Surely you can profit by
the experience of men who earn their living in buying,
selling and handling tobacco ... These men ^{who} know tobacco
best.

RIGGS: (CHANT - SOLD AMERICAN) ⁽³⁾

RUYSDAEL ⁽²⁾ Smoke the smoke tobacco experts smoke, Lucky ⁽⁵⁾ Strike -- for
⁽²⁾ Lucky ⁽⁶⁾ Strike means fine tobacco -- yes, ⁽³⁾ Lucky ⁽⁷⁾ Strike means
fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3) ⁽⁶⁾

RUYSDAEL: LS - MFT ⁽³⁾

LS - MFT ⁽⁴⁾

SHARBUTT ⁽⁴⁾ Yes, Lucky ⁽⁸⁾ Strike means fine tobacco - remember, and act
(Impulse
Tag #8) upon that clear-cut fact,

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(FROM ONTARIO, CALIFORNIA)

KYSER: Oh man. When you beat it out, you really know what you're about. How a-boot that!

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN) (4)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco (8) yes, Lucky Strike means fine tobacco. No (10) wonder that with men who know tobacco best, it's Luckies (3) 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN) (5)

DELMAR: Go back in imagination to the morning of October 28, 1847... Go back to a beautiful old mansion set among the green hills just outside the city of Lexington, Kentucky. A carriage has just arrived, bearing two people ... a tall, gaunt, raw-boned man and his young dark-haired wife. For a moment, they look about them at the rolling countryside, the quiet fields, the colorful pageantry of the autumn woodlands. As they step down from the carriage, the door of the great house opens and a white haired 70-year-old man comes out to greet them. The young woman runs forward to embrace the old man, for he has been the great friend of her childhood. With a smile, she introduces her husband to him, in these words ... "Mr. Clay, may I present my husband -- Mr. Abraham Lincoln."

(MOPE)

DELMAR:
(CONTD)

Thus it happened that on a day in the harvest season of 1847, the great orator and statesman - Henry Clay - came to know a young man of destiny, the future 16th President of the United States -- Abraham Lincoln. Late that evening the two men sat together in the library -- and their talk was not of politics, not of statesmanship or world events, but of farming, of new agricultural methods, and of the early days on the Kentucky frontier. And it was here that Henry Clay - with a farmer's pride - gave Lincoln some of his own tobacco, some of the mild, mellow leaf cut from the fields of his own Ashland plantation. As they smoked together, Abraham Lincoln spoke of his boyhood on the small Kentucky farm of his father ... recalling the days of Spring when he had plowed the fields and set out the first young tobacco seedlings of the season. And so the story of Henry Clay and Abraham Lincoln -- the story of two great Americans who loved the good earth of the Kentucky tobacco country -- becomes part of the tradition - the romance of fine tobacco ...

BOONE:

(CHANT - SOLD AMERICAN) ⑥

(MORE)

RUYSDAEL: Ladies and gentlemen, today that same tradition of fine
(Short Closing "K") tobacco is yours to enjoy in Lucky Strike ... Remember,

① in a cigarette, it's the tobacco that counts and first,
last and always ⑥ Lucky Strike means fine tobacco - yes,
⑦ Lucky Strike means fine tobacco, ① so round, so firm, so
fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN) ⑦

RUYSDAEL: LS - MFT ⑤

LS - MFT ⑥

TICKER: (2 & 3, 2 & 3, 2 & 3) ⑨

SHARBUTT: ⑧ Yes, Lucky Strike means fine tobacco. ④ No wonder that with
(Impulse Tag #1) men who know tobacco best, it's Luckies 2 to 1. ④

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(FROM ONTARIO, CALIFORNIA)

GLEE CLUB: "SONG OF THE ARMY AIR CORPS"

(FADE FOR)

SMITH: As the Old College pays proud tribute to the blazing
guns of Uncle Sam's fighter squadrons around the world,
we pause across the Nation and send our admiration to
a fighting aggregation.

LOCAL NBC STATION SAYS:

"Station X X X salutes the Fighter Command!"

KYSER MARCH

(FROM ONTARIO, CALIFORNIA)

KYSER: Now, chillun, let's listen to some wise words from the
Department of Common Sense.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN) ⑧

SHARBUTT: Today, just as in the days of Abraham Lincoln and
Henry Clay, Americans take pride in their own. And,
ladies and gentlemen, in choosing your own cigarette, it's
good common sense to be guided by this one important fact --
⑦ in a cigarette it's the tobacco that counts. The better
the tobacco, the better the cigarette. That's why Luckies' ⑤
year-in, year-out emphasis on fine tobacco means a better
cigarette for you. Yes, at market after market, we ⑩
consistently select the riper, the naturally mellow Lucky
Strike tobacco. No wonder ③ sworn records show that among
independent tobacco experts - auctioneers, buyers and ⑥
warehousemen ⑤ with men who know tobacco best, it's Luckies
2 to 1.

RIGGS: (CHANT - SOLD AMERICAN) ⑧

(more)

DELMAR: (9) ⁽¹⁶⁾ Lucky Strike means fine tobacco - yes, Lucky Strike means ⁽¹⁷⁾
fine tobacco! ⁽¹⁰⁾

RUYSDAEL: LS - MFT ⁽⁷⁾
LS - MFT ⁽⁸⁾

TICKER: (2 & 3, 2 & 3, 2 & 3) ⁽¹²⁾

SHARBUTT: ⁽¹¹⁾ ⁽¹⁸⁾ Yes, Lucky Strike means fine tobacco ⁽³⁾ - so smoke the smoke
(Impulse Tag #2) ⁽¹⁹⁾ tobacco experts smoke - Lucky Strike!

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(FROM ONTARIO, CALIF.)

SMITH: Fess, time for the prize the boy has earned!

KYSER: First hear the tap the folks have learned!

(SWITCHOVER TO NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN) (10)

RUYSDAEL: LS - MFT (9)

LS - MFT (10)

TICKER: (2 & 3, 2 & 3, 2 & 3) (15)

RUYSDAEL: LS - MFT (1)

LS - MFT (2)

LS - MFT (10)

DELMAR: (12) Yes, Lucky Strike means fine tobacco, so round, so firm, (Impulse Tag #5) so fully packed, so free and easy on the draw. (2)

RIGGS: (CHANT - SOLD AMERICAN) (11)

(SWITCHOVER TO ONTARIO, CALIFORNIA)

(FANFARE)

SMITH: Fess, here's the man that's number one!

KYSER: And to _____! I say "well done!" So brother _____, kindly rise, step right up for the first prize! A \$50 War Bond! To second ace for a lively pace, a \$25 bond! To the other four knights in this quizzical flight, ten each in stamps for a bang-up fight! All six get a carton of Luckies. And then...AAAAAAAAAAAAAAAAAANDA THEN! To all you men of Ontario, thank you, good luck, cheerio and a package of better than ever LUCKY STRIKE CIGARETTES! (11)

(CHEERS)

8. THE SHEIK OF ARABY ORCHESTRA)

(APPLAUSE) (OR FANFARE IF NUMBER IS ELIMINATED)

(N. B. No applause or fanfare if number is played.)

SMITH: Now at the request of the United States Government, and speaking for the United States Government, Kay Kysler brings you the following message. Time - about a minute and a half. Subject - War Bonds and Stamps: Mr. Kysler: 15

KYSER: Naturally when Christmas approaches, we think of gifts and greetings to remember our friends, but with such a shortage of everything, and so many folks trying to buy what there is available, I was really up a tree about what to do. It didn't take Uncle Sam long to show me that War Bonds and Stamps were the answer to my problem and the best and most thoughtful gift of all for Christmas 1943. He showed me that War Bonds are the present with a future for everyone - for a friend to start some nest-egg for the future - for some fighting man to be building a reserve against the day when he comes back home - for children to start a fund for their education - for the entire family for that matter War Bonds are the present with a future. Not only are they gifts to specific friends, but at the same time they are a gift to all of our fighting men and to our nation because every Bond we give as a Christmas gift helps to pay for the weapons and equipment our men are fighting with, and it also helps to hold down the cost of living. You see, if your dollars are used to purchase scarce goods, that helps to force prices up because there are so many more dollars than there are goods, but put into War Bonds your dollars go to work to fight the war and to help hold prices down.

(MORE)

KYSER:
(CONTD)

This Christmas will have more meaning for Americans than any other we have spent in our whole life time. With millions of our sons, brothers and husbands fighting all over the world we owe it to them, to ourselves and to our country to make our Christmas gifts have a purpose - when we give War Bonds and stamps we're helping to speed victory and helping to get the kind of world we all want for every Christmas to come. War Bonds are the present with a ¹³⁰ future, so what about it America?

(APPLAUSE)

MUSIC: KYSER THEME

KYSER: Well, das all chillun, until class takes up again next Wednesday. Remember - the address for questions to the old Professor is - Kay Kyser - Box 909, Los Angeles, Zone 53, California. For the chance to know the men and officers here at Ontario Army Air Field, we owe thanks to Lt. Colonel Miller B. Towman, and Lt. John Mecklenburg. The pilots, the ground crewmen, and the anti-aircraft units we have met here, ladies and gentlemen, are the boys of the big leagues. They are getting just the final touches on their training before going overseas for battle. At bases like this they get their final experience over new terrain and under changing climatic conditions before they take the air against the Messerschmidt and Zero. And they are very young. And now they are not few, but many...and all of us owe them much. So to you men of the fighter squadrons, America says "Good hunting ... and thank you very much." Next Wednesday we'll be holding class with Uncle Sam's Navy Construction Battalions, the Seebies, at Camp Parks.† And until then... this is Kay Kyser thinkin' of you. Thanks a lot for bein' with us...and so long...everybody.†

(APPLAUSE)

MUSIC: LUCKY THEME

(SWITCHOVER TO CHICAGO)

(FROM CHICAGO)

CHICAGO

ANNCR: This program was presented by Lucky Strike for the entertainment of the men at the Ontario Army Air Field.

(SWITCHOVER TO NEW YORK)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). Basil Ruysdael speaking for the makers of Lucky Strike, the cigarette that means fine tobacco - Yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT
LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco - No wonder that, (Impulse Tag #1) with men who know tobacco best, it's Luckies 2 to 1.

NBC

ANNOUNCER: The War Department does not endorse any product, and this broadcast is not intended as an endorsement of the advertised product by the War Department. This program came to you from the Ontario Army Air Field, California and New York.

THIS IS THE NATIONAL BROADCASTING COMPANY.

Lucky Strike (25)
Luckies (11)
LS-MFT (14)
ants (13)
Tickers (18)
Lucky Strike Means Fine Tobacco - (14)
With men who know tobacco's best
it's Luckies two to one - (6)
Smoke the smoke Tobacco Effects Smoke - (3)
So round, so firm, so fully packed
so fine and easy on the draw - (2)
Sworn records show - (3)
In a cigarette it's the Tobacco that counts (2)

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: FIRST NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30-9:00 PM EWT
DATE: NOVEMBER 19, 1943 - #41 REPEAT: 11:30-12 M EWT

"Y O U R A L L - T I M E H I T P A R A D E"

ROUTINE

1. ALEXANDER'S RAGTIME BAND ORCHESTRA & CHORUS
(8 times on - no times No. 1)
2. MY MELANCHOLY BABY JERRY WAYNE
(All-Time All-Timer)
3. SAYS MY HEART BEA WAIN
(12 times on - 4 times No. 1)

COMMERCIAL

4. SHINE ORCHESTRA & CHORUS
(All-Time All-Timer)
5. BLUE SPARKS JERRY WAYNE
(All-Time All-Timer)
6. S'WONDERFUL BEA WAIN & GROUP
(All-Time All-Timer)
- 6a. SOMEBODY STOLE MY HEART ORCHESTRA
(All-Time All-Timer)
7. PAPER DOLL (No. 1) JERRY WAYNE

COMMERCIAL

8. MEDLEY:
 - (a) SAY IT WITH MUSIC ORCHESTRA
 - (b) THOU SWELL BEA WAIN
 - (c) WAITING FOR THE ROBERT E. LEE ORCHESTRA & CHORUS

*Repetition
is
Reputation*

WEAF

THE AMERICAN TOBACCO COMPANY

11-19-43

"YOUR ALL-TIME HIT PARADE" - #41

8:30-9:00 PM EWT

NOVEMBER 19, 1943

FRIDAY

RUYSDAEL: (1) With men who know tobacco best, it's Luckies 2 to 1.

BOONE: (1) (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT (1)

LS - MFT (2)

TICKER: (2 & 3, 2 & 3, 2 & 3) (3)

DELMAR: Yes (1) Lucky Strike means fine tobacco. (1) So smoke the
(Impulse Tag #2) smoke tobacco experts smoke - Lucky Strike.

BOONE: (2) (CHANT - SOLD AMERICAN)

MUSIC: SYMPHONIC SUSPENSE PROGRESSION. SUSTAIN CHORD UNDER.

SHARBUTT: Good evening, ladies and gentlemen. This is
Del Sharbutt greeting you from Carnegie Hall
in New York, where Lucky Strike presents ...
YOUR ALL-TIME HIT PARADE!

MUSIC: SWELLS UP BIG AND INTO OPENING THEME.

SHARBUTT: YOUR ALL-TIME HIT PARADE stars -- Mark Warnow, famous conductor of popular music, and his entire Carnegie Hall Orchestra -- with Jerry Wayne -- Lyn Murray's "All-Time Hit Paraders," and lovely Bea Wain. YOUR ALL-TIME HIT PARADE from Carnegie Hall!

MUSIC: INTRODUCTION TO "ALEXANDER'S RAGTIME BAND."

(FADE FOR)

SHARBUTT: Mark Warnow, the entire Carnegie Hall Orchestra, and the All-Time Hit Paraders start tonight's program with a lively winner from your 1938 Hit Parade. You cheered it on then eight times in a row! So c'mon and hear ... c'mon and hear ... "ALEXANDER'S RAGTIME BAND!"

1. ("ALEXANDER'S RAGTIME BAND" WARNOW & CHORUS)

(APPLAUSE)

MUSIC: "OVER THERE." HIT AND FADE FOR:

SHARBUTT: Friends, our fighting men across the sea want cigarettes. And so, on tonight's ALL-TIME HIT PARADE from Coast to Coast, for the current Number One song in the country, (MUSIC OUT) ONE MILLION Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad. Yes, tonight with the current Number One song of the Nation Another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from your singing star, Jerry Wayne!

MUSIC: INTRODUCTION TO "MY MELANCHOLY BABY."

(FADE FOR)

SHARBUTT: When dancers all over America were doing the turkey-trot ... and when piano-players were thumping out rag-time ... a song with a brilliant future was written. Jerry Wayne sings this great all-timer for your all-time remembrance ... "MY MELANCHOLY BABY."

2. ("MY MELANCHOLY BABY" WARNOW & JERRY WAYNE)

(APPLAUSE)

MUSIC: INTRODUCTION TO "SAYS MY HEART."

(FADE FOR)

SHARBUTT: A twelve-time all-timer that scored a solid hit back in 1938. It was on Your Hit Parade twelve times in a row ... four times in the number one spot. Lovely Bea Wain sings ... "SAYS MY HEART."

3. ("SAYS MY HEART" WARNOW & BEA WAIN)

(APPLAUSE)

(COMMERCIAL)

11-19-43

RIGGS: (3) (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike
(5)
(2) means fine tobacco - yes, Lucky Strike means fine tobacco.
(2) No wonder that with men who know tobacco best, it's
Luck (3) 2 to 1 ...

BOONE: (4) (CHANT - SOLD AMERICAN)

VOICE: Quote: May 6th, 1815 ... The President and Mrs. Madison
request the pleasure of your company at dinner in the
executive mansion, tomorrow evening at six o'clock ...
unquote.

DELMAR: Go back in imagination to a starlit evening of early
Spring more than a hundred years ago ... to the gleaming
white executive mansion on Pennsylvania Avenue in the
newly-built city of Washington. Tonight you are the
dinner guest of President James Madison and his Lady -
the charming Dolly Madison. Tonight, as you sit around
the long table in the dining room, you are in the
presence of some of the most brilliant people of the day.
The witty and urbane writer from New York, Mr. Washington
Irving, is here, and directly opposite him you can see
the gifted portrait painter, Mr. Gilbert Stuart, while
near the end of the table, sitting next to the President,
is the Hero of New Orleans, the tall, dashing Andrew
Jackson.

(MORE)

11-19-43

DELMAR:
(CONTD)

Young Stephan Decatur, dressed in the uniform of a Naval captain, is near you, and just across the table is the genial Secretary of State, James Monroe. There are many beautiful young women present, famous belles from the plantations of the Lees, the Carters, the Randolphs -- But in all the brilliant party, there is none more charming, more animated, than your incomparable hostess - the lovely lady with the black hair and blue eyes, who is affectionately called "Queen Dolly." Seated at one end of the table, wearing a beautiful gown of yellow velvet and long strings of pearls, Dolly Madison entertains the company with many anecdotes of her interesting life. And now, while coffee is served, the First Lady of the Land speaks of Montpelier, the ancestral home of the Madisons in Virginia ... and her voice takes on a note of tenderness. She describes the wide, wide acres and the great golden tobacco harvests of Montpelier -- the President's home -- that contributed so much to the tradition - the romance of fine tobacco ..

BOONE: (3) CHANT - SOLD AMERICAN)

RUYSDAEL: Today, America's tradition of fine tobacco is carried on by Lucky Strike. (3) For, remember - Lucky Strike means fine tobacco. (6) yes, Lucky Strike means fine tobacco.

RIGGS: (6) (CHANT - SOLD AMERICAN)

MUSIC: INTRODUCTION TO "SHINE."

(FADE FOR)

SHARBUTT: Here's an all-time song that turns back the clock to a season when the appearance of the crossword puzzle took the Nation by storm - and - Knute Rockne's "Four Horsemen" were the pride of Notre Dame. Mark Warnow gives the downbeat for that swell all-time all-timer ... "SHINE."

4. ("SHINE" WARNOW & CHORUS)

(APPLAUSE)

MUSIC: INTRODUCTION TO "BLUE SKIES."

(FADE FOR)

SHARBUTT: Here's a song that found its way into America's musical heart way back when a movie called "The Patent Leather Kid" was bringing thrills to millions of people in theatres all over the Nation. Tonight, Jerry Wayne sings that all-time all-timer ... "BLUE SKIES."

5. ("BLUE SKIES" WARNOW & JERRY WAYNE)

(APPLAUSE)

MUSIC: INTRODUCTION TO "S'WONDERFUL."

(FADE FOR)

SHARBUTT: Time - 1927. Bea Wain brings musical memories with a song from the Broadway hit show -- "Funny Face" ... You'll be sure to remember this lively tune that's an all-time favorite now ... "S'WONDERFUL."

6. ("S'WONDERFUL" WARNOW, BEA WAIN & GROUP)

(APPLAUSE)

MUSIC: INTRODUCTION TO "SOMEBODY STOLE MY GAL."

(FADE FOR)

SHARBUTT: Here's an all-time song that turns back the calendar and really starts you humming. Mark Warnow and his entire Carnegie Hall Orchestra play ... "SOMEBODY STOLE MY GAL."

6A. ("SOMEBODY STOLE MY GAL" MARK WARNOW)

(APPLAUSE)

MUSIC: FANFARE

SHARBUTT: YOUR ALL-TIME HIT PARADE presents the current
NUMBER ONE song in the country! And for the song
that's tops from Coast to Coast, ONE MILLION LUCKY
Strike Cigarettes are sent free to our Armed Services
abroad. Jerry Wayne brings you the song ... and
"another million Luckies free greet our boys across
the sea" ... "PAPER DOLL."

7. ("PAPER DOLL" WARNOW & JERRY WAYNE)

(APPLAUSE)

(COMMERCIAL)

DELMAR: In a cigarette it's the tobacco that counts.

RIGGS: (7) (CHANT - SOLD AMERICAN)

RUYSDAEL: It's just as true today, as in the time of President James Madison, that the better the tobacco, the better the smoke. And remember: Sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen with men who know tobacco best, it's Luckless 2 to 1.

TICKER: (2 & 3, 2 & 3, 2 & 3) (6)

RUYSDAEL: LS - MFT (3)
LS - MFT (4)

DELMAR: (5) Yes, Lucky Strike means fine tobacco. (2) So smoke the (2) (Impulse Tag #2) smoke tobacco experts smoke -- Lucky Strike!

MUSIC: SPECIAL MEDLEY INTRODUCTION

(FADE FOR)

SHARBUTT: Three great all-time songs that have become a permanent part of America's heart -- songs that have been Hit Parade timber since the golden days of jazz. Mark Warnow starts this all-time all-timer medley with ... "SAY IT WITH MUSIC."

- 8. ("SAY IT WITH MUSIC" ORCHESTRA)
- {"THOU SWELL" BEA WAIN }
- {"WAITING FOR THE ROBERT E. LEE" ORCHESTRA & CHORUS }

(APPLAUSE)

SHARBUTT: Can you pick the top tunes of this week? Tune in tomorrow night to your regular Hit Parade, starring Frank Sinatra, over another network. Hear how your own ratings compare with Your Hit Parade Survey's accurate, authentic tabulations of the leading songs that all America chose as best this week. Don't miss YOUR HIT PARADE tomorrow night ... starring Frank Sinatra!

MUSIC: HIT PARADE THEME UP AND DOWN FOR:

DELMAR: Ladies and gentlemen, our boys overseas are not letting up. They are fighting harder than ever and will keep on fighting until the war is won. We here in America must keep up the fight, too. And the best way we can do that is to buy War Bonds -- and keep on buying them until Victory!

MUSIC: ALL-TIME THEME MELODY UP AND DOWN

DELMAR: (OVER MUSIC) THE BEST TUNES OF ALL FROM CARNEGIE HALL!

SHARBUTT: And that's it, ladies and gentlemen ... YOUR ALL-TIME HIT PARADE! This is Del Sharbutt saying goodnight for Mark Warnow, Jerry Wayne, Lyn Murray's "All-Time Hit Paraders," and Bea Wain.

MUSIC: ALL-TIME THEME UP AND DOWN

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky -
 (8) CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina (9) CHANT - SOLD AMERICAN).
 And this is Basil Ruysdael speaking for Lucky Strike. (13)

TICKER: (2 & 3, 2 & 3, 2 & 3) (9)

RUYSDAEL: LS - MFT (P)
LS - MFT (P)

DELMAR: (6) Yes, Lucky Strike means fine tobacco, so round, so (10)
 (Impulse Tag #5) firm, so fully packed, so free and easy on the draw.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas and comes to you from Carnegie Hall in New York ...

THIS IS THE NATIONAL BROADCASTING COMPANY.

Lucky Strike (10)
 Lushie's (P)
 LS - MFT - (P)
 Chant (P)
 Tickers (9)

Lucky Strike means fine tobacco (6)
 That men who know best (3)
 Smoke the smoke (2)
 So parents so firm (1)
 Swans record show (1)
 A million Lushie's free (P)

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKLIFFS-AM 2-6119

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00-9:45 PM EWT
DATE: NOVEMBER 20, 1943 - #444 REPEAT:

"YOUR HIT PARADE"

ROUTINE

1. MY HEART TELLS ME (7) FRANK SINATRA
2. JEEPERS CREEPERS ORCHESTRA
3. SUNDAY MONDAY OR WEDNESDAY (1) HIT PARADERS
4. PUT YOUR FEET AROUND ME HONEY (8) BEA WAIN
COMMERCIAL
5. NOBODY'S SWEETHEART ORCHESTRA
6. OH, WHAT A BEAUTIFUL MORNING (6) FRANK SINATRA
7. IF YOU PLEASE (6) BEA WAIN
8. WHO ORCHESTRA & HIT PARADERS

SESSION BREAK

9. PISTOL PACKIN' MAMA (5) FRANK SINATRA
10. IN AN 18TH CENTURY DRAWING ROOM ORCHESTRA

COMMERCIAL

11. THEY'RE EITHER TOO YOUNG OR TOO OLD (3) BEA WAIN
12. PAPER DOLL (2) HIT PARADERS

COMMERCIAL

13. PEOPLE WILL SAY WE'RE IN LOVE (1) FRANK SINATRA

Reputation is Reputation

WABC

THE AMERICAN TOBACCO COMPANY

11-20-43

"YOUR HIT PARADE" - #444

9:00-9:45 PM EWT

NOVEMBER 20, 1943

SATURDAY

RUYSDAEL: (1) With men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN) (1)

RUYSDAEL: (1) LS - MFT

(2) LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3) (3)

SHARBUTT: (1) Yes, Lucky Strike means fine tobacco. So smoke the (1)
(Impulse Tag #2) smoke tobacco experts smoke - Lucky Strike. (2)

RIGGS: (CHANT - SOLD AMERICAN) (2)

(OPENING THEME 20 SECONDS)

DELMAR: Lucky Strike presents YOUR HIT PARADE ... starring ...
Frank Sinatra

(APPLAUSE)

DELMAR: For the song that's Number ONE on Your Hit Parade every week ... for the song that's the Nation's favorite of favorites ... ONE million Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra

("MY HEART TELLS ME" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Frank Sinatra gets Your Hit Parade under way with the song that's a solid SEVEN from coast to coast ... Frank sings the week's Seventh place favorite ... "MY HEART TELLS ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Seven song all over America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and Frank Sinatra!

("JEEPERS CREEPERS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a Lucky Strike Extra! ... an all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "JEEPERS CREEPERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SUNDAY, MONDAY OR ALWAYS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune that rates just Four places away from top position ... the Hit Paraders sing America's choice for Number FOUR ... "SUNDAY, MONDAY OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time now for the tune that's Number EIGHT on Your Hit
Parade Survey ... lovely Bea Wain sings the week's Eighth
place winner ... "PUT YOUR ARMS AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN) ③

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco -- No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN) ④

RUYSDAEL: The war was on ... the great war of American Independence ... and now from all over the Colonies and from even across the sea, many brilliant leaders came to Philadelphia to rally under the Commander-in-Chief of the Continental Army, General George Washington. Thus it happened that on a day in the year 1777, three men met by chance and became lifelong friends ... three men who journeyed together to join up with Washington and help bring Victory to the American Colonies. Go back in imagination to that morning in the year 1777 ... back to the old city of Alexandria, Virginia. A young man on his way to Philadelphia from North Carolina, rides up on horseback and stops before the City Tavern. He tethers his horse, and is about to enter the Tavern, when he observes two gentlemen in the uniform of French Officers talking to the stable-keeper. They are trying to explain that they need fresh horses to take them to Philadelphia and that it is a matter of great urgency.

RUYSDAEL: But the stable-keeper cannot understand them for they speak only French and a few words of broken English. The young man takes in the situation, translates the request to the stable-keeper, and the matter is settled. Then with a bow to the Frenchmen, he says, "Permit me to introduce myself. My name is John Paul Jones." "And I," replies one of the officers, "am the Marquis de Lafayette, and this is my colleague, Baron Jean de Kalb." And so it happened that on a day in 1777, America's first great Naval hero, John Paul Jones, the Marquis de Lafayette and Baron de Kalb, journeyed together from Virginia to the headquarters of General George Washington in Philadelphia. And as they rode along mile after mile, John Paul Jones, who himself had lived on a Carolina plantation, pointed out to his new friends the beauty of the plantations they passed on the roads of Virginia. He described with pride the fine harvests of mild, mellow tobacco grown throughout the South. Thus, on a day -- long, long ago -- two distinguished generals of the Revolutionary War came to know something of the tradition - the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN) (C)

(MORE)

DELMAR: Today ... in ⁽¹⁾this same historic Southland rich in tradition
 (New closing "B") ... Lucky Strike consistently buys fine tobacco, the riper,
 naturally mellow tobacco. Remember ⁽²⁾in a cigarette it's the
 tobacco that counts and Lucky ⁽³⁾Strike means fine tobacco -
⁽⁴⁾yes, Lucky Strike means fine tobacco ⁽⁵⁾round, so firm,
 so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN) ⁽⁶⁾

RUYSDAEL ⁽⁷⁾LS - MFT

⁽⁸⁾LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3) ⁽⁹⁾

SHARBUTT ⁽¹⁰⁾Yes, Lucky Strike means fine tobacco, ⁽¹¹⁾No wonder that with
 (Impulse ⁽¹²⁾Tag #1) men who know tobacco best, it's Luckies 2 to 1.

("NOBODY'S SWEETHEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a
Lucky Strike extra ... the jazz classic ... "NOBODY'S
SWEETHEART."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("OH, WHAT A BEAUTIFUL MORNING" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Hit Parade new-comer starting on America's list of favorites at Number NINE ... Frank Sinatra sings the new Ninth place favorite ... "OH, WHAT A BEAUTIFUL MORNING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IF YOU PLEASE" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Comin' up ... the tune that rates Sixth place all over
the U. S. A. Bea Wain brings you the week's Number
SIX song ... "IF YOU PLEASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHO" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR:

Mark Warnow, the Lucky Strike Orchestra and the Hit
Paraders bring you one of the great tunes that has
become a permanent part of America's heart ... just
like the all-time all-timers you hear every Friday
night on Your All-Time Hit Parade ... it's -- "WHO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented
by ⁽¹⁷⁾Lucky Strike ... will continue in just a moment
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("PISTOL PACKIN' MAMA"FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FIVE ... and it's Frank Sinatra going to town with the Fifth place favorite ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN AN 18TH CENTURY DRAWING ROOM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for a Lucky Strike extra ... Mark Warnow and the
Lucky Strike Orchestra bring you ... "IN AN 18TH CENTURY
DRAWING ROOM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN) ①

SHARBUTT: A rule that hasn't changed since the time of John Paul Jones and the Marquis de Lafayette is this: place your trust in men of experience. And in selecting your cigarette, place your trust in men who earn their living in buying, selling and handling tobacco. Remember ^①sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - ^②with men who know tobacco best, it's Luckies ^③to 1.

RIGGS: (CHANT - SOLD AMERICAN) ④

DELMAR: ⑤ In a cigarette it's the tobacco that counts ... and Lucky Strike means fine tobacco. ⑥

TICKER: (2 & 3, 2 & 3, 2 & 3) ⑦

RUYSDAEL ⑧ LS - MFT

⑨ LS - MFT

SHARBUTT: ⑩ Yes, Lucky Strike means fine tobacco. ⑪ So smoke the smoke (Impulse Tag #2) tobacco experts smoke -- Lucky Strike. ⑫

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week! Number THREE! ... and it's Bea Wain with America's Third place favorite ... "THEY'RE EITHER TOO YOUNG OR TOO OLD."

("THEY'RE EITHER TOO YOUNG OR TOO OLD" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and the Hit Paraders sing the song
that's just one step away from first place honors ...
"PAPER DOLL."

("PAPER DOLL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

YOUR HIT PARADE
Commercial #3

- 19 -

11-20-43

BOONE: (CHANT - SOLD AMERICAN) ⑨

RUYSDAEL: ⑧ LS - MFT

⑧ LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3) ⑫

SHARBUTT: ⑦ Yes, Lucky Strike means fine tobacco, so round, so firm,
(Impulse ⑦
Tag #5) so fully packed, so free and easy on the draw.

- 10 -

(FANFARE NUMBER ONE)

DELMAR: Number ONE! And for the song that's "tops" all over America this week ... for the song the nation likes best of all ... ONE million Lucky Strike cigarettes are sent free to the boys of our armed services abroad ... Yes, friends, here's the Number One tune! And "another million Luckies free greet our boys across the sea!" Here we go with Frank Sinatra singing Number One ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" FRANK SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ORCHESTRA: (SO LONG FOR A WHILE ... UP AND DOWN UNDER)

SINATRA: Friends, listen next Friday night to "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade - and be sure to hear your ~~old~~ Professor, Kay Kyser, next Wednesday night when LUCKY STRIKE, "~~my cigarette,~~" entertains Uncle Sam's fliers at the Ontario Army Air Field, in California. Next Saturday we'll be back again with Your Hit Parade with songs and tunes just as ^{fine} ~~solid~~ as the guarantee that appears on every package of my LUCKY STRIKE Cigarettes. So until Hit Parade time next week, this is Frank Sinatra saying ...

SINATRA: (SINGS) So long for a while, that's all the songs for a while.

CHORUS: (SINGS) So long to Your Hit Parade and the tunes that you picked to be played,

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... the tanks they're driving ... the planes they're flying ... the guns they're shooting -- are your War Bonds in action! ... so Back the Attack ... Buy Those War Bonds!

ORCHESTRA: (HIT PARADE THEME UP AND FINISH)

(APPLAUSE)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. ⁽¹⁰⁾ (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky - (CHANT ⁽¹¹⁾ - SOLD AMERICAN)

This is Basil Ruysdael speaking for Lucky ⁽¹⁷⁾ Strike, the cigarette that means fine tobacco ⁽¹⁸⁾ -- yes, Lucky Strike means fine tobacco.

TICKER: (2 & 3, 2 & 3, 2 & 3) ⁽¹⁵⁾

RUYSDAEL: ⁽¹⁶⁾ LS - MFT

⁽¹⁹⁾ LS - MFT

DELMAR: ⁽²²⁾ Yes, Lucky Strike means fine tobacco ... So smoke the smoke ⁽²³⁾ (Impulse Tag #2) tobacco experts smoke -- Lucky Strike.

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM

Lucky Strike (30)
Lucky (6)
WABC (10)
chants (1)
teaser (1)

Lucky Strike means fine tobacco (9)
with men who know tobacco best (4)
 (FADE THEME 20 SECONDS)
Smoke the smoke tobacco experts smoke (3)
 (WABC NEW YORK)
As heard, so from (2)
Live on records show (1)
for a cigarette its the tobacco that counts (2)
million bushes (1)