



RADIO

WITNESS

THE

OUR

ALL

HIT PARADE

APR. - JUNE

1944

R1X01 0235429

ATK01 0235430

APR 15

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO  
PRODUCT: LUCKY STRIKE  
DATE: APRIL 7, 1944 - #9

REVISION: [ ]  
APPROVAL: FINAL

NETWORK: NBC  
B'CAST: 8:30-9 PM EWT  
REPEAT: 11:30-12 M EWT

"YOUR ALL-TIME HIT PARADE"

*As Broadcast*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big retard finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big retard finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big retard finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly...
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATK01 0235431

4-7-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #9

APRIL 7, 1944

SCRIPT BY AMY FREEMAN

ROUTINE

1. WE'RE IN THE MONEY	ORCHESTRA	(.30)	O
2. YOU ARE MY LUCKY STAR	ORCHESTRA	(.45)	A
3. OH, JOHNNY, OH JOHNNY, OH	LULU BATES	(2.10)	V
4. THE WHITE CLIFFS OF DOVER	ORCHESTRA	(.50)	A
5. THE BROKEN RECORD	ORCHESTRA	(.45)	O

COMMERCIAL

6. IT'S LOVE, LOVE, LOVE (No. 1)	ORCHESTRA	(1.00)	#1
7. YOU	ORCHESTRA	(.30)	A
8. I AIN'T GOT NOBODY	LULU BATES	(2.10)	V
9. DINAH	ORCHESTRA	(.30)	O
10. SOUTH OF THE BORDER	ORCHESTRA	(.45)	A
11. I FOUND A MILLION DOLLAR BABY	LULU BATES	(2.10)	V

COMMERCIAL

12. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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ATX01 0235432

WEAF

THE AMERICAN TOBACCO COMPANY

4-7-44

"YOUR ALL-TIME HIT PARADE" - #9

8:30-9:00 PM EWT

APRIL 7, 1944

FRIDAY

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG."

BOONE: (CHANT - SOLD AMERICAN)

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

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Of course!

DELMAR: Right you are!

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

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (FULL - FADE AND HOLD UNDER)

SHARBUTT: "The Best Songs Of All - For You To Recall," 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: "LUCKY DAY" - (UP AND BIG FINISH)

SHARBUTT: Ladies and gentlemen, for more than a year YOUR ALL-TIME HIT PARADE has given you "THE BEST SONGS OF ALL FROM CARNEGIE HALL" ... tonight, from Carnegie Hall, YOUR ALL-TIME HIT PARADE gives you "The Best Songs Of All - For You To Recall."

RUYSDAEL: ... to stimulate your imagination!  
(GONG)

DELMAR: ... to pique your curiosity!  
(GONG)

RUYSDAEL: ... to play you a game!  
(GONG)

DELMAR: A fascinating new game -- and so easy!  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: All right, friends, here we go! Gather 'round the radio! You ... and your wife ... and everybody in your family. See if you can recall the great All-Time songs played on YOUR ALL-TIME HIT PARADE! It's easy - and it's fun! Take a pencil and paper - and an easy chair - and listen carefully. Write down the names of the All-Time songs as you hear them (GONG) before the gong strikes. Yes, you and all the family check the names of tonight's songs -- the new songs and the old songs -- see how many you can get right. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK ... one of America's great All-Time All-Timers! And now ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE starts off with a great  
All-Time All-Timer. All set Mr. and Mrs. America?

"JUST NAME THE SONG BEFORE THE GONG!"

1. ("WE'RE IN THE MONEY" . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG RETARD FINISH

DELMAR: Did you all know "WE'RE IN THE MONEY?"

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.



SHARBUTT: Here's a bright All-Time All-Timer that's always in its prime. How about it? Can you ... "JUST NAME THE SONG BEFORE THE GONG?"

2. ("YOU ARE MY LUCKY STAR" . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "YOU ARE MY LUCKY STAR."  
(STRONG  
RESPONSE)

DELMAR: That's right! "YOU ARE MY LUCKY STAR."

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUT: Time for Lulu Bates and a recent All-Time All-Timer. On this one -- it should be easy to -- "JUST NAME THE SONG BEFORE THE GONG!"

3. ("OH, JOHNNY, OH JOHNNY, OH" . . . (.40) . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: How did you do on "OH, JOHNNY, OH JOHNNY, OH?" And here to sing it is Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("OH, JOHNNY, OH JOHNNY, OH" . . . (1.30) . . . LULU BATES)  
(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SHARBUTT: Here's a famous hit of yesterday that has become an All-Time All-Timer of today. So come on and -- "JUST NAME THE SONG BEFORE THE GONG!"

4. ("THE WHITE CLIFFS OF DOVER" . . . (.50) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us.

AUDIENCE: "THE WHITE CLIFFS OF DOVER."  
(STRONG RESPONSE)

DELMAR: You named it -- "THE WHITE CLIFFS OF DOVER."

INSTRUCTIONS:

1. Play lem fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish!
  - B. Get on to the next race.

SHARBUTT: Can Sis beat Brother to naming this solid All-Time All-Timer from YOUR HIT PARADE? Let's Go! "JUST NAME THE SONG BEFORE THE GONG!"

5. ("THE BROKEN RECORD" . . . . . (.45) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: That was "THE BROKEN RECORD."

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

Commercial #1

(James Whitcomb Riley Gives a Command Performance for the President of the United States)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUFF: 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 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: James Whitcomb Riley Gives a Command Performance for the President of the United States.

RUYSDAEL: Silently he made a record of the date ... April 2nd, 1892... for this was a day he would never forget. It seemed hard for him to believe that he was really here ... here in the State dining room of the White House -- hard to believe that the President of the United States would call together this brilliant company to do him honor. For he was neither statesman nor soldier nor great hero of any kind. He was a simple man, named James Whitcomb Riley, a plain poet who sang the everyday joy and sorrow of plain people. For a moment he looked about him at President Benjamin Harrison and the Cabinet Members, at their beautifully-gowned ladies, -- and he thought to himself ...

VOICE I: James Riley, you've come a long way ... yes sir, a long way since that afternoon in the little schoolhouse back there on the red dirt road of Morgan County, Indiana ...

Commercial #1 (CONTD)

(James Whitcomb Riley Gives a Command Performance for the President of the United States.)

RUYSDAEL: That was 20 years ago -- but he remembered it as if it were only yesterday ... the chalk dust dancing in the sunbeam ... the smell of freshly-washed blackboards ... and the farmers in their Sunday best, the girls in calico ... sitting back on the hard benches, while he -- young, gawky James Whitcomb Riley -- stood on the narrow platform and for the first time read his verses to an audience.

VOICE I: Yes, you've come a long way, James Riley. Your boots are shiny now ... but there's still the mud of the Indiana roads, the breath of the Hoosier hills, deep, deep inside of you -- and you can thank God for it ...

RUYSDAEL: The poet smiled to himself and looked across the table at the President. And Benjamin Harrison caught his glance ... winked at him solemnly ... and rose to his feet ...

VOICE II: Ladies and gentlemen, our honored guest ... the beloved poet from Indiana ... Mr. James Whitcomb Riley ...

(MORE)

(James Whitcomb Riley Gives a Command Performance for the President of the United States.)

RUYSDAEL: Now the poet faced his distinguished audience. In the slow drawl of the Hoosier dialect he told his stories, his poems, his anecdotes of the country he knew so well. And soon the brilliant company was smiling ... some eyes were dimmed with tears ... and all at once there was the warm, friendly, familiar laughter of Americans touched by their own native humor. Thus it was that on the night of April 2nd, 1892, James Whitcomb Riley achieved his greatest triumph, winning the hearts of his audience at the White House. Late that night he sat with the President in the upstairs study -- and he spoke of his recent tour through the Southland, a tour that had taken him to Brandon, the Virginia plantation of the great Harrison family. And the President told him, James Whitcomb Riley, stories of the beautiful plantation where once the President's own ancestors had harvested great golden crops of tobacco -- continuing, from father to son, that enduring tradition of the Southland -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Today, America's tradition of fine tobacco is carried on by Lucky Strike. For remember - Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: All set - all ready - Here we go again friends - and here it is!

(FANFARE NUMBER ONE)

SHARBUTT: THE CURRENT NUMBER ONE SONG OF THE WEEK - Number One from Coast to Coast as shown by Your Hit Parade Survey. Surely you can all name this song before the gong - the current Number One Song from Maine to California.

SOUND: (GONG - STRONG)

SHARBUTT: "JUST NAME THE SONG BEFORE THE GONG!"

6. ("IT'S LOVE, LOVE, LOVE" . . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was -- "IT'S LOVE, LOVE, LOVE" -- The current Number One song on Your Hit Parade!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to retard finish always to allow for applause.
4. Get on to the next race.



SHARBUTT: Here's an All-Time All-Timer that knows no age. Let's see how many of you will be able to -- "JUST NAME THE SONG BEFORE THE GONG!"

7. ("YOU" . . . . . (.30) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "YOU."  
(STRONG RESPONSE)

DELMAR: You named it -- it's "YOU."

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: Lulu Bates brings you an everlasting All-Time All-Timer.  
But first -- "JUST TAKE THE SONG BEFORE THE GONG!"

8. ("I AIN'T GOT NOBODY" . . . . . (.40) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you say "I AIN'T GOT NOBODY" before the gong? Now  
listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

8. ("I AIN'T GOT NOBODY" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SHARBUTT: Here's an All-Time All-Timer that's as new now as the day it was written - Will Mom recall it before Pop? "JUST NAME THE SONG BEFORE THE GONG!"

2. ("DINAH" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: You were right on that if you said "DINAH."

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: This All-Time All-Timer will take you on a musical trip to -- well suppose you - "JUST NAME THE SONG BEFORE THE GONG!"

10. ("SOUTH OF THE BORDER" . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "SOUTH OF THE BORDER."  
(STRONG RESPONSE)

DELMAR: That's right -- "SOUTH OF THE BORDER."

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: It's Lulu Bates again -- with an All-Time All-Timer that's right in the groove. But test your memory on it first.

"JUST NAME THE SONG BEFORE THE GONG!"

11. ("I FOUND A MILLION DOLLAR BABY" . . (.40) . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: You're good if you said "I FOUND A MILLION DOLLAR BABY."

And here, to sing it is Lulu Bates.

(BATES IN FULL ON DOWNBEAT)

11. ("I FOUND A MILLION DOLLAR BABY" . . (1.30) . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: James Whitcomb Riley had expert knowledge of human nature, of people and of customs. And today, at the auctions down South, there are men with expert knowledge in their field -- the field of fine tobacco. These are the independent tobacco experts ... men like Mr. Hugh H. Scott of Durham, North Carolina, who recently said ...

VOICE: As an independent tobacco buyer, I've seen Lucky Strike consistently go after the finer, lighter tobacco -- the kind that makes a completely enjoyable smoke. That is why I've smoked Luckies for 25 years.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Sworn records show that with independent tobacco experts like Mr. Scott, with men who know tobacco best, it's Luckies 2 to 1!

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

ROYSDALE: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: AND NOW

(DRUM ROLL UP AND VERY HEAVY OVER)

ROYSDALE: The Five Hundred Dollar Song of the week!

(DRUM ROLL UP AND OUT)

SHAREUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Johnstown, Pa. - Storekeeper 3rd Class Vivian Reese

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Memphis, Tenn. - Seaman 2nd Class Claude Parker

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Houston, Texas - Seaman 1st Class Nick Angelos

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Brooklyn, N.Y. - Corporal Ted Egel

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Albuquerque, New Mexico, Staff Sergeant Ross Mortoroff

CONTESTANT: ("Here") ("Here, Sir")

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REBROADCAST: Dovizes, England - Aircraftsman Ernest Tilley  
Waterbury, Conn. - Chief Petty Officer James Walsh  
Coopersburg, Pa. - Staff Sergeant Lester Berger  
Trenton, New Jersey - Seaman 2nd Class Frank Kane  
St. Paul, Minnesota - Yeoman 3rd Class Lorraine Orth

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks -- each contestant here has a paper and pencil. Before the gong -- before the gong strikes -- on this great All-Time song honored tonight these contestants will write down the popular name of this song as they recall it (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. Listen carefully, contestants ... and just name the song before the gong! All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go! ...

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

12. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big retard finish.



DELMAR: Did you name the song before the gong? The name was "YOU'RE A GRAND OLD FLAG" and 4 contestants tagged it!

(APPLAUSE AND REPRIS SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Storekeeper 3rd Class Vivian Reese, Seaman 2nd Class Claude Parker, Seaman 1st Class Nick Angelos, and Corporal Ted Eegel, divide the prize of Five Hundred Dollars. Yes -- One Hundred Twenty-Five Dollars to each of them -- and another great All-Time All-Timer -- "YOU'RE A GRAND OLD FLAG" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME  
ALLOWED IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

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<u>REBROADCAST:</u> Chief Petty Officer James Walsh	\$125.00
Staff Sergeant Lester Berger	125.00
Seaman 2nd Class Frank Kane	125.00
Yeoman 3rd Class Lorraine Orth	125.00

RTX01 0235453

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL."

SHARBUTT: And that's it, ladies and gentlemen -- YOUR ALL-TIME HIT PARADE -- featuring (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!  
(GONG)

RUYSDAEL: ... to pique your curiosity!  
(GONG)

DELMAR: ... to play you a game!  
(GONG)

SHARBUTT: This is Del Sharbutt saying goodnight for Lulu Bates and all of us.

MUSIC: "LUCKY DAY" (FADE FOR)

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

MUSIC: "LUCKY DAY" - UP MAXIMUM AND DOWN FOR:

DELMAR: Ladies and gentlemen, the War Bonds you buy today will save the lives of our fighting men tomorrow. Back the attack! Join the attack! Buy more and more War Bonds!

MUSIC: UP - PLAY LONGER - MAXIMUM

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). And this is Basil Ruysdael speaking for Lucky Strike.

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

RUYSDAEL: LS - MFT  
LS - MFT

DELMAR: Next time you step up to a cigarette counter, ask for Lucky (Impulse Tag #6) Strike - for Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

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 ... Since the War or Navy Departments do not endorse any product, the appearance of Service Personnel on this program does not constitute an endorsement of the product advertised.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30-9 PM EST  
DATE: APRIL 14, 1944 - #10 REPEAT: 11:30-12 M EST

"YOUR ALL-TIME HIT PARADE"

MUSIC:

INSTRUCTIONS

*As Broadcast*

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big retard finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big retard finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big retard finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235457

4-14-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #10

APRIL 14, 1944

SCRIPT BY AMY FREEMAN

ROUTINE

1. THAT'S A PLENTY	ORCHESTRA	(.30)	O
2. WHISPERING	ORCHESTRA	(.50)	A
3. THEY'RE EITHER TOO YOUNG OR TOO OLD	LULU BATES	(2.10)	V
4. DON'T GET AROUND MUCH ANY MORE	ORCHESTRA	(.50)	A
5. DARKTOWN STRUTTERS BALL	ORCHESTRA	(.45)	O

COMMERCIAL

6. IT'S LOVE, LOVE, LOVE (No. 1)	ORCHESTRA	(1.00)	#1
7. MARGIE	ORCHESTRA	(.30)	A
8. CUDDLE UP A LITTLE CLOSER	LULU BATES	(2.10)	V
9. SAYS MY HEART	ORCHESTRA	(.30)	O
10. FLYING DOWN TO RIO	ORCHESTRA	(.45)	A
11. LULLABY OF BROADWAY	LULU BATES	(2.10)	V

COMMERCIAL

12. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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ATX01 0235458

WEAF

THE AMERICAN TOBACCO COMPANY

4-14-44

"YOUR ALL-TIME HIT PARADE" - #10

8:30-9:00 PM EDT

APRIL 14, 1944

FRIDAY

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

RIGGS: (CHANT - SOLD AMERICAN)

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

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

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

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (FULL FADE AND HOLD UNDER)

SHARBUTT: "The Best Songs Of All - For You To Recall." 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: "LUCKY DAY" - (UP AND BIG FINISH)

SHARBUTT: Ladies and gentlemen, for more than a year YOUR ALL-TIME HIT PARADE has given you "THE BEST SONGS OF ALL FROM CARNEGIE HALL" ... tonight, from Carnegie Hall, YOUR ALL-TIME HIT PARADE gives you "The Best Songs Of All - For You To Recall."

RUYSDAEL: ... to stimulate your imagination!  
(GONG)

DELMAR: ... to pique your curiosity!  
(GONG)

RUYSDAEL: ... to play you a game!  
(GONG)

DELMAR: A fascinating new game -- and so easy!  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"



DELMAR: All right, friends, here we go! Gather 'round the radio! You ... and your wife ... and everybody in your family. See if you can recall the great All-Time songs played on YOUR ALL-TIME HIT PARADE! It's easy - and it's fun! Take a pencil and paper - and an easy chair - and listen carefully. Write down the names of the All-Time songs as you hear them (GONG) before the gong strikes. Yes, you and all the family check the names of tonight's songs -- the new songs and the old songs -- see how many you can get right. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK ... one of America's great All-Time All-Timers! And now ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE gets off to a gala start with an All-Time All-Timer that's as bright as a new penny. Are you ready, Mr. and Mrs. America? "JUST NAME THE SONG BEFORE THE GONG!"

1. ("THAT'S A PLENTY" . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG RETARD FINISH

DELMAR: Did you say "THAT'S A PLENTY?" Great! Now, on with the game.

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: And here's an All-Time All-Timer that's as ageless as two people in love. So, let's go and -- "JUST NAME THE SONG BEFORE THE GONG!"

2. ("WHISPERING" . . . . . (.50) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "WHISPERING."  
(STRONG RESPONSE)

DELMAR: That's right, it's "WHISPERING." Now . . . let's see what's next in the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: Lulu Bates sings an All-Time All-Timer that voices a current complaint of all you gals. But first --  
"JUST NAME THE SONG BEFORE THE GONG!"

3. ("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . (.40) . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you say "THEY'RE EITHER TOO YOUNG OR TOO OLD?" Now listen to Lulu Bates.

(BATES IN FULL ON DOWNBEAT)

3. ("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . (1.30) . . LULU BATES)  
(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SEARBUTT: Here's a young All-Time All-Timer ... that held top honors on Your Hit Parade. Surely you all can -- "JUST NAME THE SONG BEFORE THE GONG!"

4. ("DON'T GET AROUND MUCH ANY MORE" . . (.50) . . ORCHESTRA) A

(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "DON'T GET AROUND MUCH ANY MORE."  
(STRONG  
RESPONSE)

DELMAR: "DON'T GET AROUND MUCH ANY MORE" is right. So --  
on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: Your whole family ought to score 100% on this one. It's the daddy of all the modern All-Time All-Timers. Come on, folks, "JUST NAME THE SONG BEFORE THE GONG!"

5. ("DARKTOWN STRUTTERS BALL" . . . (.45) . . . . . ORCHESTRA) 0

(GONG) BIG RETARD FINISH

DELMAR: How many said, "DARKTOWN STRUTTERS BALL?" Well -- that's right!

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

YOUR ALL-TIME HIT PARADE - 9 -  
Commercial #1  
(Vote for Honest Abe ... The Giant Killer!)

4-14-44

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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)

SHARBUTT: "Vote for Honest Abe ... The Giant Killer!"

DELMAR: October, 1858. Court House Square in the little town of Alton, Illinois. In front of the Court House ... stands a flag-decked platform, and before it ... a mass of laughing, shouting humanity. They hold huge placards bearing inscriptions that read ... "Vote for Stephen Douglas -- the Little Giant" ... "Vote for Honest Abe -- the Giant Killer." This is a crowd come from miles around to witness one of the greatest political debates of all time -- the campaign debate between two Illinois candidates for the United States Senate ... the renowned statesman, Stephen A. Douglas, and the Springfield lawyer, Abraham Lincoln. Now a man rises to speak ... a man whose electrifying personality and short, powerful frame are instantly recognized. A great thundering cheer rings out over the square ... a cheer for Stephen A. Douglas -- "The Little Giant." Douglas stands there ... looking out over the wild, applauding throng ... smiling, supremely confident.

VOICE I: "Our fathers knew when they made the government ... that in a Republic as broad as this ... having such a variety of soil, climate and interest ... there must necessarily be a corresponding variety of local laws (FADE) ... the policy and institutions of each state ..."

DELMAR: As Douglas talks ... the reporters record his eloquent words ... words that will soon be headlined in newspapers throughout the nation. Finally, Stephen Douglas takes his seat and, smiling with assurance, he looks across the platform at his lanky, six-foot opponent. Now Abraham Lincoln stands to face his audience ... there is a ripple of scattered applause ... yes, and laughter -- laughter at this gangling, raw-boned man with the ill-fitting clothes who dares to match wits with the "Little Giant" from the Senate Halls of Washington ...

VOICE II: "Judge Douglas tries to show that variety ... in the laws of the different states ... is necessary. I agree ... it would be foolish for us to insist upon having a cranberry law in Illinois ... where we have no cranberries ... because they have a cranberry law in Indiana (FADE) ... where they have indeed ..."

(MORE)



DELMAR: Yes ... this Abe Lincoln -- this "Giant Killer" -- has a crackling, native wit ... and the natural, untutored eloquence that comes of sincerity and deep conviction. So it was that on a day of October in 1858 ... the "Little Giant" met the "Giant Killer" in a contest that became the talk of the country. And that night in the Alton Hotel ... the two men who were opponents in the political arena ... spent a few pleasant hours talking together. For Abraham Lincoln and Stephen Douglas had great respect for each other, and much in common. Each man had his roots in the soil of America. Lincoln worked as a boy on a Kentucky farm setting out the seedling tobacco plants ... and Stephen Douglas lived as a farmer on his own tobacco plantation in North Carolina ... Both great men had known and contributed to the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

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

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: All set - all ready - Here we go again friends - and here it is!

(PANFARE NUMBER ONE)

SHARBUTT: THE CURRENT NUMBER ONE SONG OF THE WEEK - Number One from Coast to Coast as shown by Your Hit Parade Survey. Surely you can all name this song before the gong - the current Number One Song from Maine to California.

SOUND: (GONG - STRONG)

SHARBUTT: "JUST NAME THE SONG BEFORE THE GONG!"

6. ("IT'S LOVE, LOVE, LOVE" . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was --  
"IT'S LOVE, LOVE, LOVE" -- The Current Number One song on Your Hit Parade!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to retard finish always to allow for applause.
4. Get on to the next race.

SHARBUTT: You're always glad to hear this All-Time All-Timer. It's one of America's favorites that will live forever -- So see if you can "JUST NAME THE SONG BEFORE THE GONG!"

"MARGIE" . . . . . (.30) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "MARGIE."  
(STRONG RESPONSE)

DELMAR: You named it -- "MARGIE." And it's on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: When Spring comes 'round, there's something in the air that makes you think of this All-Time All-Timer. Lulu Bates sings it, but it's up to you to --- "JUST NAME THE SONG BEFORE THE GONG!"

8. ("CUDDLE UP A LITTLE CLOSER" . . . . (.30) . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: How did you do on that one, - it was "CUDDLE UP A LITTLE CLOSER." And here's Lulu Bates to sing it!

(BATES IN FULL ON DOWNBEAT)

9. ("CUDDLE UP A LITTLE CLOSER" . . . . (1.30) . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SHARBUTT: Here's another solid All-Time All-Timer! How about it, folks? Who'll be first to - "JUST NAME THE SONG BEFORE THE GONG?"

9. ("SAYS MY HEART" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: Did you say "SAYS MY HEART?" Great! Come on in and play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: With this All-Time All-Timer we salute our Good Neighbors to the South - on this ... Pan-American Day. Come on, everybody - let's say saludos amigos - and "JUST NAME THE SONG BEFORE THE GONG!"

10. ("FLYING DOWN TO RIO" . . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "FLYING DOWN TO RIO."  
(STRONG  
RESPONSE)

DELMAR: That's right - "FLYING DOWN TO RIO." And the game moves on!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: If you know your All-Time All-Timers of today, this one should be easy. Lulu Bates sings it, but will you be first to - "JUST NAME THE SONG BEFORE THE GONG?"

11. ("LULLABY OF BROADWAY" . . . . . (.40) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you all say "LULLABY OF BROADWAY?" Now listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

11. ("LULLABY OF BROADWAY" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in 1858, Abraham Lincoln and Stephen Douglas helped to keep alive the historic tradition of the open forum and the political debate ... and they were men both familiar with another historic tradition -- the tradition of fine tobacco. Today, that tradition of fine tobacco is carried on by Lucky Strike. For 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.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: A friendly suggestion: For your own greater smoking enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.



MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"DELMAR: AND NOW

(DRUM ROLL UP AND VERY HEAVY OVER)

RUYSDAEL: The Five Hundred Dollar Song of the week:

(DRUM ROLL UP AND OUT)

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Princeton, New Jersey - Seaman 2nd Class Robert Anderson

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Pittsburgh, Pennsylvania - Seaman 2nd Class Robert Richmond

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Elgin, Illinois - Sergeant Leonard Piazza

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Hollywood, California - Sergeant Albert Daniels

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Ashland, Massachusetts - Yeoman 3rd Class Muriel Burke

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)REBROADCAST:

New Orleans, Louisiana - Yeoman 3rd Class Catherine Rooney  
 With Asiatic and Pacific Service Stripe, from Petaluma, California -  
 Radioman 2nd Class George Nielsen  
 New York, N.Y. - Corporal Tracey Smith  
 New York, N.Y. - Private Ed Probbor  
 Bloomington, Indiana - Seaman 1st Class Clifford Thrasher

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks -- each contestant here has a paper and pencil. Before the gong -- before the gong strikes -- on this great All-Time song honored tonight these contestants will write down the popular name of this song as they recall it (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. Listen carefully, contestants ... and just name the song before the gong! All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go! (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

12. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big retard finish.

DELMAR: Did you name the song before the gong? The name was "HALLELUJAH"  
and 5 contestants tagged it!

(APPLAUSE AND REPRISE SONG BEHIND ANNOUNCEMENT)

REBUTT: For naming the song before the gong, Seaman 2nd Class Robert Anderson,  
Seaman 2nd Class Robert Richmond, Sergeant Leonard Piazza, Sergeant  
Albert Daniels, Yeoman 3rd Class Muriel Burke divide the prize of  
Five Hundred Dollars. Yes -- One Hundred Dollars to each of them --  
and another great All-Time All-Timer -- "HALLELUJAH" is honored on  
YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME ALLOWED  
IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

REBROADCAST:

Radioman 2nd Class George Nielson	\$125.00
Corp. Tracey Smith	125.00
Private Ed Probber	125.00
Yeoman 3rd Class Catherine Rooney	125.00

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL."

SHARBUTT: And that's it, ladies and gentlemen -- YOUR ALL-TIME HIT PARADE -- featuring (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!  
(GONG)

RUYSDAEL: ... to pique your curiosity!  
(GONG)

DELMAR: ... to play you a game!  
(GONG)

SHARBUTT: This is Del Sharbutt saying goodnight for Lulu Bates and all of us.

MUSIC: "LUCKY DAY" - (FADE FOR)

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

MUSIC: "LUCKY DAY" - UP MAXIMUM AND DOWN FOR:

DELMAR: Ladies and gentlemen - Every War Bond you buy on the home front will help our boys on the fighting front. Defend the Constitution! Buy more War Bonds!

MUSIC: UP - PLAY LONGER - MAXIMUM TO FINISH

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

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember - (Impulse Tag #3) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

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 ... Since the War or Navy Departments do not endorse any product, the appearance of Service Personnel on this program does not constitute an endorsement of the product advertised.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30- 9 PM EDT  
DATE: APRIL 21, 1944 - #11 REPEAT: 11:30-12 M EDT

"YOUR ALL-TIME HIT PARADE"

## INSTRUCTIONS

*As Broadcast*

### MUSIC:

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big retard finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big retard finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big retard finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235483

4-21-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #11

APRIL 21, 1944

SCRIPT BY AMY FREEMAN

ROUTINE

1. ANCHORS AWEIGH	ORCHESTRA	(.30)	O
2. AFTER YOU'VE GONE	ORCHESTRA	(.45)	A
3. HEY, GOOD-LOOKIN'	LULU BATES	(2.10)	V
4. BYE BYE BLACKBIRD	ORCHESTRA	(.50)	A
5. BROADWAY MELODY	ORCHESTRA	(.45)	O

COMMERCIAL

6. I LOVE YOU (No. 1)	ORCHESTRA	(1.00)	#1
7. THE BAND PLAYED ON	ORCHESTRA	(.30)	A
8. YOU DO SOMETHING TO ME	LULU BATES	(2.10)	V
9. CARIOCA	ORCHESTRA	(.30)	O
10. SUNDAY, MONDAY OR ALWAYS	ORCHESTRA	(.45)	A
11. IN MY ARMS	LULU BATES	(2.10)	V

COMMERCIAL

12. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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RTX01 0235484



WEAF

THE AMERICAN TOBACCO COMPANY

4-21-44

"YOUR ALL-TIME HIT PARADE" - #11

8:30-9:00 PM EWT

APRIL 21, 1944

FRIDAY

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

BOONE: (CHANT - SOLD AMERICAN)

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

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Why, sure!

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm, so  
(Impulse  
Tag #2) full packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (FULL - FADE AND OUT)

DELMAR: "The Best Songs Of All - For You To Recall."

SHARBUTT: Good evening, ladies and gentlemen. This is Del Sharbutt greeting you from New York, where Lucky Strike presents ... YOUR ALL-TIME HIT PARADE featuring - "The Best Songs Of All - For You To Recall."

RUYSDAEL: ... to stimulate your imagination!  
(GONG)

DELMAR: ... to pique your curiosity!  
(GONG)

RUYSDAEL: ... to play you a game!  
(GONG)

DELMAR: A fascinating new game -- and so easy --  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

MUSIC: "LUCKY DAY" - (UP AND BIG FINISH)

DEIMAR: All right, friends, let's play the game! Gather 'round the radio! You ... and your wife ... and everybody in your family. See if you can recall the great All-Time songs played on YOUR ALL-TIME HIT PARADE! It's easy -- and it's fun! Take a pencil and paper -- and an easy chair -- and listen carefully. Write down the names of the All-Time songs as you hear them (GONG) before the gong strikes. Yes, you and all the family check the names of tonight's songs -- the new songs and the old songs -- see how many you can get right. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK ... one of America's great All-Time All-Timers! And now ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE starts off tonight with this truly immortal All-Time All-Timer. All set, Mr. and Mrs. America? Hats off to the Navy as you - "JUST NAME THE SONG BEFORE THE GONG!"

1. ("ANCHORS AWEIGH" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: You were right on that if you said "ANCHORS AWEIGH."  
Let's play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
For contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: This perennial All-Time All-Timer really rings the bell. The whole family should be able to -- "JUST NAME THE SONG BEFORE THE GONG!"

2. ("AFTER YOU'VE GONE" . . . . . (.45) . . . . . ORCHESTRA) A

(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "AFTER YOU'VE GONE."  
(STRONG RESPONSE)

DELMAR: That's right, it's "AFTER YOU'VE GONE." Now let's get on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: Lulu Bates comes up with a current favorite - a great All-Time All-Timer. But first -- "JUST NAME THE SONG BEFORE THE GONG!"

3. ("HEY, GOOD-LOOKIN'" . . . . (.40) . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: How did you do on "HEY, GOOD-LOOKIN'?" Well, here it is by Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("HEY, GOOD-LOOKIN'" . . . . (1.30) . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SHARBUTT: The steps are different through the years, but America is still dancing to this All-Time All-Timer. Ready?

"JUST NAME THE SONG BEFORE THE GONG!"

4. ("BYE BYE BLACKBIRD" . . . . . (.50) . . . . . ORCHESTRA) A

(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "BYE BYE BLACKBIRD."  
(STRONG  
RESPONSE)

DELMAR: You named it -- "BYE BYE BLACKBIRD." Now - let's see what's next in the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: This famous All-Time All-Timer has won an everlasting place in your hearts. So -- let's go, folks -- and "JUST NAME THE SONG BEFORE THE GONG!"

5. ("BROADWAY MELODY" . . . . . (.45) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: You were in the groove if you said "BROADWAY MELODY."

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.



Commercial #1

(Morgan's Rangers -- 1775-1781 -- Surrendered Nowhere!)

RIGGS: (CHANT - SOLD AMERICAN)

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 ...

BOONE: (CHANT - SOLD AMERICAN)

VOICE III: "Morgan's Rangers -- 1775-1781 -- Surrendered Nowhere!"

SHARBUTT: July, 1775 ... Headquarters of General George Washington, just outside Boston, Massachusetts. A company of 96 Virginians, dressed in tattered flannel shirts and buckskin breeches, stands at attention. Every heart beats a little faster ... as the men watch their leader, Captain Daniel Morgan, step forward to salute his Commander-in-Chief, George Washington. Now ... General Washington clasps the hand of the Virginian ... who has organized this first group of volunteers, to the new Continental Army ... and his voice rings out over the field ...

VOICE I: "Captain Morgan ... it is good to see you. Our cause needs men like you -- for there is much work to be done here..."

(MORE)

Commercial #1 - (CONFD)

(Morgan's Rangers -- 1775-1781 -- Surrendered Nowhere!)

SHARBUTT: Yes ... there was work to be done ... by Captain Daniel Morgan and the men known as "Morgan's Rangers." These were the Virginia sharpshooters who could pick off a running deer at three hundred paces ... the elite corps of Washington's Army. And soon ... patriots in the larger cities would read in their newspapers of the Rangers' great successes ... successes won in the swamps of New Jersey ... on the cliffs along the Hudson ... in the tangled wilderness about Bemis Heights in upper New York. Then ... in October, 1777, ... citizens in Boston, New York, and Richmond applauded this electrifying piece of news ....

VOICE II: "The enemy forces under General Burgoyne at Saratoga have surrendered ... and the defeated General has termed Morgan's Rangers ... the finest military unit in the world."

SHARBUTT: Yes ... Daniel Morgan, now Colonel Morgan, and his Southern sharpshooters had won the battle of Saratoga -- the turning point in the Revolutionary War. But there were harder tasks yet to come ... and even greater glories. For on a day in January, 1781, Daniel Morgan sat in his headquarters near the Broad River in South Carolina ... penning a letter to his Commander, George Washington ...

VOICE III: "Our troops have obtained a complete victory over the superior enemy forces at Cowpens. Signed ... General Daniel Morgan."

(MORE)

Commercial #1 - (CONTD)

(Morgan's Rangers -- 1775-1781 -- Surrendered Nowhere!)

SHARBUTT: This was the final victory ... the victory that helped to break the enemy at Yorktown. It was the prelude to peace. Now Morgan's Rangers made their last march -- the march back into Virginia and home. And in the days that followed ... to all questions about his immortal Rangers ... General Morgan replied ...

VOICE III: "What was our service to the Revolution? I can answer in four words ... fought everywhere ... surrendered nowhere."

SHARBUTT: Yes ... they had fought the good fight ... and now these gallant sons of the Southland would take up once again the peaceful ways of the life they had known. So they returned to the soil ... to plow and harrow and harvest once again ... to cut the ripe, golden harvests of mild mellow tobacco ... harvests that were part of that time-honored tradition ... the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Today, America's tradition of fine tobacco is carried on by Lucky Strike. For remember -- Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: All set - all ready - Here we go again friends -- and here it is!

(FANFARE NUMBER ONE)

SHARBUTT: THE CURRENT NUMBER ONE SONG OF THE WEEK - Number One from Coast to Coast as shown by Your Hit Parade Survey. Surely you can all name this song before the gong - the current Number One Song from Maine to California.

SOUND: (GONG - STRONG)

SHARBUTT: "JUST NAME THE SONG BEFORE THE GONG!"

6. ("I LOVE YOU" . . . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was -- "I LOVE YOU" -- the Current Number One song on Your Hit Parade!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to return station always to allow for applause.
4. Get on to the next race.

SHARBUTT: Wherever music is played this All-Time All-Timer is always a favorite. Ready? "JUST NAME THE SONG BEFORE THE GONG!"

7. ("THE BAND PLAYED ON" . . . . (.30) . . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "THE BAND PLAYED ON."  
(STRONG RESPONSE)

DELMAR: You said it -- "THE BAND PLAYED ON." Carry on, let's play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHERBUTT: From America's musical treasure house, Lulu Bates brings you another wonderful All-Time All-Timer. Let's all "JUST NAME THE SONG BEFORE THE GONG!"

8. ("YOU DO SOMETHING TO ME" . . . . . (.40) . . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: Did you all say "YOU DO SOMETHING TO ME?" Now listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

8. ("YOU DO SOMETHING TO ME" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race,

SHARBUTT: This song was one of the first All-Time All-Timers to introduce the modern rhumba. All set? "JUST NAME THE SONG BEFORE THE GONG!"

9. ("CARIOCA" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG RETARD FINISH

DELMAR: Who was first to say "CARIOCA" on that? Now let's get on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.

SHARBUTT: Hit Parade history was recently made by this All-Time All-Timer. See if you can -- "JUST NAME THE SONG BEFORE THE GONG!"

10. ("SUNDAY, MONDAY OR ALWAYS" . . . . (.45) . . . . ORCHESTRA) A  
(GONG) BIG RETARD FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "SUNDAY, MONDAY OR ALWAYS."  
(STRONG  
RESPONSE)

DELMAR: That's right, "SUNDAY, MONDAY OR ALWAYS." And the game moves on!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big retard finish.
  - B. Get on to the next race.



SHARPEST: Now it's Lulu Bates and a bright All-Time All-Timer with a sentimental twist. Before she sings it - why don't you - "JUST NAME THE SONG BEFORE THE GONG!"

11. ("IN MY ARMS" . . . . . (.40) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you recall "IN MY ARMS?" Now here's Lulu Bates to tell you all about it!

(BATES IN FULL ON DOWNBEAT)

11. ("IN MY ARMS" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Question: What does every smoker want from a cigarette?  
Answer: Real, deep-down, smoking enjoyment. And, ladies and gentlemen, to assure yourself of greater smoking enjoyment, remember these all-important facts ... in a cigarette it's the tobacco that counts. And Lucky Strike means fine tobacco - yes, first, last and always, Lucky Strike means fine tobacco. Independent tobacco experts present at auctions all over the South, can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke -- Lucky Strike!

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: AND NOW

(DRUM ROLL UP AND VERY HEAVY OVER)

RUYSDAEL: The Five Hundred Dollar Song of the week!

(DRUM ROLL UP AND OUT)

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: West Brook, Maine, Seaman 1st Class Jeanette Elwell

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Battle Creek, Michigan, Private Bob Stevens

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Brooklyn, New York, Private Herman Sherman

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Dubuque, Iowa, Private Melvin Lukenbach

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Frenchtown, New Jersey, Private Oliver Hoffman

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

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REBROADCAST: Warsaw, New York, Seaman 1st Class Charles Allen  
Shamokin, Pennsylvania, Private Robert Cowhead  
Chicago, Illinois, Sergeant John Colby  
Muir, Canada, Airwoman 1st Class Agnes Cockram  
Moline, Illinois, Private George Pedersen

SHARBIT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks -- each contestant here has a paper and pencil. Before the gong -- before the gong strikes -- on this great All-Time song honored tonight these contestants will write down the popular name of this song as they recall it (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. Listen carefully, contestants ... and just name the song before the gong! All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go! (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

12. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big retard finish.

DELMER: Did you name the song before the gong? The name was "PEOPLE WILL SAY WE'RE IN LOVE" and 5 contestants tagged it!

(APPLAUSE AND REPRISE SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Seaman 1st Class Jeannette Elwell, Private Bob Stevens, Private Herman Sherman, Private Melvin Lukenbach and Private Oliver Hoffman divide the prize of Five Hundred Dollars. Yes -- One Hundred Dollars to each of them -- and another great All-Time All-Timer -- "PEOPLE WILL SAY WE'RE IN LOVE" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME ALLOWED IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

<u>REBROADCAST:</u> Seaman 1st Class Charles Allen	\$100.00
Private Robert Coxhead	100.00
Sergeant John Colby	100.00
Airwoman 1st Class Agnes Cockran	100.00
Private George Pedersen	100.00

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL."

SHARBUTT: And that's it, ladies and gentlemen -- YOUR ALL-TIME HIT PARADE -- featuring (GONG) "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!  
(GONG)

RUYSDAEL: ... to pique your curiosity!  
(GONG)

DELMAR: ... to play you a game!  
(GONG)

SHARBUTT: This is Del Sharbutt saying goodnight for Lulu Bates and all of us.

MUSIC: "LUCKY DAY" - (FADE FOR)

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

MUSIC: "LUCKY DAY" - UP MAXIMUM AND DOWN FOR:

DELMAR: Ladies and gentlemen, the War Bonds you buy provide the planes our boys fly. Defend the Constitution! Keep buying to keep 'em flying!

MUSIC: UP - PLAY LONGER - MAXIMUM TO FINISH

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). And this is Basil Ruysdael speaking for Lucky Strike.

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

RUYSDAEL: LS - MFT  
LS - MFT

DELMAR: Next time you step up to a cigarette counter, ask for Lucky (Impulse Tag #6) Strike - for Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas.

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30- 9 PM EWT  
DATE: APRIL 28, 1944 - #12 REPEAT: 11:30-12 M EWT

"YOUR ALL-TIME HIT PARADE"

*As Presented*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song, to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235509

4-28-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #12

APRIL 28, 1944

ROUTINE

1. BY THE BEAUTIFUL SEA	ORCHESTRA	(.30)	O
2. BEYOND THE BLUE HORIZON	ORCHESTRA	(.45)	A
3. ONE DOZEN ROSES	LULU BATES	(2.10)	V
4. A PRETTY GIRL IS LIKE A MELODY	ORCHESTRA	(.50)	A
5. DARK EYES	ORCHESTRA	(.45)	O

COMMERCIAL

6. IT'S LOVE, LOVE, LOVE (No. 1)	ORCHESTRA	(1.00)	#1
7. EL RANCHO GRANDE	ORCHESTRA	(.30)	A
8. I'M NOBODY'S BABY	LULU BATES	(2.10)	V
9. OH, WHAT A BEAUTIFUL MORNING	ORCHESTRA	(.30)	O
10. MARINES' HYMN	ORCHESTRA	(.45)	A
11. SMILES	LULU BATES	(2.10)	V

COMMERCIAL

12. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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ATX01 0235510

WEAF

THE AMERICAN TOBACCO COMPANY

4-28-44

"YOUR ALL-TIME HIT PARADE" - #12

8:30-9:00 PM EWT

APRIL 28, 1944

FRIDAY

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

RIGGS: (CHANT - SOLD AMERICAN)

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

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Right you are!

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

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (FULL - FADE AND OUT)

DELMAR: "The Best Songs Of All - For You To Recall."

SHARBUTT: Good evening, ladies and gentlemen. This is Del Sharbutt  
greeting you from New York, where Lucky Strike presents...  
YOUR ALL-TIME HIT PARADE featuring - "The Best Songs Of  
All - For You To Recall."

RUYSDAEL: ... to stimulate your imagination!  
(GONG)

DELMAR: ... to pique your curiosity!  
(GONG)

RUYSDAEL: ... to play you a game!  
(GONG)

DELMAR: A fascinating new game -- and so easy --  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

MUSIC: "LUCKY DAY" - (UP AND BIG FINISH)

DELMAR: All right, friends, let's play the game! Gather 'round the radio! You ... and your wife ... and everybody in your family. See if you can recall the great All-Time songs played on YOUR ALL-TIME HIT PARADE! It's easy - and it's fun! Take a pencil and paper - and an easy chair - and listen carefully. Write down the names of the All-Time songs as you hear them (GONG) before the gong strikes. Yes, you and all the family check the names of tonight's songs -- the new songs and the old songs -- see how many you can get right. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK ... one of America's great All-Time All-Timers! And now ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUNT: Your All-Time Hit Parade gets under way with an All-Time All-Timer you'll be humming on the beach this summer. Are you ready, Mr. and Mrs. America?  
"JUST NAME THE SONG BEFORE THE GONG!"

1. ("BY THE BEAUTIFUL SEA" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG FINISH

DELMAR: "BY THE BEAUTIFUL SEA" was right on that one! O.K. ...  
Let's play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: Here's an All-Time All-Timer that to this day is enjoying popularity-plus ... so it should be easy for you to -- "JUST NAME THE SONG BEFORE THE GONG!"

2. ("BEYOND THE BLUE HORIZON" . . . (.45) . . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "BEYOND THE BLUE HORIZON."  
(STRONG  
RESPONSE)

DELMAR: That's it! "BEYOND THE BLUE HORIZON." And the game moves on!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: Next - an All-Time All-Timer fresh from a run of fourteen weeks on Your Hit Parade. Before Lulu Bates sings it ... see if you can -- "JUST NAME THE SONG BEFORE THE GONG!"

3. ("ONE DOZEN ROSES" . . . . . (.40) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: "ONE DOZEN ROSES" was correct! Now here it is by Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("ONE DOZEN ROSES" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.



SHARBUTT: Songs come and go ... but this great All-Time All-Timer goes on forever! --- "JUST NAME THE SONG BEFORE THE GONG!"

4. ("A PRETTY GIRL IS LIKE A MELODY" . . (.50) . . . . ORCHESTRA) 4  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "A PRETTY GIRL IS LIKE A MELODY."  
(STRONG  
RESPONSE)

DELMAR: Yes, sir! - "A PRETTY GIRL IS LIKE A MELODY" ... and now come on ... let's play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SEARBUIT: The whole family will get this All-Time All-Timer right away. It's just a question of who'll be first to - "JUST NAME THE SONG BEFORE THE GONG!"

5. ("DARK EYES" . . . . . (.45) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: Did you say, "DARK EYES?" Well - that's right!

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

Commercial #1

(America's First "Dark Horse" Wins the Race for President!)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: 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)

DELMAR: America's First "Dark Horse" Wins the Race for President!

RUYSDAEL: June 5th, 1844. The place ... a courthouse in the little town of Columbia, Tennessee. Inside ... a young lawyer named Jim Polk stands before the jury. Suddenly, the courtroom door is flung open ... a man dashes inside ... races down the aisle, and thrusts a message into the lawyer's hand. Polk glances at the envelope ... hesitates a moment ... and then rips it open. As he reads the message ... the color drains from his face. He looks up at the judge ... and in a quiet voice ...

VOICE I: Your honor ... ladies and gentlemen ... this is astounding news. I ... uh ... I ... James K. Polk ... have been nominated for the presidency of the United States!

(MORE)

Commercial #1 (CONTD)

(America's First "Dark Horse" Wins the Race for President!)

RUYSDAEL: Yes ... the small-town Tennessee lawyer, James K. Polk, had become a candidate for the highest office in the land ... had won a nomination he had never sought. It had all happened a few days earlier ... at a Convention in the city of Baltimore. Throughout the hall men paraded with great placards inscribed ... "Vote for Martin Van Buren!" Most of the delegates believed this man who had already served as America's 8th President, would win the nomination to run for the office of the 11th President of the United States. And then came the announcement of the first balloting ...

VOICE II: 146 votes for Martin Van Buren of New York ... 83 votes for Lewis Case of Michigan.

RUYSDAEL: 146 to 83 ... Van Buren had failed to receive the two thirds majority. The deadlock remained ... hour after hour, day after day. Finally, after the seventh ballot, a delegate sprang to his feet and shouted ...

VOICE III: Gentlemen ... my next vote goes to a new candidate ... the faithful party member and friend of Andrew Jackson ... the loyal son of Tennessee ... Mr. James K. Polk!

(MORE)

Commercial #1 (CONTD)

(America's First "Dark Horse" Wins the Race for President!)

RUYSDAEL: There was stunned silence for a moment, and then a ripple of voices. First there were just a few men crying "We want Polk" ... then the cry was taken up by others ... sweeping across the Convention Hall -- "We want Polk!" And when the ninth ballot was cast ...

(GAVEL)

VOICE II: James K. Polk ... of Tennessee ... nominated unanimously!

RUYSDAEL: So James Polk became his party's choice ... and later, the nation's choice as our 11th President. Yes, it was James Polk who was America's first "dark horse" President ... and this man would preside over an administration that would bring Texas into the Union and add a million square miles to America. Then, with the years of service behind him ... James K. Polk would return to his own Tennessee hills to live the peaceful life of a planter. There on his plantation known as "Polk's Place" ... he would find true contentment, following in the time-honored tradition of the Southland -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Today, America's tradition of fine tobacco is carried on by Lucky Strike - For remember -- Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY D.L.Y."

SOUND: (GONG) (GONG) (GONG)

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: All set - all ready - Here we go again friends - and here it is!

(FANFARE NUMBER ONE)

SHARBUTT: THE CURRENT NUMBER ONE SONG OF THE WEEK - Number One from Coast to Coast as shown by Your Hit Parade Survey. Surely you can all name this song before the gong - the current Number One Song from Maine to California.

SOUND: (GONG - STRONG)

SHARBUTT: "JUST NAME THE SONG BEFORE THE GONG!"

6. ("IT'S LOVE, LOVE, LOVE" . . . . (1.00) . . . . . ORCHESTRA)#1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was -- "IT'S LOVE, LOVE, LOVE" -- The Current Number One song on Your Hit Parade!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to big finish always to allow for applause.
4. Get on to the next race.

SHARBEET: This All-Time All-Timer is still a sensation throughout the country ... so why don't you ... "JUST NAME THE SONG BEFORE THE GONG!"

7. ("EL RANCHO GRANDE" . . . . (.30) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "EL RANCHO GRANDE."  
(STRONG  
RESPONSE)

DELMAR: "EL RANCHO GRANDE!" Yes, that's the name! - so on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SPARBIT: Here's a song that always rates top billing among All-Time All-Timers. Lulu Bates is ready to sing it ... but first are you ready to - "JUST NAME THE SONG BEFORE THE GONG?"

8. ("I'M NOBODY'S BABY" . . . . . (.40) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you say, "I'M NOBODY'S BABY?" Right you are ... Now listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

8. ("I'M NOBODY'S BABY" . . . . . (1.30) . . . . . LULU BATES)  
(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.



SHARBUIT: Now for an All-Time All-Timer that's as new as tomorrow's weather report. You probably know most of the words -- but can you -- "JUST NAME THE SONG BEFORE THE GONG?"

9. ("OH, WHAT A BEAUTIFUL MORNING" . . . (.30) . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: That's right -- "OH, WHAT A BEAUTIFUL MORNING!" And the next one is easy -- so on with the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: This song is played more than ever today in tribute to a swell bunch of fighting Americans. You all know this All-Time All-Timer ... "JUST NAME THE SONG BEFORE THE GONG!"

10. ("MARINES' HYMN" . . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "MARINES' HYMN." ("FROM THE HALLS OF MONTEZUMA.")  
(STRONG RESPONSE)

DELMAR: Yes, sir! "MARINES' HYMN." ("FROM THE HALLS OF MONTEZUMA.")  
And let's keep the game moving!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUIT: If you like your All-Time All-Timers sung in the groove -  
Lulu Bates is on hand for this one. But before she sings  
it ... "JUST NAME THE SONG BEFORE THE GONG!"

11. ("SMILES" . . . . . (.40) . . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: If you said "SMILES" you were on the beam! And here's

Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

11. ("SMILES" . . . . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Back in 1844, James K. Polk -- America's first "dark horse" President -- was an experienced planter who could pick out a leaf of perfect tobacco. Today's tobacco skill belongs to the independent tobacco experts down South -- men like Mr. Joseph H. Burnett of Buffalo Springs, Virginia, who recently said ...

VOICE: As a tobacco auctioneer for 12 years, I've seen Lucky Strike consistently select the fine leaf that gives a smoker everything he wants in a cigarette. Personally, I've smoked Lucky Strike cigarettes for 12 years.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Sworn records show that with independent tobacco experts like Mr. Burnett -- with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke -- LUCKY STRIKE!

MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: AND NOW

(DRUM ROLL UP AND VERY HEAVY OVER)

RUYSDAEL: The Five Hundred Dollar Song of the week!

(DRUM ROLL UP AND OUT)

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Goldsboro, North Carolina - Sergeant John Grant

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: South Bend, Indiana - Corporal Albert Toth

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Glasgow, Scotland - Signalman Alistair Fraser

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: St. Louis, Missouri - Tech. Corporal Robert Arrow

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Portland, Oregon - Tech. Corporal Catherine Fournier

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

REPEAT BROADCAST:

Holder of Asiatic & Pacific Service Stripe, Boston, Massachusetts -  
Signalman 2nd Class Robert Gamache  
Detroit, Michigan - Fireman 1st Class Raymond Misch  
Memphis, Tennessee - Staff Sergeant Dorothy Gates  
Stelton, New Jersey - Private Lloyd Goode  
Toledo, Ohio - Private Joe Pittman

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks -- each contestant here has a paper and pencil. Before the gong -- before the gong strikes -- on this great All-Time song honored tonight these contestants will write down the popular name of this song as they recall it (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners.. Listen carefully, contestants ... and just name the song before the gong! All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go! (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

12. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big finish.

DELMAR: Did you name the song before the gong? The name was "ROSE MARIE"  
and 5 contestants tagged it!

(APPLAUSE AND REPRISÉ SONG BEHIND ANNOUNCEMENT)

SHARRUTT: For naming the song before the gong, Sergeant John Grant, Corporal  
Albert Toth, Signelman Alistair Fraser, Technical Corporal Robert  
Arrow, and Technical Corporal Catherine Fournier divide the prize of  
Five Hundred Dollars. Yes -- One Hundred Dollars to each of them --  
and another great All-Time All-Timer -- "ROSE MARIE" is honored on  
YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME ALLOWED  
IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

REPEAT BROADCAST:

Signelman 2nd Class Robert Gamoche	\$100.00
Fireman 1st Class Raymond Misch	100.00
Staff Sergeant Dorothy Cates	100.00
Private Lloyd Goode	100.00
Private Joe Pittman	100.00

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL."

SHARBUTT: And that's it, ladies and gentlemen -- YOUR ALL-TIME  
HIT PARADE -- featuring (GONG) "JUST NAME THE SONG  
BEFORE THE GONG!"

DELMAR: ... to stimulate your imagination!  
(GONG)

RUYSDAEL: ... to pique your curiosity!  
(GONG)

DELMAR: ... to play you a game!  
(GONG)

SHARBUTT: This is Del Sharbutt saying goodnight for Lulu Bates  
and all of us.

MUSIC: "LUCKY DAY" - (FADE FOR)



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

MUSIC: "LUCKY DAY" - UP MAXIMUM AND DOWN FOR:

DELMAR: Ladies and gentlemen, buying War Bonds is important for Victory and keeping them till maturity is important for you. So remember -- Defend the Constitution! Buy - Keep ... and Keep Buying War Bonds!

MUSIC: UP - PLAY LONGER - MAXIMUM TO FINISH

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

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: Lucky Strike means fine tobacco - so round, so firm, so (Impulse Tag #9) fully packed, so free and easy on the draw. Yea, Lucky Strike means fine tobacco.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas.

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6800

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30- 9 PM EWT  
DATE: MAY 5, 1944 - #13 REPEAT: 11:30-12 M EWT

"YOUR ALL-TIME HIT PARADE"

## INSTRUCTIONS

*As Broadcast*

### MUSIC:

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play Tem fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong...and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

RTX01 0235536

5-5-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #13

MAY 5, 1944

ROUTINE

1. DRUMS IN MY HEART	ORCHESTRA	(.30)	O
2. PAPER DOLL	ORCHESTRA	(.45)	A
3. PRAISE THE LORD AND PASS THE AMMUNITION	LULU BATES	(2.10)	V
4. I LOVE LOUISA	ORCHESTRA	(.50)	A
5. IF YOU PLEASE	ORCHESTRA	(.45)	O

COMMERCIAL

6. I LOVE YOU (No. 1)	ORCHESTRA	(1.00)	#1
7. I GOT PLENTY OF NOthin'	ORCHESTRA	(.30)	A
8. DON'T SIT UNDER THE APPLE TREE	LULU BATES	(2.10)	V
9. ROW, ROW, ROW	ORCHESTRA	(.30)	O
10. SOMETIMES I'M HAPPY	ORCHESTRA	(.45)	A
11. YOU'RE GONNA LOSE YOUR GAL	LULU BATES	(2.10)	V

COMMERCIAL

12. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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ATX01 0235537

WEAF

THE AMERICAN TOBACCO COMPANY

5-5-44

"YOUR ALL-TIME HIT PARADE" - #13

8:30-9:00 PM EWT

MAY 5, 1944

FRIDAY

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

BOONE: (CHANT - SOLD AMERICAN)

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

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: You said it!

SHARBUTT: Why, sure!

RUYSDAEL: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (FULL - FADE AND OUT)

DELMAR: "The Best Songs Of All - For You To Recall."

SHARBUTT: Good evening, ladies and gentlemen. This is Del Sharbutt greeting you from New York, where Lucky Strike presents ... YOUR ALL-TIME HIT PARADE featuring - "The Best Songs Of All - For You To Recall."

RUYSDAEL: ... to stimulate your imagination!  
(GONG)

DELMAR: ... to pique your curiosity!  
(GONG)

RUYSDAEL: ... to play you a game!  
(GONG)

DELMAR: A fascinating new game -- and so easy --  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

MUSIC: "LUCKY DAY" - (UP AND BIG FINISH)

DELMAR: All right, friends, let's play the game! Gather 'round the radio! You ... and your wife ... and everybody in your family. See if you can recall the great All-Time songs played on YOUR ALL-TIME HIT PARADE! It's easy - and it's fun! Take a pencil and paper - and an easy chair - and listen carefully. Write down the names of the All-Time songs as you hear them (GONG) before the gong strikes. Yes, you and all the family check the names of tonight's songs -- the new songs and the old songs -- see how many you can get right. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK ... one of America's great All-Time All-Timers! And now ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"



SHARBUTT: Your All-Time Hit Parade curtain goes up on this All-Time All-Timer with a marching beat! All set, Mr. and Mrs. America? "JUST NAME THE SONG BEFORE THE GONG!"

- 1. ("DRUMS IN MY HEART" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG FINISH

DELMAR: "DRUMS IN MY HEART" was the answer on that one! Let's play the game!

INSTRUCTIONS:

- 1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
- 2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUYT: This famous All-Time All-Timer has just completed  
 twenty-three consecutive weeks on Your Hit Parade.  
 You know it, so -- "JUST NAME THE SONG BEFORE THE GONG!"

2. ("PAPER DOLL" . . . . . (.45) . . . . . ORCHESTRA) A  
 (GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "PAPER DOLL."  
 (STRONG  
 RESPONSE)

DELMAR: Yes, "PAPER DOLL" and that was easy. Let's see what's  
 next in the game.

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
 for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: It's Lulu Bates with an All-Time All-Timer that tells a story of our fighting heroes. She'll sing it right after you -- "JUST NAME THE SONG BEFORE THE GONG!"

3. ("PRAISE THE LORD AND PASS THE AMMUNITION". .(.40). . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did everyone say "PRAISE THE LORD AND PASS THE AMMUNITION?"  
Good! Now it's Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("PRAISE THE LORD AND PASS THE AMMUNITION". .(1.30). . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

SHARBUTT: Next - a gay All-Time All-Timer that will have the whole family dancing. So on your toes and ... "JUST NAME THE SONG BEFORE THE GONG!"

4. ("I LOVE LOUISA" . . . . . (.50) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "I LOVE LOUISA."  
(STRONG  
RESPONSE)

DELMAR: "I LOVE LOUISA" is correct. You're doing great -- now let's get along with the game.

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: Here's a recent hit that sets the pace for sentimental  
All-Time All-Timers. Ready? Join the fun and -- "JUST NAME  
THE SONG BEFORE THE GONG!"

5. ("IF YOU PLEASE" . . . . . (.45) . . . . . ORCHESTRA) 0  
(GONG) BIG FINISH

DELMAR: All those who said "IF YOU PLEASE" were right!

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for  
contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 ...

BOONE: (CHANT - SOLD AMERICAN)

JACKSON: "Never Give Up the Attack -- Never!"

DELMAR: The time ... June, 1860. The place ... a small classroom, high in a Gothic tower, at the Virginia Military Institute ... in Lexington, Virginia. A shaft of golden sunlight pours in through the open window ... and lights up the youthful faces of the cadets who sit, row on row, in straight maple chairs. They are members of the graduating class ... and this is their last lecture. Before them stands a black-bearded giant of a man, an officer in the uniform of an Institute major ... an officer, who within a few years, will be known to the world as ... General Stonewall Jackson. Suddenly, the campus bell begins to strike the hour of five -- but the students do not move ... they sit as if rooted to their chairs ... waiting ... waiting for one last word of instruction from their great teacher ...

JACKSON: "Gentlemen, wherever the battle may lead you, remember this ... when you strike -- never give up the attack -- never!"

DELMAR: Those were the words of Stonewall Jackson to his class at the Virginia Military Institute. And the echo of those words would resound on a hundred battlefields down through the years. They were heard ... above the booming of cannon on the plains of Manassas ... in the seven endless days of war before Richmond ... and in the bullet-scarred forest beyond Chancellersville ...

JACKSON: "Never give up the attack -- never!"

DELMAR: All through the long years ... nothing stilled that voice ... yes, even at Chateau Thierry ... at St. Mihiel ... along the muddy waters of the Marne ... in the fury of the Argonne Forest ... the command of Stonewall Jackson was still remembered ...

JACKSON: "Never give up the attack -- never!"

DELMAR: And today ... in the jungles of New Guinea ... on the beaches of the Pacific Islands ... beyond the Marshalls, Kwajalein and Tarawa ... in the skies over Fortress Europe ... wherever the sons of the Virginia Military Institute are fighting -- that battlecry is still heard ...

JACKSON: "Never give up the attack -- never!"

(MORE)

DELMAR: Thus, on a day of June almost a hundred years ago, to a graduating class at Virginia Military Institute ... Stonewall Jackson spoke the words that were to inspire generation after generation of American soldiers. And so here at Lexington ... here in the heart of the Virginia tobacco country ... a great military tradition was born ... within sight of the historic Virginia plantations where for a long time another great tradition has flourished -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Today, America's tradition of fine tobacco is carried on by Lucky Strike - for remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)



MUSIC: "LUCKY DAY"

SOUND: (GONG) (GONG) (GONG)

DELMAR: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: All set - all ready - Here we go again friends - and  
here it is!

(FANFARE NUMBER ONE)

SHARBUTT: THE CURRENT NUMBER ONE SONG OF THE WEEK - Number One from  
Coast to Coast as shown by Your Hit Parade Survey. Surely  
you can all name this song before the gong - the current  
Number One Song from Maine to California.

SOUND: (GONG - STRONG)

SHARBUTT: "JUST NAME THE SONG BEFORE THE GONG!"

6. ("I LOVE YOU" . . . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was --  
"I LOVE YOU" -- The Current Number One song on Your  
Hit Parade!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to big finish  
always to allow for applause.
4. Get on to the next race.

SHARBUTT: This popular All-Time All-Timer has become almost a classic ... you surely can -- "JUST NAME THE SONG BEFORE THE GONG!"

7. ("I GOT PLENTY OF NOTHIN!" . . . . (.30) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "I GOT PLENTY OF NOTHIN!."  
(STRONG RESPONSE)

DELMAR: You named it! "I GOT PLENTY OF NOTHIN!." And the game moves on!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

CHARBUTT: Here's Lulu Bates and an All-Time All-Timer with some up-to-the-minute advice. But first -- will you "JUST NAME THE SONG BEFORE THE GONG!"

8. ("DON'T SIT UNDER THE APPLE TREE" . . (.40) . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: "DON'T SIT UNDER THE APPLE TREE" was the tag for that one!

O.K. Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

8. ("DON'T SIT UNDER THE APPLE TREE" . . (1.30) . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong vibrant voice.
4. Get on to the next race.

SIENBUTT: When favorite songs are requested this All-Time All-Timer is right at the top of the list. Come on and - "JUST NAME THE SONG BEFORE THE GONG!"

9. ("ROW, ROW, ROW" . . . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG FINISH

DELMAR: If you said "ROW, ROW, ROW" - you were right! And on we go to play the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: This All-Time All-Timer is so eternally popular you'll have to speak fast if you want to be first to "JUST NAME THE SONG BEFORE THE GONG!"

10. ("SOMETIMES I'M HAPPY" . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "SOMETIMES I'M HAPPY."  
(STRONG  
RESPONSE)

DELMAR: You named it! "SOMETIMES I'M HAPPY!" And we keep playing the game!

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: Here's a sensational song hit ... a gem of an All-Time All-Timer with Lulu Bates. Before she sings it, will you -- "JUST NAME THE SONG BEFORE THE GONG!"

11. ("YOU'RE GONNA LOSE YOUR GAL" . . . (.40) . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: If you called that "YOU'RE GONNA LOSE YOUR GAL" you were solid! Now let's listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

11. ("YOU'RE GONNA LOSE YOUR GAL" . . . (1.30) . . . LULU BATES)  
(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: June, 1860. Stonewall Jackson speaks to the graduating class at the Virginia Military Institute ...

JACKSON: "Gentlemen, remember this ... when you strike -- never give up the attack -- never!"

SHARBUTT: So it was that a great battlecry rang out in Lexington, Virginia ... over the rolling countryside where for long generations the tradition of fine tobacco has flourished. Today that tradition of fine tobacco is carried on by Lucky Strike. For 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!

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

MUSIC: "MUSIC DAY"SOUND: (GONG) (GONG) (GONG)RUYSDAEL: "JUST MAKE THE SONG BEFORE THE GONG!"DELMAR: AND NOW

(DRUM ROLL UP AND VERY HEAVY OVER)

RUYSDAEL: The Five Hundred Dollar Song of the week!

(DRUM ROLL UP AND OUT)

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Muncy, Pennsylvania - Yeoman 3rd Class Mae Foster

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: New York, N.Y. - Private James Kane

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: New York, N.Y. - Private Sam Steinberg

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Albany, N.Y. - Private Edward Potter

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Philadelphia, Pennsylvania - Staff Sergeant Thomas Leslie

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

REBROADCAST: Jacksonville, Florida - Yeoman 1st Class Doris Raines  
 Skowhegan, Maine - Seaman 1st Class Basil Nightingale  
 Bronx, N.Y. - Technical Sergeant Emanuel Gluck  
 Brooklyn, N.Y. - Corporal Jack Kuntz  
 Chelsea, Massachusetts - Private Murray Krim



SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks -- each contestant here has a paper and pencil. Before the gong -- before the gong strikes -- on this great All-Time song honored tonight these contestants will write down the popular name of this song as they recall it (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. Listen carefully, contestants ... and just name the song before the gong! All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go! (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

12. ("FIVE HUNDRED DOLLAR SONG" . . . (2.00 inclusive) . . ORCHESTRA)\$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big finish.

DELMAR: Did you name the song before the gong? The name was "SAY IT WITH MUSIC" and 4 contestants tagged it!

(APPLAUSE AND REPRISE SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Yeoman 3rd Class Mae Foster, Private James Kane, Private Sam Steinberg, Private Edward Potter, divide the prize of Five Hundred Dollars. Yes -- One Hundred Twenty-Five Dollars to each of them -- and another great All-Time All-Timer -- "SAY IT WITH MUSIC" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME ALLOWED IF IT WORKS THAT WAY)

---

(BIG APPLAUSE)

<u>REBROADCAST:</u> Seaman 1st Class Basil Nightingale	\$125.00
Technical Sergeant Emanuel Gluck	\$125.00
Corporal Jack Kuntz	\$125.00
Private Murray Krim	\$125.00

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL!"

SHARBUTT: Ladies and gentlemen, a special announcement! Next Friday night you'll be playing the game on YOUR ALL-TIME HIT PARADE with --

RUYSDAEL: Bob Hope and Mrs. Bob Hope!  
(GONG)

SHARBUTT: Yes, next Friday night, same time, same station, you and your family will - "JUST NAME THE SONG BEFORE THE GONG" with -

RUYSDAEL: Bob Hope and Mrs. Bob Hope!  
(GONG)

DELMAR: Will Mrs. Hope beat Bob?

SHARBUTT: Will you beat them both?

DELMAR: You'll have a lot of fun when you tune in next Friday night to YOUR ALL-TIME HIT PARADE ... featuring - "JUST NAME THE SONG BEFORE THE GONG" - with Lulu Bates, the FIVE HUNDRED DOLLAR SONG OF THE WEEK - and --

RUYSDAEL: Bob Hope and Mrs. Bob Hope!  
(GONG)

YOUR ALL-TIME HIT PARADE

- 22 -

REVISED\*  
5-5-44

MUSIC: "LUCKY DAY" - UP AND FADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

- 22 -

RTX01 0235560

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). And this is Basil Ruysdael speaking for Lucky Strike.

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

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember -  
(Impulse Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas ... back the attack! Defend the Constitution! Buy more and still more War Bonds.

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

317 PARK AVENUE - NEW YORK - WICKERSHAM 2-6800

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30- 9 PM EWT  
DATE: MAY 12, 1944 - #14 REPEAT: 11:30-12 M EWT

"YOUR ALL-TIME HIT PARADE"

## INSTRUCTIONS

*As Broadcast*

### MUSIC:

1. All songs are to be played fast! (Mark Warnow - break larger orchestra into rotating teams so all men catch their breath and keep on the beat.)
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and fast - because this is a game for our listeners to play. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played fast as usual before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played fast! And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played fast! And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game - a horse race. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235562

5-12-44

O - our announcer  
A - audience shout  
V - vocal  
S - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #14

MAY 12, 1944

ROUTINE

OPENING GUEST SPOT (FROM HOLLYWOOD) (1.00)

- |                                 |            |        |   |
|---------------------------------|------------|--------|---|
| 1. RIFF SONG                    | ORCHESTRA  | (.30)  | O |
| 2. TEA FOR TWO                  | ORCHESTRA  | (.45)  | A |
| 3. THAT OLD FEELING             | LULU BATES | (2.00) | V |
| 4. LOVE IS SWEEPING THE COUNTRY | ORCHESTRA  | (.45)  | O |

COMMERCIAL

- |                                   |           |        |    |
|-----------------------------------|-----------|--------|----|
| 5. I LOVE YOU (No. 1)             | ORCHESTRA | (1.00) | #1 |
| 6. RIO RITA                       | ORCHESTRA | (.30)  | A  |
| 7. LET'S FACE THE MUSIC AND DANCE | ORCHESTRA | (.30)  | O  |

GUEST SPOT (FROM HOLLYWOOD) (3.00)

- |  |            |        |   |
|--|------------|--------|---|
| 8. THE MERRY-GO-ROUND BROKE DOWN (OPT.)    | ORCHESTRA  | (.30)  | A |
| 9. JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND | LULU BATES | (2.00) | V |

COMMERCIAL

- |                                |           |        |    |
|--------------------------------|-----------|--------|----|
| 10. (FIVE HUNDRED DOLLAR SONG) | ORCHESTRA | (2.00) | \$ |
|--------------------------------|-----------|--------|----|

ATX01 0235563

WEAF

THE AMERICAN TOBACCO COMPANY

5-12-44

"YOUR ALL-TIME HIT PARADE" - #14

8:30-9:00 PM EDT

MAY 12, 1944

FRIDAY

Program originates at NBC New York with switchovers to NBC Hollywood for guest spot cut-ins.

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(FROM HOLLYWOOD)

DOLORES: (CALLING) Bob ... Bob ... Hurry up. It's almost time for "The All-Time Hit Parade." (PAUSE) Bob Hope ... What's keeping you?

HOPE: (OFF AND ASIDE) ... Oh, come on ... Just one more little squeeze ...

DOLORES: Oh, well ... Anything to keep the maid. Bob, honey ... please hurry down ... so we can play "JUST NAME THE SONG BEFORE THE GONG."

HOPE: (OFF) Be right down, dear ... I'm brushing my teeth ...

DOLORES: All right, dear ...

HOPE: Honey ... I said I'm brushing my teeth ... Come on ... ask me with what.

DOLORES: Well, hurry.

HOPE: All right dear, I'll be right down after I take a cold shower ...

SOUND: (SHOWER WATER RUNNING) ... THEN HOPE YELLS ... "Brrrrr!"  
(SLAPPING HIMSELF AND OTHER COLD SHOWER NOISES)

---



HOPE: Well, I guess I'll get under now! ... Honey ... where's the soap?

DOLORES: What?

HOPE: I said, where's the soap?

SOUND: (SLIDE WHISTLE ... CRASH)

HOPE: Okay, I found it.....Well here I am I dressed on the way down. Say, isn't this swell ... Home with you and about to hear "The All-Time Hit Parade." You know that's my favorite show ... It's the best program on the air ... uh ... (STOPS) ... Say, how did a line like that get in here! Can't do that to me!

DOLORES: Don't forget Bob ... If I guess more of the songs than you, you have to take me to dinner.

HOPE: Yeah ... Remember the last time I took you out to dinner?

DOLORES: Do I! How could I forget! It was the night Roosevelt was elected!

HOPE: Honey ... you're not that old. Well anyway, you'll never beat me at the game tonight, I'll tell you that.

DOLORES: Oh, are you good at recognizing songs?

HOPE: Am I good, I'm swell ... After two bars I pick up any number.

DOLORES: I know ... I found her address in your pocket.

HOPE: Gee ... I can't wait for the program. You know, I'm great at naming those songs.

DOLORES: Great? What about last week?

HOPE: What was wrong with last week?

DOLORES: The only time you even came close, was when the tobacco auctioneer started his chant and you wrote down "MAIRZY DOATS!" Bob ... Bob dear it's time for the program now ... so remember ... "JUST NAME THE SONG BEFORE THE GONG."

HOPE: Yeah ... honey, that's a swell game ... I must hear that program ... Quick ... hand me the earphones!

(SWITCHOVER TO NEW YORK)

(FROM NEW YORK)

MUSIC: "LUCKY DAY" - (10 SECONDS)

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Why, sure!

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

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (20 SECONDS)

SHARBUTT: Good evening, ladies and gentlemen, this is Del Sharbutt greeting you from New York ... where Lucky Strike presents YOUR ALL-TIME HIT PARADE with The Best Songs of All For You To Recall - and our special guests, Bob Hope and Mrs. Bob Hope playing America's favorite musical game -

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

EDLMAR: All right, friends -- here's how to play the game!  
As the orchestra plays each of the great All-Time songs,  
it's up to you to Name The Song before the gong strikes.  
Make it a family contest -- just as Bob Hope and Mrs. Bob  
Hope are doing tonight. Later, on this program five  
members of our Armed Forces will compete for Five Hundred  
Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK.  
AND NOW ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUETT: YOUR ALL-TIME HIT PARADE starts off in bang-up style  
 with this stirring All-Time All-Timer to set the pace!  
 Are you ready, Mr. and Mrs. America? "JUST NAME THE SONG  
 BEFORE THE GONG!"

1. ("RIFF SONG" . . . . . (.30) . . . . . ORCHESTRA) 0  
 (GONG) BIG FINISH

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed  
 for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

DELMAR: If you said "RIFF SONG" -- you were right! Now let's play the game again!

SHAFBUTT: Here's a swell All-Time All-Timer that sounds newer every time you hear it played. Everybody join the fun and -- "NAME THE SONG BEFORE THE GONG!"

2. ("TEA FOR TWO" . . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

INSTRUCTIONS:

- 1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
- 2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

DELMAR: Folks, you tell us!

AUDIENCE: "TEA FOR TWO."  
(STRONG  
RESPONSE)

DELMAR: "TEA FOR TWO" does it! So -- on with the game!

SHARUTT: Now, it's a recent All-Time All-Timer that's way up on your list of favorites. Before Lulu Bates sings this one -- "JUST NAME THE SONG BEFORE THE GONG!"

3. ("THAT OLD FEELING" . . . . . (.20) . . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: Was your answer "THAT OLD FEELING?" Well, here it is by Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("THAT OLD FEELING" . . . . . (1.40) . . . . . LULU BATES)

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice.
4. Get on to the next race.



SHARBETT: How are you doing, folks? You'll find out later how Bob Hope and Mrs. Bob Hope are getting along with the game. Meantime, here's an All-Time All-Timer that has won an everlasting place in your hearts -- Let's go and "JUST NAME THE SONG BEFORE THE GONG!"

4. ("LOVE IS SWEEPING THE COUNTRY" . . . (.45) . . . , ORCHESTRA) O  
(GONG) BIG FINISH

DELMAR: You were solid if you said, "LOVE IS SWEEPING THE COUNTRY."

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

Commercial #1

(John Fremont - Kit Carson and ... The Oregon Trail!)

BOONE: (CHANT - SOLD AMERICAN)

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)

RUYSDAEL: John Fremont - Kit Carson and ... The Oregon Trail!

SHARBUTT: In the month of August, in the year 1842 ... they came to the last barrier. It was something to make the heart sink ... for these were the Rocky Mountains looming up majestically on the flatlands of Wyoming. Silently they looked up at the shaggy mountainside ... thick with unexplored forest, treacherous with deep crevasses, capped with eternal snow. In that moment, they took a backward glance ... and thought of the thousand miles of wilderness over which they had come. For these were the scouts, the explorers, the engineers who had trekked over the serpentine windings of the Oregon Trail. As Fremont and Carson stood there before the Rocky Mountains, each recalled an incident of peril, a personal incident that had happened on the Oregon Trail ...

(MORE)

Commercial #1 (CONTD)

(John Fremont - Kit Carson and ... The Oregon Trail!)

VOICE I: It happened on the Kansas River - remember Kit Carson? I  
(CAPTURED  
VOICE  
AMERICAN  
OFFICER) was caught in the rapids. My canoe turned over -- and I  
was going down, down with the heavy pack on my shoulders.  
Next thing I knew -- there you were Kit holding me up,  
laughing like it was a great joke ...

VOICE II: Yes Lieutenant and remember we were resting in the woods.  
Guess I dozed off. Suddenly a pistol shot rang out and  
there you were standing over me with a smoking gun ... and  
right next to me on the ground, was a dead rattlesnake,  
plenty dead.

SHARBUTT: Yes, in this moment before the last barrier, they each recall their own incident of peril -- and each looks gratefully at the other. Lieutenant John C. Fremont and Kit Carson. For these were leaders who shared every hazard with their men -- and who always came up smiling. Now, at a signal from Lieutenant Fremont, they shouldered their packs ... and started up into the mysteries of the Great Rockies ... up to the towering summit beyond which lay the promised lands of Oregon. And here they staked the American flag and made their camp and swapped anecdotes around the fire under a night sky jewelled with a million stars.

(MORE)

SNARBUTT: They had seen a great slab of the American continent grow  
(CONTD)  
before their eyes. They had blazed the Oregon Trail for  
thousands of settlers who would come after them. And yet,  
this night as John Fremont and Kit Carson sat under the  
stars smoking their tobacco, its fragrance brought to their  
minds the thought of their own homes -- in Carolina and  
Kentucky -- where John Fremont and Kit Carson had known  
about the growth of tobacco -- the tradition, the romance  
of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Today, America's tradition of fine tobacco is carried on by  
Lucky Strike - for remember, Lucky Strike means fine  
tobacco - yes, Lucky Strike means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(FINFARE NUMBER ONE)

RUYSDAEL: ~~THE CURRENT NUMBER ONE SONG OF THE WEEK!~~

All set -- all ready -- and here it is - Number One  
from Coast to Coast as shown by Your Hit Parade  
Survey. On this one, surely everybody can "JUST NAME  
THE SONG BEFORE THE GONG!"

5. ("I LOVE YOU" . . . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Number One Song after gong runs to big finish always to allow for applause.
4. Get on to the next race.

DELMAR: Did you name the song before the gong? That was --  
"I LOVE YOU" -- the current Number One Song on Your  
Hit Parade!

SHARBUTT: Here's a sensational All-Time All-Timer that will always  
remain a top-notch hit - you can't miss on this!  
"JUST NAME THE SONG BEFORE THE GONG!"

6. ("RIO RITA" . . . . . (.30) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for  
contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

DELMAR: Folks, you tell us!

AUDIENCE: "RIO RITA."  
(STRONG  
RESPONSE)

DELMAR: That's right! -- "RIO RITA!"

SHARBUTT: Well, folks, how many have you named right so far? Do you think you've done as well as Bob Hope and Mrs. Bob Hope? You'll know in a few minutes so keep up the good work on this popular All-Time All-Timer. Here we go!  
"JUST NAME THE SONG BEFORE THE GONG!"

7. ("LET'S FACE THE MUSIC AND DANCE" . . . (.30) . . . ORCHESTRA) 0

(GONG) BIG FINISH

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

DELMAR: "LET'S FACE THE MUSIC AND DANCE" was the name of that  
one.

SHARBUTT: And now ... the game moves to Hollywood. Let's find  
out what the score is from ... Mrs. Hope and Bob Hope!

(SWITCHOVER TO HOLLYWOOD)



(FROM HOLLYWOOD)

SOUND: (CAR RUNNING IN BACKGROUND ... FADE FOR:)

HOPE: Boy, you certainly must be sure of winning on the songs, Dolores ... saying we'll hear the rest of the program in the car.

DOLORES: Of course I'm sure.

(SOUND: (CRACKLING NOISE))

DOLORES: Bob ... what is that popping noise? ... Is that the motor?

HOPE: No ... you put too much starch in my shorts ... every time I sit down I make like Rice Krispies!

DOLORES: Darling, sit over close to me. And Bob ... while we listen to the songs and play the game ... put your arm around me.

HOPE: Oh let's wait until after the Five Hundred Dollar song of the week.

DOLORES: No, snuggle up close and whisper those five little words like you used to ... You know, those five little words that thrill me so ...

HOPE: (ROMANTIC WHISPER) ... LS - MFT

DOLORES: Bob Hope ... can't you ever be serious?

HOPE: Oh, I'm sorry, Dolores. You've really been wonderful to me and I shouldn't kid like that ... You're the <sup>person</sup> one/responsible for me getting all that money ... Keep it up, girl!

DOLORES: Oh I don't know, Bob ... I'm a woman ... and after all these years ... don't you think it's time I gave up that newspaper route?

HOPE: A fine thing to say to the guy who bought you a mink coat!

DOLORES: Are you sure that was mink?

HOPE: Of course, I'm sure ... What makes you ask that?

DOLORES: Oh, nothing ... But yesterday a dog walked past me ... and the left sleeve tried to scratch his eyes out ...

SOUND: (AUTO HORN ... SCREECH OF BRAKES)

DOLORES: Bob, don't you think my driving has improved?

HOPE: I can't tell here. This is a pretty wide sidewalk. Say, look! There's Hedy Lamarr passing us. Hello, Hedy, I'm ready, hello Hedy.

DOLORES: Oh ... You know Hedy Lamarr?

HOPE: Sure, honey ... But she doesn't mean anything to me. Just a casual acquaintance ... We just happen to buy our eyelashes in the same drugstore, that's all! Well, let's see ... So far you've guessed six songs and I've guessed one on "JUST NAME THE SONG BEFORE THE GONG." I suppose you feel confident?

DOLORES: Well, why shouldn't I? ... We're in the car and you're taking me to dinner.

HOPE: Yeah ... This looks like a nice spot right here ... Shall we stop here and unwrap the sandwiches?

DOLORES: Of course not! Here's the Brown Derby. We're going to park right here ... And if I win on the rest of the program ... you're taking me to dinner.

HOPE: All right, dear. We'll play the rest of the game to see which one of us pays for it ... Hey, watch out!

DOLORES: Don't worry about narrow spaces, Bob ... I'm an expert on parking ... Here goes ...

SOUND: (CAR MOTOR UP...CRASH...BACKS UP A FOOT...CRASH...MOVES FORWARD...CRASH...BACK A FOOT...CRASH...AND THEN FORWARD AND A TERRIFIC CRASH)

---

HOPE: Gee ... for a second I didn't think you'd make it!

(SWITCHOVER TO NEW YORK)

(ALLOW 10 SECONDS FOR AUDIENCE APPLAUSE AND LAUGHTER IN  
NEW YORK)

SHARBUTT: Well, it looks like ladies' night at the Bob Hopes! Who's ahead in your family? Next in the game comes an All-Time All-Timer that should be easy for everybody. "JUST NAME THE SONG BEFORE THE GONG!"

8. ("THE MERRY-GO-ROUND BROKE DOWN" . . (.30) . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "THE MERRY-GO-ROUND BROKE DOWN!"  
(STRONG  
RESPONSE)

DELMAR: Right you are! "THE MERRY-GO-ROUND BROKE DOWN" but the game is still going strong.

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
  - A. Song then ends with big finish.
  - B. Get on to the next race.

SHARBUTT: Now an All-Time All-Timer that rates high with our fighting heroes all over the world ... It will be sung by Lulu Bates just as soon as you - "NAME THE SONG BEFORE THE GONG!"

9. ("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND". .(.20). . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: Did you say "JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND?" Now sing it, Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

9. ("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND". .(1.40). . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

INSTRUCTIONS:

1. Play 'em fast. Mark Warnow keep contrast between orchestral portion and Lulu's vocal.
2. Gong should strike unexpectedly (ending orchestral portion of number).
3. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong vibrant voice.
4. Get on to the next race.

BOONE: (CHANT - SOLD AMERICAN)

REYSDAEL: There's one thing every smoker wants in his or her cigarette -- and that's real deep-down smoking enjoyment. Well, ladies and gentlemen, your enjoyment depends on the quality of the tobacco that goes into your cigarette. For in a cigarette, it's the tobacco that counts, and the better the tobacco, the better the cigarette. So it's well worth remembering that Lucky Strike means fine tobacco. Yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1.

MUSIC: "LUCKY DAY"

(DRUM ROLL UP AND OUT)

RUYSDAEL: The Five Hundred Dollar Song of the week!

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: New York, N.Y. - Seaman 2nd Class - Jerry Greenberg

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Brooklyn, N.Y. - Private Ben Woldman

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Chicago, Illinois - Seaman 1st Class - Art Klein

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Ashtabula, Ohio - Fireman 1st Class - Dan Shumaker

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Portland, Maine - Pharmacist Mate 3rd Class - Evelyn Rines

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

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REBROADCAST:

Mason, New Hampshire - Seaman 2nd Class William Gilmore  
Williamsport, Pennsylvania - Corporal Leonard Summers  
Dollina, Ireland - Private John P. Sweeney  
Lansing, Michigan - Seaman 1st Class Vern Snyder  
Springfield, Massachusetts - Pharmacist Mate 3rd Class Joan  
Morisi

SHARBITT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks, we're going to play one of the great All-Time songs. It's up to each contestant to write down the popular name of this song -- (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go!  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

10. ("FIVE HUNDRED DOLLAR SONG" . . . (2.00 inclusive) . .ORCHESTRA)\$

INSTRUCTIONS:

1. Play 'em fast -- Mark Warnow determines speed for contrast - variety.
2. Gong should strike unexpectedly.
3. Five Hundred Dollar song after gong runs to big finish.



DELMAR: Did you name the song before the gong? The name was  
"STRIKE UP THE BAND" and 5 contestants tagged it!

(APPLAUSE AND REPRISE SONG BEHIND ANNOUNCEMENT)

SARBUETT: For naming the song before the gong, Seaman 2nd Class Jerry Greenberg, Private Ben Woldman, Seaman 1st Class Art Klein, Fireman 1st Class Dan Shumaker, and Pharmacist Mate 3rd Class Evelyn Rines, divide the prize of Five Hundred Dollars. Yes -- One Hundred Dollars to each of them -- and another great All-Time All-Timer -- "STRIKE UP THE BAND" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN TIME ALLOWED IF IT WORKS THAT WAY)

(BIG APPLAUSE)

REBROADCAST:

Seaman 2nd Class William Gilmore	\$125.00
Corporal Leonard Summers	125.00
Private John P. Sweeney	125.00
Pharmacist Mate 3rd Class Joan Morisi	125.00

DELMAR: "THE BEST SONGS OF ALL FOR YOU TO RECALL!"

SHARBUTT: Ladies and gentlemen, tonight -- Mr. and Mrs. Bob Hope!  
Next Friday night --

(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

SHARBUTT: Yes, next Friday night, same time, same station, you and  
your family will - "JUST NAME THE SONG BEFORE THE GONG"  
with -

(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

DELMAR: Eddie Cantor and Nora Martin in person!

SHARBUTT: Who wins? Eddie, Nora -- or you?

DELMAR: You'll have a lot of fun next Friday night on YOUR  
ALL-TIME HIT PARADE ... featuring - "JUST NAME THE SONG  
BEFORE THE GONG" - with Lulu Bates, the FIVE HUNDRED  
DOLLAR SONG OF THE WEEK - and your special guests -

(GONG)

RUYSDAEL: Eddie Cantor and Nora Martin!

MUSIC: "LUCKY DAY" - UP AND PADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: There's fine smoking pleasure in fine tobacco. And (Impulse Tag #12) remember Lucky Strike means fine tobacco - so round, so 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. Back the attack! Defend the Constitution! Buy more and more War Bonds!

THIS IS THE NATIONAL BROADCASTING COMPANY

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30-9 PM EDT  
DATE: MAY 19, 1944 - #15 REPEAT: 11:30-12 M EDT

"YOUR ALL-TIME HIT PARADE"

*As Broadcast*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played in Hit Parade tempo with rhythm and pace.
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and rhythmic - because this is a game for our listeners to play. Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played in Hit Parade tempo before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played in Hit Parade tempo. And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played full and big with accent on melody and rhythm. And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235593

REVISED\*  
5-19-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #15

(EDDIE CANTOR & NORA MARTIN)

MAY 19, 1944

ROUTINE

OPENING GUEST SPOT (EDDIE CANTOR and NORA MARTIN)

1.	JUST ONE OF THOSE THINGS	ORCHESTRA	(.30)	O
2.	WISHING	ORCHESTRA	(.45)	A
3.	TOY TRUMPET	ORCHESTRA	(.45)	O
4.	TAKING A CHANCE ON LOVE	LULU BATES	(2.10)	V

COMMERCIAL

5.	LONG AGO AND FAR AWAY (No. 1)	ORCHESTRA	(1.00)	#1
6.	I'M PUTTING ALL MY EGGS IN ONE BASKET	ORCHESTRA	(.30)	A
7.	JEEPERS CREEPERS	ORCHESTRA	(.30)	O

GUEST SPOT (EDDIE CANTOR and NORA MARTIN)

	I WANT A GIRL	CANTOR & MARTIN		
<del>8.</del>	<del>LITTLE OLD LADY (OPTIONAL)</del>	<del>ORCHESTRA</del>	<del>(.45)</del>	<del>A</del>

COMMERCIAL

9.	(FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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ATX01 0235594

WEAF

THE AMERICAN TOBACCO COMPANY

REVISED\*  
5-19-44

"YOUR ALL-TIME HIT PARADE" - #15

8:30-9:00 PM EDT

MAY 19, 1944

FRIDAY

SOUND: BABBLE OF VOICES -- UP AND FADE

USHER: Your All-Time Hit Parade ... Step inside, please. Here's your ticket stub, soldier, I'll show you where you sit. See that beautiful redhead down front? That's Nora Martin, Eddie Cantor's new singing star. That's Cantor, himself, next to her. Well, you sit right in front of him.

1st MAN: I'd better sit in back of him. Last time I sat in front of Cantor his eyes pushed me clear up on the stage!

USHER: Straight ahead, soldier, you can't miss Cantor, -- he's the guy with the bag of peanuts. (FADING) Your All-Time Hit Parade, -- step inside ..... step inside .....

SOUND: CRACKING OF PEANUTS -- SUSTAIN FOR A FEW SECONDS

MARTIN: Mr. Cantor, why must you keep cracking those peanuts?

CANTOR: (ANNOYED) I tried eating 'em with the shells on and I don't like 'em! ... As a matter of fact, I don't even like the peanuts.

MARTIN: Well, why must you keep opening them?

CANTOR: (STILL ANNOYED) I'm trying to find one with chopped liver in it! ...

(MORE)

MARTIN: Well, you're getting shells all over the floor and I -- oh, wait a minute, that man wants to pass through to his seat.

CANTOR: Step right in, soldier.

1st MAN: Thanks, buddy.

SOUND: LOUD CRUSHING OF PEANUT SHELLS ON FLOOR

1st MAN: What did I step in -- a booby trap???

CANTOR: No, peanuts, -- five cents a bag.

1st MAN: Oh, -- here.

SOUND: CASH REGISTER

CANTOR: Thanks, buddy! ... Just a minute, soldier, you've got the wrong seat.

1st MAN: I've got the right seat.

CANTOR: Well, you've got it in the wrong place! Move over! Gosh, I hope this program gets started soon, Nora, I love to name those songs ... especially the old ones like (TENDERLY) "I Want A Girl Just Like the Girl Who Married Dear Old Dad." That's what we kids used to sing in my day. Today what do young boys sing?

MARTIN: What?

(MORE)



CANTOR: "I Want Some Girls Just Like the Girls Who Married Tommy Manville!" ... Ah, songs of the past, I know 'em all.

MARTIN: If you think you're such an expert why don't you and I take part in Your All-Time Hit Parade game? -- "NAME THE SONG BEFORE THE GONG." I'll bet I know just as many songs as you do.

CANTOR: Don't be silly, Nora. You're just a kid ... I've spent 35 years in Show Business, and you wouldn't stand a chance with me. I'd risk anything to back up that statement.

MARTIN: How much are you willing to bet?

CANTOR: (TIMIDLY) A nickel???

MARTIN: No, thanks, I really don't gamble.

CANTOR: Okay. (TENDERLY) Ah ... "I Want A Girl Just Like the Girl Who Married Dear Old Dad." Gosh, I hope they play that. (SNAPPING OUT OF IT) Aw, come on, Nora, if we're gonna play this song game let's make it interesting. Come on, put up a nickel -- don't be cheap.

MARTIN: (RESIGNED) All right, if you insist on a bet we'll make it a dollar.

CANTOR: (QUICKLY) A nickel!

MARTIN: It's a bet. Now be quiet, the program is about to start.

CANTOR: Ahhhh, this is money in the bank. (HOPEFULLY) If only they'll play "I Want A Girl (FADING) Just Like the Girl Who .....

MUSIC:        "LUCKY DAY" - (10 SECONDS)

SOUND:        (GONG)        (GONG)        (GONG)

RUYSDAEL:     "JUST NAME THE SONG BEFORE THE GONG!"

BOONE:        (CHANT - SOLD AMERICAN)

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

TICKER:       (2 & 3, 2 & 3)

RUYSDAEL:     LS - MPT

LS - MPT

LS - MPT

SHARBUTT:     You said it!

DELMAR:       Yes, sir!

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

BOONE:        (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (20 SECONDS)

SHARBUTT: Good evening, ladies and gentlemen, this is Del Sharbutt greeting you from New York ... where Lucky Strike presents YOUR ALL-TIME HIT PARADE with The Best Songs of All For You To Recall - and your special guests -- Eddie Cantor and Nora Martin, in person, playing America's favorite musical game -

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: All right, friends -- here's how to play the game! As the orchestra plays each of the great All-Time songs, it's up to you and your family to Name The Song before the gong strikes. Make it a friendly contest -- just as Eddie Cantor and Nora Martin are doing tonight. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK. AND NOW ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE gets away to a flying start with this streamlined All-Time All-Timer. Are you ready, Mr. and Mrs. America? "JUST NAME THE SONG BEFORE THE GONG!"

1. ("JUST ONE OF THOSE THINGS" . . . (.30) . . . . . ORCHESTRA) 0  
(GONG) BIG FINISH

DELMAR: The answer on that was "JUST ONE OF THOSE THINGS." And the game rolls along.

SHERBUTT: Gather round for one of the newer All-Time All-Timers  
that's hard to beat - but easy to guess so - "JUST NAME  
THE SONG BEFORE THE GONG!"

2. ("WISHING" . . . . . (.45) . . . . . ORCHESTRA) A  
(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "WISHING!"  
(STRONG  
RESPONSE)

DELMAR: "WISHING" is right! And the game moves on!

SHARBUTT: Friends - I'm forced to ask the gentleman in the audience - who signs himself Eddie Cantor - to please stop sending the usher up with notes requesting "I Want A Girl Just Like the Girl Who Married Dear Old Dad." ... Now, on with the game --

Here's a great All-Time All-Timer that should be easy if you've ever played on a - well - "JUST NAME THE SONG BEFORE THE GONG!"

3. ("TOY TRUMPET" . . . . . (.45) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: If you said "TOY TRUMPET" on that you were 100% correct!

SHARBUTT: Here we go - an All-Time All-Timer with a modern beat.  
Before Lulu Bates sings it - let's all "NAME THE SONG  
BEFORE THE GONG!"

4. ("TAKING A CHANCE ON LOVE" . . . (.30) . . . . . ORCHESTRA) V  
(GONG) ENDS THE SONG

DELMAR: If you took a chance and said - "TAKING A CHANCE ON LOVE"  
you were right -- and now Lulu Bates sings it!  
(BATES IN FULL ON DOWNBEAT)

4. ("TAKING A CHANCE ON LOVE" . . . (1.40) . . . . . LULU BATES)  
(APPLAUSE)

(COMMERCIAL)



Commercial #1

(Proclaim Liberty ... Throughout all the Land ... Unto all the  
Inhabitants Thereof.)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: 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...

BOONE: (CHANT - SOLD AMERICAN)

VOICE I: "Proclaim Liberty ... Throughout all the Land ... Unto all  
the Inhabitants Thereof."

RUYSDAEL: At Independence Hall, in the city of Philadelphia, there is  
a lofty panelled room that has become a national shrine. If  
you enter the room you stand before a great bronze bell ...  
perhaps the most famous Bell in all the world and on that  
Bell's surface, marred by a single jagged crack, you find  
these words inscribed ...

VOICE I: "Proclaim liberty ... throughout all the land ... unto all  
the inhabitants thereof."

RUYSDAEL: Yes, this is the Liberty Bell. The Liberty Bell -- two  
thousand pounds of bronze that sent freedom's message  
echoing around the world. It is a long story ... a story  
that deeply touched the lives of two great American  
patriots ... The story begins on an afternoon in May, 1775  
... here in Independence Hall ...

(GAVEL)

Commercial #1 (CONTD)

(Proclaim Liberty ... Throughout all the Land ... Unto all the  
Inhabitants Thereof.)

VOICE II: "Gentlemen ... I am proud to announce that the  
Commander-in-Chief of the Continental Army is to be  
George Washington ... citizen of Virginia."

RUYSDAEL: From the tower came the deep booming of the bell ...  
proclaiming to all the citizens that America now had a  
leader in the great fight for freedom. And then, later, on  
the Fourth of July, 1776 ... again the great bell lifted its  
voice to proclaim the Declaration of Independence and the  
birth of a new nation called the United States of America.  
All through the years of war, that ringing voice signalled  
America's victories ... the final triumph at Yorktown ...  
and the coming of peace. The years passed ... and the land  
flourished ... and then on a day in July, 1835 ...

VOICE II: "Gentlemen ... be it resolved that the Liberty Bell ... shall  
be tolled in tribute to the memory of the revered Virginia  
statesman, ... John Marshall."

(MORE)

Commercial #1 (CONTD)

(Proclaim Liberty ... Throughout all the land ... Unto all the  
Inhabitants thereof.)

HUYSADEL: Once again, the mighty bell rang out ... and then suddenly, like a great heart breaking, a jagged crack split the surface, and the great clarion voice was stilled ... stilled while speaking in tribute to the Chief Justice of the Supreme Court, John Marshall. And so this Liberty Bell ... whose first call ushered in the military career of George Washington ... gave its last, clear challenging call in honor of another prominent Southerner, John Marshall. Thus the story of the Liberty Bell is part of the story of Washington and Marshall ... patriots of America ... and planters in Virginia where they continued the time-honored tradition of the Southland -- the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Today, America's tradition of fine tobacco is carried on by Lucky Strike - For remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

RUYSDAEL: The current Number One song of the week! All set -- all ready -- and here it is -- Number One from Coast to Coast as shown by Your Hit Parade Survey. So here's a chance for everybody to - "JUST NAME THE SONG BEFORE THE GONG!"

5. ("LONG AGO AND FAR AWAY" . . . . (1.00) . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was -- "LONG AGO AND FAR AWAY" -- the current Number One Song on Your Hit Parade!

SHARBUTT: Since Mother's Day was last Sunday, we will now play a song requested by any mother in our audience. Speak up -- any mother.

CANTOR: (HIGH, FEMININE VOICE) "I Want A Girl Just Like the Girl Who Married Dear Old Dad!"

SHARBUTT: What's that?

CANTOR: (HIGH, FEMININE VOICE) I said, -- (LOW VOICE) "I Want A Girl (COUGHS -- NORMAL VOICE) Just Like the" -- (COUGHS AGAIN - ANGRILY) -- Darn those peanuts!

SHARBUTT: (DRYLY) Sit down, Eddie Cantor! We'll hear from you later.

Now, on with the game and an All-Time All-Timer that never fails to click - so don't you fail as you -  
"JUST NAME THE SONG BEFORE THE GONG!"

6. ("I'M PUTTING ALL MY EGGS IN ONE BASKET" . . (.30) . .ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you tell us!

AUDIENCE: "I'M PUTTING ALL MY EGGS IN ONE BASKET."  
(STRONG RESPONSE)

DELMAR: Absolutely. "I'M PUTTING ALL MY EGGS IN ONE BASKET."

SHARBUTT: Well, folks, how many have you named right so far? Well, keep up the good work on this popular All-Time All-Timer. Here we go! "JUST NAME THE SONG BEFORE THE GONG!"

7. ("JEEPERS CREEPERS" . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

SHARBUTT: Now let's see if Eddie Cantor or Nora Martin can name that song. How about it, Eddie?

CANTOR: That's a pushover. Listen. (SINGS RAPIDLY TO "JEEPERS CREEPERS")

I WANT A GIRL  
JUST LIKE THE GIRL WHO MARRIED  
DEAR OLD DADDY,  
WHO MARRIED DEAR OLD DAD, OLD DAD,  
THE GIRL WHO MARRIED DAD!"

SHARBUTT: What do you call that?

CANTOR: "Mairzy Doats!"

SHARBUTT: That's wrong. Nora, what's the title?

MARTIN: "Jeepers Creepers."

SHARBUTT: Correct. Now Eddie, if you made a bet with Nora ---

CANTOR: (QUICKLY) She cheated! ... She must have read it on those papers you're holding.

SHARBUTT: Don't be silly - these are my Induction papers!

CANTOR: Induction papers?

SHARBUTT: (IRRITABLY) Yes, and they don't say "Jeepers Creepers."

CANTOR: I'll bet you did when you got 'em!

SHARBUTT: Let's stick to our song game.

MARTIN: I didn't want to bet anyway. Besides, it's only a nickel. Forget it.

CANTOR: Certainly not. If you think you won the money fairly, I want to pay off.

MARTIN: Please forget it.

CANTOR: But I insist on having it your way.

MARTIN: (RESIGNED) Oh, all right.

CANTOR: So forget it!... Look, kids, it's not the nickel -- believe me. Del -- you've known me a long time -- am I cheap?

SHARBUTT: Yes.

CANTOR: And besides, - what does a nickel mean to me? Me -- Eddie Cantor. Why, I've never met anyone in this whole world who has squandered -- thrown away -- as much money as I've put in the bank! I mean that. But in this bet with Nora, I feel I haven't been given a fair deal.

MARTIN: What do you mean?

CANTOR: I'm asked about "Jeepers Creepers" -- a song from the Thirties. (DERISIVELY) The thirties! That's no song for an old timer like me. All I ask is a fair trial. Go back a few years to my time ... Have a composer sit at the piano and play one of his songs that's about my age.

SHARBUTT: We should dig up Beethoven just for that???



CANTOR: Hmmm. I hope you wind up with Humphrey Bogart as your sergeant!

MARTIN: Del, let's give Mr. Cantor another chance ... But with a real old song.

SHARBUTT: Okay. Eddie, in this fishbowl we have fifty slips of paper -- all of which bear titles of songs from the turn of the century. Now pick out one of the slips -- don't look at it -- and give it to our conductor.

CANTOR: Now we're getting some place. Here's the slip.

SHARBUTT: You can't say this isn't a fair trial. All you have to do is name the song before the gong -- the song which you, yourself, have picked.

CANTOR: Right.

SHARBUTT: Play it, boys.

ORCHESTRA: "I WANT A GIRL JUST LIKE THE GIRL WHO MARRIED DEAR OLD DAD"  
-- MODERATE TEMPO. ABOUT 12 BARS.

---

SOUND: (GONG)

SHARBUTT: Well, Eddie, - what's the title?

CANTOR: (SLIGHT PAUSE - PUZZLED) Would you mind repeating that???

SHARBUTT: Repeating it???

(MORE)

MARTIN: Mr. Cantor, the title is ---

CANTOR: (ANGRILY) Don't prompt me! ... I'll get it, I'll get it!  
Just play it again, that's all I ask.

SHARBUTT: Oh, all right.

CANTOR: (MUMBLING - PUZZLED) Sounds so familiar!

ORCHESTRA: "I WANT A GIRL" -- 12 BARS AND GONG

SHARBUTT: Well?

CANTOR: (PAUSE -GRIMLY) Once more!

SHARBUTT: Oh, Eddie, everybody knows that song. (TO AUDIENCE) You people here in the audience -- sing it for Eddie -- and shout out the lyrics. Let's have it.

ORCHESTRA: "I WANT A GIRL" -- ENOUGH TO GET IN THE FULL TITLE THEN  
& AUDIENCE: THE GONG

CANTOR: (LONG PAUSE - TO AUDIENCE) Would you mind repeating that???

SHARBUTT: (EXASPERATED - WITH FINALITY) Eddie, I'll simplify it for you. The title is -- "I WANT A GIRL JUST LIKE THE GIRL WHO MARRIED DEAR OLD DAD."

CANTOR: (PAUSE - TIMIDLY) Eh??? ... Come again???

SHARBUTT: Eddie! I told you the title.

CANTOR: Sure -- and I knew it all the time.

(MORE)

SHARBUTT: (ANGRILY) Look, Eddie, if you knew the song all the time why did you have the orchestra play it over -- and have the audience sing it -- and ask me to repeat the title? Why?

CANTOR: Del -- that song happens to be in my new picture, "Show Business," and every plug helps!

SHARBUTT: (PAUSE - TIMIDLY) Eh??? (ANGRILY) Of all the tricks!

CANTOR: Why, I've known that song for thirty years -- been singing it. Nora knows it, too. To prove it, we'll do it right now. Introduce "I Want A Girl," Nora.

MARTIN: Why must I introduce it?

CANTOR: Nora ... wouldn't it sound a little silly for me, -- Eddie Cantor -- to stand up here and say "Ladies and gentlemen -- I want a girl!" ... (SARCASTIC) I want a girl! Stork should take back a few I got already!

SHARBUTT: Ladies and gentlemen ... Eddie Cantor and Nora Martin singing ----

MUSIC: "I WANT A GIRL" . . . . . CANTOR & MARTIN

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: George Washington and John Marshall were endowed with many talents. As planters' sons, they also knew how to pick a leaf of fine tobacco. Today's expert knowledge of fine tobacco belongs to the independent tobacco experts present at the auctions down South -- men like Mr. Benjamin C. Pierce of Danville, Virginia, who recently said ...

VOICE: As an independent tobacco buyer for 16 years, I've seen Lucky Strike go after the finer, lighter tobacco that makes a better smoke. That's why I've smoked Luckies for 13 years.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Sworn records show that with independent tobacco experts like Mr. Pierce -- with men who know tobacco best, it's Luckies 2 to 1!

MUSIC: "LUCKY DAY"

(DRUM ROLL UP AND OUT)

RUYSDAEL: The Five Hundred Dollar Song of the week!

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Los Angeles, California - Private Bob Howard

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: With American, European & Asiatic Service Stripes, from Travis, New York - Boatswain's Mate 1st Cl. Joe Shwedo

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Cleveland, Ohio - Private Pat Pizzuli

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Denville, New Jersey - Private Dorothy Franc

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Huntington, Pennsylvania - Private Robert Norris

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

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REBROADCAST:

Cleveland, Ohio - Private Bill Baker  
Lynn Massachusetts - Seaman 1st Class Wm. Kondroski  
New York, N.Y. - Soundman 3rd Class Evan Revell  
Summitt, Illinois - Yeoman 3rd Class Frances Hodelka  
Goldsboro, North Carolina - Sergeant John Grant

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants, two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks, we're going to play one of the great All-Time songs. It's up to each contestant to write down the popular name of this song -- (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go!

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

9. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

DELMER: Did you name the song before the gong? The name was  
"THERE'S A GREAT DAY COMING MANANA" and 5 contestants  
tagged it!

(APPLAUSE AND REPRISE SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Private Bob Howard,  
Boatswain's Mate 1st Class Joe Shwedo, Private Pat Pizzuli,  
Private Dorothy Franc, Private Robert Norris, divide the  
prize of Five Hundred Dollars. Yes -- One Hundred Dollars  
to each of them -- and another great All-Time All-Timer --  
"THERE'S A GREAT DAY COMING MANANA," is honored on YOUR  
ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN  
TIME ALLOWED IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

REBROADCAST:

Private Bill Baker	\$100.00
Seaman 1st Class Wm. Kondroski	100.00
Soundman 3rd Class Evan Revell	100.00
Yeoman 3rd Class Frances Hodelka	100.00
Sergeant John Grant	100.00

SOUND: (FANFARE)

SHARBUTT: Ladies and gentlemen --

(DRUM ROLL AND RIM SHOT - UP AND OUT)

SHARBUTT: The winner is ---- What did you get Nora Martin?

MARTIN: I got eight!

SHARBUTT: Eddie Cantor? How many have you got?

CANTOR: You have to ask Cantor? Five! (DOUBLE TAKE) Oh! Oh!  
I got two songs right.

SHARBUTT: That makes the final score Nora Martin eight, Eddie Cantor  
two!

(APPLAUSE)

CANTOR: Del, who'll be your guest stars next week?

SHARBUTT: Eddie, next week's guests will be - radio's madcap  
couple ... George Burns and Gracie Allen!

RUYSDAEL: George Burns and Gracie Allen ... In Person!

DELMAR: Yes, next Friday night, same time, same station -- tune in  
YOUR ALL-TIME HIT PARADE ... and "The Best Songs of All -  
For You To Recall." Featuring --  
(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: With Lulu Bates, the FIVE HUNDRED DOLLAR song of the week  
and your special guests -- George Burns and Gracie Allen!

RUYSDAEL: George Burns and Gracie Allen in person!



MUSIC: "LUCKY DAY" - UP AND FADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

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). And this is Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Smoke the cigarette that means fine tobacco - Lucky  
(Impulse  
Tag #11) Strike - so round, so 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. Back the attack! Defend the Constitution! Buy more and still more War Bonds every pay day!

THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

37247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6696

CLIENT: THE AMERICAN TOBACCO CO REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30-9 PM EWT  
DATE: MAY 26, 1944 - #16 REPEAT: 11:30-12 M EWT

"YOUR ALL-TIME HIT PARADE"

*As Broadcast*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played in Hit Parade tempo with rhythm and pace.
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and rhythmic - because this is a game for our listeners to play. Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played in Hit Parade tempo before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played in Hit Parade tempo. And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played full and big with accent on melody and rhythm. And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235623

5-26-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

GEORGE BURNS AND GRACIE ALLEN

PROGRAM #16

MAY 26, 1944

ROUTINE

GUEST SPOT #1 (GEORGE BURNS & GRACIE ALLEN) FROM HOLLYWOOD

- |                                  |            |        |   |
|----------------------------------|------------|--------|---|
| 1. GREAT DAY                     | ORCHESTRA  | (.30)  | O |
| 2. WHISPERS IN THE DARK          | ORCHESTRA  | (.45)  | A |
| 3. HAVE YOU GOT ANY CASTLES BABY | LULU BATES | (2.10) | V |
| 4. THE ARMY AIR CORPS            | ORCHESTRA  | (.45)  | O |

COMMERCIAL

- |                                  |           |        |    |
|----------------------------------|-----------|--------|----|
| 5. LONG AGO AND FAR AWAY (No. 1) | ORCHESTRA | (1.00) | #1 |
| 6. SHINE                         | ORCHESTRA | (.30)  | A  |
| 7. AIN'T MISBEHAVIN'             | ORCHESTRA | (.30)  | O  |

GUEST SPOT #2 (GEORGE BURNS & GRACIE ALLEN) FROM HOLLYWOOD

AIN'T MISBEHAVIN' GEORGE BURNS

~~8. YOU'D BE SO NICE TO COME HOME TO (OPTIONAL) ORCHESTRA (.45) A~~

- |                                     |            |        |   |
|-------------------------------------|------------|--------|---|
| 9. SOMEBODY ELSE IS TAKING MY PLACE | LULU BATES | (2.10) | V |
|-------------------------------------|------------|--------|---|

COMMERCIAL

- |   |           |        |    |
|---|-----------|--------|----|
| 10. (FIVE HUNDRED DOLLAR SONG),<br><i>Good News</i> | ORCHESTRA | (2.00) | \$ |
|---|-----------|--------|----|

ATX01 0235624

WEAF

THE AMERICAN TOBACCO COMPANY

5-26-44

"YOUR ALL-TIME HIT PARADE" - #16

8:30-9:00 PM EWT

MAY 26, 1944

FRIDAY

Program originates at NBC New York with switchovers to NBC Hollywood for guest spot cut-ins.

(FROM HOLLYWOOD)

GRACIE: George Burns -- haven't you finished your dessert yet? The All-Time Hit Parade will be on in just a minute and we want to play that game - JUST NAME THE SONG BEFORE THE GONG.

GEORGE: Okay, Gracie. Gee, that was a good meal tonight.

GRACIE: Oh, thank you, darling. I enjoy cooking food to put in that cute little round tummy of yours. (LAUGHS)

GEORGE: What's so funny?

GRACIE: Oh, I was just thinking -- I take the food out of one pot and you put it right in ano.....

GEORGE: Never mind... You know there's only one thing...the soup tasted kind of funny. What kind was it?

GRACIE: Oh, that was banana soup.

GEORGE: Banana soup?

GRACIE: Well I know you asked for potato soup but bananas are much easier to peel.

GEORGE: Yes -- I must send that idea into the Army ... the boys on KP will appreciate it ... Well, come on - I'll take the coffee in the living room and we'll listen in there.

GRACIE: No sit still, dear, we'll listen on the little portable in here. (TENDERLY) Remember, you gave me that little radio the day you changed my name from Gracie Allen to Mrs. George Burns.

GEORGE: Yeah ... we took it along on our honeymoon.

GRACIE: Yes -- (SIGHS) That was a thrilling honeymoon, darling.

GEORGE: Really?

GRACIE: Yes. I didn't have to miss one single night of Amos and Andy.

GEORGE: Turn on the radio.

GRACIE: Remember the little arguments we used to have on our honeymoon about which program to listen to?

GEORGE: Uh, huh.

GRACIE: You'd want to listen to one thing and mother'd want to listen to another.

GEORGE: Turn on the radio, dear.

GRACIE: All right - now remember we're betting a new hat. If I name more songs before the gong than you do - you have to give me the money for a new hat.

GEORGE: Okay.

GRACIE: But if you name more songs than I do then you win and I'll just charge my new hat.

GEORGE: That's some bet.....

GRACIE: This is sort of different for you isn't it, George?

GEORGE: What do you mean?

GRACIE: Oh, getting the song before the gong. You know in amateur shows you always used to....

GRACIE &

GEORGE: ...get the gong before the song.

GEORGE: Well, turn on the radio ... and let's hear the All-Time Hit Parade .....

(APPLAUSE) (CUE)

(SWITCHOVER TO NEW YORK)

(FROM NEW YORK)

MUSIC: "LUCKY DAY" - (10 SECONDS)

SOUND: (GONG) (GONG) (GONG)

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SHARBUTT: Yes, sir!

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

RIGGS: (CHANT - SOLD AMERICAN)



MUSIC: "LUCKY DAY" - (20 SECONDS)

SHARBUTT: Good evening, ladies and gentlemen, this is Del Sharbutt greeting you from New York ... where Lucky Strike presents YOUR ALL-TIME HIT PARADE with The Best Songs of All For You to Recall -- and your special guests, George Burns and Gracie Allen playing America's favorite musical game --

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: All right, friends -- here's how to play the game! As the orchestra plays each of the great All-Time songs, it's up to you to Name The Song before the gong strikes. Make it a family contest -- just as George Burns and Gracie Allen are doing tonight. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK. AND NOW ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE tees off with an All-Time

All-Timer that's dedicated to the day of Victory!

Are you ready, Mr. and Mrs. America? "JUST NAME THE  
SONG BEFORE THE GONG!"

1. ("GREAT DAY" . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: Yes, "GREAT DAY" was the answer on that one. Now - let's play the game!

SHARBUTT: Here's an All-Time All-Timer of today as modern as a tune of tomorrow ... if you're up on your songs you'll find it easy to -- "JUST NAME THE SONG BEFORE THE GONG!"

2. ("WHISPERS IN THE DARK" . . . . (.45) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you name it!

AUDIENCE: "WHISPERS IN THE DARK."  
(STRONG  
RESPONSE)

DELMAR: "WHISPERS IN THE DARK" is right - and we keep the game going!

SHARBUTT: Now an All-Time All-Timer with a bounce that's really solid. Lulu Bates is ready to sing it but she's waiting for you to -- "NAME THE SONG BEFORE THE GONG!"

3. ("HAVE YOU GOT ANY CASTLES BABY" . . (.40) . . . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: Did you call that one "HAVE YOU GOT ANY CASTLES BABY?" Right! And here she is -- Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("HAVE YOU GOT ANY CASTLES BABY" . . (1.30) . . . . . LULU BATES)

(APPLAUSE)

SHARBUTT: How are you doing, folks? You'll find out later how George Burns and Gracie Allen are getting along with the game. Meantime, here's an All-Time All-Timer - the official song of a branch of our fighting, flying heroes - so hats off to them as we - "NAME THE SONG BEFORE THE GONG!

4. ("THE ARMY AIR CORPS SONG" . . . (.45) . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: That was a salute to our brave Army flyers - "THE ARMY AIR CORPS SONG."

(COMMERCIAL)

Commercial #1

(Oh better far to live and die, Under the brave black flag I fly,  
Than play a sanctimonious part, With a pirate head and a pirate heart)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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)

VOICE I : "Oh better far to live and die  
Under the brave black flag I fly  
Then play a sanctimonious part (FADE)  
With a pirate head and a pirate heart ..."

DELMAR: The year was 1880 ... the time, early Spring ... the place,  
Macaulay's Theatre in Louisville, Kentucky. It was a  
beautiful night, star-swept and serene, and touched with  
the fragrance of blooming lilacs. Up and down the main  
streets of Louisville, the gas lamps were aglow and a  
special kind of excitement seemed to hang upon the air.  
For on this night ... from the plantations outside the city,  
from the old mansions of the town, from the crowded lobbies  
of the Willard Hotel and the St. Cloud and the Alexander ...  
the ladies and gentlemen of Kentucky, lovely belles and  
handsome beaux, were all going in a solid cavalcade of  
carriages and coaches to attend a gala performance, a  
premiere of an operetta that was to become world-famous.

(MORE)

(Oh better far to live and die, Under the brave black flag I fly, Than  
play a sanctimonious part, With a pirate head and a pirate heart)

DELMAR: Before the solid stone front of old Macauley's you could  
(CONTD) have seen the bright billboards proclaiming the grand  
occasion ...

VOICE I: Tonight, Macauley's presents ... "The Pirates of Penzance"  
by Gilbert and Sullivan, a premiere performance ...  
crowning the brilliant tradition established here by  
Sarah Bernhardt, Edwin Booth ... (FADE) Mary Anderson,  
Modjeska, Joe Jefferson ...

DELMAR: And as the curtain went up that night, pulses beat a little  
faster, eyes brightened with excitement, ~~and feet tapped~~ *as the audience*  
*heard the amusing words*  
~~out the rollicking rhythm~~ of the Pirate's Song ...

VOICE I : "Oh better far to live and die  
Under the brave black flag I fly  
Than play a sanctimonious part  
With a pirate head and a pirate heart ..."

(MORE)



Commercial #1 (CONTD)

(Oh better far to live and die, Under the brave black flag I fly, Than  
play a sanctimonious part, With a pirate head and a pirate heart)

DELMAR: At midnight the performance ended ... the gaslights brightened in the chandeliers ... and the audience rose to its feet cheering wildly. Yes, the new operetta was a great hit, Gilbert and Sullivan had scored again. And in the early hours after midnight, as the people of Louisville sat in the cafes and coffee houses they re-lived the gayety, the charm, the brilliant situations of the premiere they had seen. Thus, on an April evening in 1880, the great Gilbert and Sullivan brought the magic of their art to the city of Louisville, Kentucky ... a city distinguished for the enduring Southern tradition -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Today, America's tradition of fine tobacco is carried on by Lucky Strike - for remember, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(PANFARE NUMBER ONE)

RUYSDAEL: All set -- all ready -- here it is -- the current Number One Song of the week! -- Number One from Coast to Coast as shown by Your Hit Parade Survey. Everybody try it -- "JUST NAME THE SONG BEFORE THE GONG!"

5. ("LONG AGO AND FAR AWAY" . . . . (1.00) . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was --  
"LONG AGO AND FAR AWAY" -- the current Number One Song  
on Your Hit Parade!

SHARRUTT: Let's move on with this truly bright All-Time All-Timer  
See if you can polish this one off and -- "NAME THE SONG  
BEFORE THE GONG!"

6. ("SHINE" . . . . . (.30) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you name it!

AUDIENCE: "SHINE."  
(STRONG  
RESPONSE)

DELMAR: That's right! -- "SHINE" -- you're doin' fine!

SHARBUTT: Well, friends - how many have you named right so far?  
Do you think you've done as well as George Burns and  
Gracie Allen? You'll know in a few minutes so keep up  
the good work on this one - a favorite All-Time All-Timer  
that's right in the groove -- it's fun to -- "NAME THE  
SONG BEFORE THE GONG!"

7. ("AIN'T MISBEHAVIN'") . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: "AIN'T MISBEHAVIN'!" was the right tag on that!

SHARBUTT: And now as we review our scores -- let's move the game  
out to Hollywood to find out what the score is from ...  
George Burns and Gracie Allen! (CUE)

(SWITCHOVER TO HOLLYWOOD)

(FROM HOLLYWOOD)

GRACIE: (LINE TROUBLE) . . . . guessed every song but one.

GEORGE: Which one was that?

GRACIE: The one with the short chorus.

GEORGE: The one with the short chorus?

GRACIE: Well, yes ... I didn't understand the words to the verse,  
but the chorus goes - (CHANTS) Sold American ...

GEORGE: That's the short one.

GRACIE: And very hard to dance to ..... but of course, my  
favorite was that last one they played - "Ain't  
Misbehavin'" ..... You know why.

GEORGE: Why?

GRACIE: Well, because you sing it so pretty ... sing a little for  
me right now.

GEORGE: Oh - no.

GRACIE: Go on ... open that little rosebud mouth ... and let the  
golden notes just pour from that precious pipe organ in  
your throat.

GEORGE: (SINGS) Ain't misbehavin' - all by myself ... no one to  
talk with - I'm happy on the shelf ...

GRACIE: (IN ECSTASY) Oh George ... oh let me run right up and put on my bobby socks.

GEORGE: Now wait a minute -- I'm -- I'm not as good as Frank Sinatra.

GRACIE: You're as good as Frank Sinatra, Big Crosby and Nelson Eddy put together.

GEORGE: Really?

GRACIE: Oh, sure! And what if you had put them all together? What would you have? Just a skinny boy in a loud shirt singing "Sunday, Monday Or Shortenin' Bread."

GEORGE: I guess so.

GRACIE: No one does a song as convincingly as you. Why at that party the other night when you did "Singing in the Rain" the people could actually hear the water.

GEORGE: No!

GRACIE: Yeah. I heard one man say to another - just listen to that drip.

GEORGE: That's a nice compliment.

GRACIE: Well, sing some more, dear.

GEORGE: (SINGS) I know for certain - you're the one I love - I'm through with flirtin' - it's just you I'm thinkin' of ...

GRACIE: That's divine. You ought to be singing on the All-Time Hit Parade. And from there I'll bet you'd go right into grand opera.

GEORGE: Oh Gracie - I'm not that good.

GRACIE: Well, just name some opera singers who are better.

GEORGE: Well, there's Martinelli?

GRACIE: Poch. You can sing lower than Martin and higher than Nelly.

GEORGE: I guess so.

GRACIE: Oh come on -- sing some more.

GEORGE: (SINGS) Like Jackie Horner in the corner -- don't go nowhere and I don't care ...

GRACIE: Ohhh - you know, sometimes -- sometimes your voice scarcely sounds human ... it's -- it's more like a bird.

GEORGE: Oh go on.

GRACIE: Oh, I mean it, George. In fact, you sound so much like a bird it wouldn't surprise me if the next time you sing you lay an egg.

GEORGE: Gracie -- the All-Time Hit Parade isn't over. You know we haven't heard the five hundred dollar song of the week yet.



GRACIE: All right, dear ... Now remember ... if I name more songs before the gong than you - I get a new hat.

GEORGE: Okay. If you win -- tomorrow morning there'll be a brand new hat in the closet.

GRACIE: Well, if there isn't we've been robbed.

GEORGE: Oh it's there now ... I thought so ...

(APPLAUSE) (CUE)

(SWITCHOVER TO NEW YORK)

(USE THIS PAGE IF "YOU'D BE SO NICE TO COME HOME TO" IS OMITTED)

SHARBUTT: Well, it looks as though George can't win playing the game with Gracie. Who's winning in your family? Well, this All-Time All-Timer's star is still rising in popularity -- you'll hear it sung by Lulu Bates -- after you -- "NAME THE SONG BEFORE THE GONG!"

9. ("SOMEBODY ELSE IS TAKING MY PLACE" . . . (.40) . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: If "SOMEBODY ELSE IS TAKING MY PLACE" was your guess -- you're right! Now sing it, Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

9. ("SOMEBODY ELSE IS TAKING MY PLACE" . . . (1.30) . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: Back in the 1880's, Gilbert and Sullivan helped to make Old Macauley's Theatre a tradition in Louisville, Kentucky - a city already famous for its tradition of fine tobacco. Today that tradition of fine tobacco is carried on by Lucky Strike. For Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. At markets all over the Southland, independent tobacco experts present at the auctions can see the makers of Luckies consistently select the riper, the naturally mellow Lucky Strike tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: A friendly suggestion: For your own greater enjoyment,  
(Impulse  
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike!

MUSIC: "LUCKY DAY"

(DRUM ROLL UP AND OUT)

RUYSDAEL: The Five Hundred Dollar Song of the week!

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: With Atlantic, African and European Service Stripes, East Syracuse, New York - Seaman 1st Class Charles Trendell

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: With Pacific and Asiatic Service Stripes, Petaluma, California - Radioman 2nd Class George Nielsen

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Watchung, New Jersey - Storekeeper 2nd Class Wm. Altork

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Newark, New Jersey - Private Jane Altman

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Toronto, Canada - Aircraftsman 2nd Class Gordon Adams

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

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REBROADCAST:

Paterson, New Jersey - Sergeant Al Newman  
Brooklyn, New York - Private Phillip Bruno  
Brooklyn, New York - Private Louise Marcus  
from Charleston, South Carolina - Hospital Apprentice  
2nd Class Thomas Jenkins  
New York, N.Y. - Soundman 2nd Class Evan Revelle

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks, we're going to play one of the great All-Time songs. It's up to each contestant to write down the popular name of this song -- (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go!

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

10. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

DELMAR:1 Did you name the song before the gong? The name was  
"GOOD NEWS" and 5 contestants tagged it!

(APPLAUSE AND REPRIS SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Seaman 1st Class  
Charles Trendell, Radioman 2nd Class George Nielsen,  
Storekeeper 2nd Class Wm. Altork, Private Jane Altman,  
and Aircraftsman 2nd Class Gordon Adams divide the prize  
of Five Hundred Dollars. Yes -- One Hundred Dollars to  
each of them -- and another great All-Time All-Timer --  
"GOOD NEWS" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN  
TIME ALLOWED IF IT WORKS THAT WAY)

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(BIG APPLAUSE)

REBROADCAST:

Sergeant Al Newman	\$167.00
Private Phillip Bruno	167.00
Private Louise Marcus	167.00

SHARBUTT: Ladies and gentlemen --

SOUND: (DRUM ROLL - RIX SHOT)

SHARBUTT: The final score between George Burns and Gracie Allen!  
George Burns 4, Gracie Allen 6-7/8, and Gracie wins a new  
hat.

SOUND: (FANFARE)

DELMAR: Stop!

RUYSDAEL: Look!

SHARBUTT: Listen -- to YOUR ALL-TIME HIT PARADE next Friday night when  
your guests will be --

DELMAR: Ed Gardner and Company from Duffy's Tavern!

RUYSDAEL: With Eddie Green - Miss Duffy --

SHARBUTT: Finnegan and Archie - in person!

DELMAR: Yes, you'll have a lot of fun next Friday night on YOUR  
ALL-TIME HIT PARADE featuring that fascinating new game --  
(GONG) "JUST NAME THE SONG BEFORE THE GONG!" -- with  
Lulu Bates, the FIVE HUNDRED DOLLAR SONG OF THE WEEK --  
and your special guests --  
(GONG)

RUYSDAEL: Ed Gardner and Company from Duffy's Tavern!

DELMAR: With Eddie Green - Miss Duffy --

SHARBUTT: Finnegan and Archie in person!

MUSIC: "LUCKY DAY" - UP AND FADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH



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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: It takes fine tobacco to make a fine cigarette. Remember - (Impulse Tag #8) Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas. Back the attack -- Join the attack -- Defend the Constitution. Buy War Bonds!

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE NEW YORK • WHEELERSHAM • 6-39

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 8:30-9 PM EDT  
DATE: JUNE 2, 1944 - #17 REPEAT: 11:30-12 M EDT

"YOUR ALL-TIME HIT PARADE"

*As Broadcast*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played in Hit Parade tempo with rhythm and pace.
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and rhythmic - because this is a game for our listeners to play. Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played in Hit Parade tempo before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played in Hit Parade tempo. And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played full and big with accent on melody and rhythm. And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235655

6-2-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week

"YOUR ALL-TIME HIT PARADE"

PROGRAM #17

(ED GARDNER & COMPANY)

JUNE 2, 1944

ROUTINE

GUEST SPOT #1 (ED GARDNER & COMPANY) FROM HOLLYWOOD

1. MA (HE'S MAKING EYES AT ME)	ORCHESTRA	(.30)	O
2. HE WEARS A PAIR OF SILVER WINGS	ORCHESTRA	(.45)	A
3. THE SURREY WITH THE FRINGE ON TOP	LULU BATES	(2.10)	V
<del>4. PUPPIN' ON THE RITE</del>	<del>ORCHESTRA</del>	<del>(.45)</del>	<del>O</del>

COMMERCIAL

5. LONG AGO AND FAR AWAY (No. 1)	ORCHESTRA	(1.00)	#1
6. DADDY	ORCHESTRA	(.30)	A
7. SING IT'S GOOD FOR YOU	ORCHESTRA	(.30)	O

GUEST SPOT #2 (ED GARDNER & COMPANY) FROM HOLLYWOOD

<del>8. I LEFT MY HEART AT THE STAGE DOOR GANTEEN (OPTIONAL)</del>	<del>ORCHESTRA</del>	<del>(.45)</del>	<del>A</del>
9. I'M SITTING ON TOP OF THE WORLD	LULU BATES	(2.10)	V

COMMERCIAL

10. (FIVE HUNDRED DOLLAR SONG)	ORCHESTRA	(2.00)	\$
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*Franklin D. Roosevelt Jones*

ATX01 0235656

WEAF

THE AMERICAN TOBACCO COMPANY

6-2-44

"YOUR ALL-TIME HIT PARADE" - #17

8:30-9:00 PM EDT

JUNE 2, 1944

FRIDAY

Program originates at NBC New York with switchovers to NBC Hollywood for Guest Spot cut-ins.

(FROM HOLLYWOOD)

ARCHIE: Hello, Duffy's Tavern where the elite meet to eat ... Archie, the manager speaking Duffy ain't here ... Oh, hello Duffy ... Oh well we're all here waiting to tune in on the All-Time Hit Parade ... Huh? The crowd here? ... Oh the same crumbs we get on Tuesdays ... Yeah, well Moriarity and his family is here ... Yeah, the family is giving Moriarity a coming-out party ... Yeah, yeah ... We got a big cake for him with nine candles ... with nine of them yeah ... Well he got a year off for good behavior ... Yeah, now Crackpot O'Toole was here but we threw him out ... Yeah, he insulted your daughter ... Yeah ... He said her father was a big fat pig. That's right, Duffy ... that's an awful thing to say about a girl ... Sure, well look, we got to tune in on that All-Time Hit Parade now ... I'll call you back. (HANGS UP)

EDDIE: Say Mr. Archie, this radio ain't working.

ARCHIE: Well, can't you fix it?

EDDIE: Well I tried to.

ARCHIE: How?

EDDIE: I banged it against the wall.

ARCHIE: That's the trouble with you, Eddie ... old-fashioned methods -- no original thought. Why didn't you bang it against the ceiling? Never try nothing new ... I'll have to fix it meself.

EDDIE: Perish forbid. Look, Mr. Mechanical Genius ... remember the time the beer coils got twisted and you went down to the cellar and fixed them?

ARCHIE: Yeah.

EDDIE: And the next day the telephone started to give beer.

ARCHIE: Eddie, you seem to forget the good that is oft interred within me bones. I'll fix this radio. Why, I think the trouble here is the condenser.

EDDIE: The condenser??

ARCHIE: Yeah, that condenses the programs -- eh, makes short waves out of long ones, you know. You see the condenser is supposed to violate the amplifcator -- thus putting the tubes out of alignment with the araerial.

EDDIE: I see you know all about it.

ARCHIE: Well I don't say I'm no Macaroni, but I know a few things.  
Put your finger in that socket, Eddie, and see if the  
electricity's on, huh??

EDDIE: Not me, brother.

ARCHIE: Go ahead, Eddie ... a few bolts of electricity is good for  
your blood ... yeah, it rests it.

EDDIE: What do you mean -- it rests it??

ARCHIE: It stops the circulation.

FINNEGAN: Hello Arch.

ARCHIE: Oh hello Finnegan.

FINNEGAN: Gee, Arch, I ain't missed seeing you on a Tuesday in weeks.

ARCHIE: Finnegan, this ain't Tuesday - it's Friday.

FINNEGAN: Oh, me watch must be slow.

ARCHIE: Yeah, where you been Finnegan?

FINNEGAN: Over to Grogan's Bar. Grogan had the audacity to throw me  
out.

ARCHIE: He threw you out?

FINNEGAN: Yeah.

ARCHIE: Did you land on your head, Finnegan??

FINNEGAN: Yeah.

ARCHIE: How do you feel??

FINNEGAN: Okay.

ARCHIE: Well don't bother me now, Finnegan. We're trying to fix this radio. Now let's see -- these kilocycles look pretty good. The rheostat seems to gauge with the antenna. Eh ....

FINNEGAN: Hey look Arch ... This may be revolutionary, but why don't we put that plug in the wall socket?

ARCHIE: Put the plug in the..??(LAUGHS) Well Eddie. we'll indulge the guy. Go ahead, put it in the socket Finnegan.

FINNEGAN: Yeah ... like this???

SOUND: (CRACKLING)

FINNEGAN: Hey gee Arch ... it's working.

ARCHIE: Holy cat. Can you imagine the luck of that dumb Finnegan ... and he don't even know what a plug is for. What a dope. Well leave us start guessing the tunes on the All-Time Hit Parade anyhow, huh?

(APPLAUSE)

(SWITCHOVER TO NEW YORK)



(FROM NEW YORK)

MUSIC: "LUCKY DAY" - (10 SECONDS)

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG."

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MPT

LS - MPT

LS - MPT

SHARBUTT: Why sure!

RUYSDAEL: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (20 SECONDS)

SEARBUTT: Good evening, ladies and gentlemen, this is Del Sharbutt greeting you from New York ... where Lucky Strike presents YOUR ALL-TIME HIT PARADE with The Best Songs of All For You to Recall -- and your special guests, Ed Gardner and Company from Duffy's Tavern playing America's favorite musical game --

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DELMAR: All right, friends -- here's how to play the game! As the orchestra plays each of the great All-Time songs, it's up to you to Name The Song before the gong strikes. Make it a friendly contest -- just as Ed Gardner and Company from Duffy's Tavern are doing tonight. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK. AND NOW ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE starts things humming with an All-Time All-Timer that has that shoulder-shaking rhythm. Are you ready, Mr. and Mrs. America? "JUST NAME THE SONG BEFORE THE GONG!"

1. ("MA (HE'S MAKING EYES AT ME)" . . (.30) . . . . ORCHESTRA) O

(GONG) BIG FINISH

DELMAR: Did you say "MA, (HE'S MAKING EYES AT ME)" on that? Then you're off to a great start! And we keep on playing the game.

SHARBUTT: If you know your insignia of the Army Air Corps you'll name this one right away. It's a top-flight All-Time All-Timer, so "JUST NAME THE SONG BEFORE THE GONG!"

2. ("HE WEARS A PAIR OF SILVER WINGS" . . (.45) . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you name it!

AUDIENCE: "HE WEARS A PAIR OF SILVER WINGS."  
(STRONG  
RESPONSE)

DELMAR: "HE WEARS A PAIR OF SILVER WINGS" is exactly right -  
and it's on with the game!

SHARBUTT: How are you doing, folks? You'll find out later how  
Ed Gardner and Company at Duffy's Tavern are getting  
along with the game. Meantime, this All-Time All-Timer  
is a nightly sensation in one of Broadway's hit shows!  
Lulu Bates sings it, after you "NAME THE SONG BEFORE  
THE GONG!"

3. ("THE SURREY WITH THE FRINGE ON TOP" . . (.40) . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: That was "THE SURREY WITH THE FRINGE ON TOP." And here  
it is by Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("THE SURREY WITH THE FRINGE ON TOP" . . (1.30) . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

Commercial #1

(They Offer Washington A New Title ... King of America)

RIGGS: (CHANT - SOLD AMERICAN)

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.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: They Offer Washington A New Title ... King of America

SHARBUTT: The time ... a warm evening in May 1782. The place ... a farmhouse near the town of Newburgh, New York -- a great sturdy farmhouse built of stone ... close by the broad Hudson River. Inside ... at a crude pine table ... sits a broad-shouldered giant of a man ... dressed in the blue jacket and white trousers of an officer in America's Continental Army. On his collar gleams the insignia of Commander-in-Chief. For ... this is General George Washington. His massive face shows the strain under which he is laboring -- the strain of controlling an army that has fought continuously ... that has defeated the enemy at Yorktown ... and is now enduring days of near starvation as the endless peace negotiations drag on. In his hand ... Washington holds a letter -- a letter that has just arrived by special courier from the American regimental commander -- Colonel Lewis Nicola. Slowly ... General Washington reads aloud the strange words ...

(MORE)

VOICE I: "I believe the qualities you have shown as Commander-in-Chief would be suitable to direct us in peace. And strong arguments might be produced for granting you the title of king."

SHARBUTT: Suddenly ... George Washington strikes his fist on the table top ... and calls out an order. Instantly ... the tall, wiry figure of Washington's secretary -- Jonathan Trumbull -- enters the room. Now ... Washington gets up ... begins to stride back and forth. There is amazement -- yes, and anger in his steely, grey eyes as he dictates the ringing words of his answering message ...

VOICE I: "To Colonel Lewis Nicola. If you have any regard for your country or respect for me ... banish these thoughts from your mind. General George Washington ... Commander-in-Chief."

SHARBUTT: Thus ... on an evening in May 1782 George Washington spurned the offer of a crown and refused the title -- King of America. And soon ... with the signing of the peace treaty ... Washington would return to the good, American earth of his own Virginia plantation at Mount Vernon. There he was to enjoy the calm, quiet life that he valued so highly ... the free life of a Southern tobacco planter and continue the tradition of his ancestors ... the tradition - the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)



Commercial #1 (CONTD)

(They Offer Washington A New Title ... King of America)

DELMAR: Today, America's tradition of fine tobacco is carried on  
by Lucky Strike. For remember -- Lucky Strike means fine  
tobacco -- yes, Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

SHARBUTT: All set -- all ready -- here it is -- the current Number One Song of the week! Number One from Coast to Coast as shown by Your Hit Parade Survey. Everybody try it --

"JUST NAME THE SONG BEFORE THE GONG!"

5. ("LONG AGO AND FAR AWAY" . . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was --  
"LONG AGO AND FAR AWAY" -- the current Number One Song  
on Your Hit Parade!

SHARBUTT: Here's an All-Time All-Timer that will be very popular  
two weeks from Sunday. For that's the day we honor dear  
old -- well -- "NAME THE SONG BEFORE THE GONG!"

6. ("DADDY" . . . . . (.30) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you name it!

AUDIENCE: "DADDY."  
(STRONG  
RESPONSE)

DELMAR: "DADDY!" Well, "beat me" if you're not right!

SHARBUTT: Friends -- how many have you named right so far? Do you think you've done as well as Ed Gardner and Company down at Duffy's Tavern? You'll know in a few minutes, so keep up the good work on this All-Time All-Timer. It's up-to-the-minute and it's up to you to "NAME THE SONG BEFORE THE GONG!"

7. ("SING IT'S GOOD FOR YOU" . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

SHARBUTT: Before we name that All-Time All-Timer - let's move the game out to the Hollywood Branch of Duffy's Tavern to find out if Ed Gardner guessed it. O.K. Archie how did you do? (CUE)

(SWITCHOVER TO HOLLYWOOD)

(FROM HOLLYWOOD)

ARCHIE: I know the name of that one Eddie ... that was "Jada."

EDDIE: Naw - that was "Sing It's Good For You."

ARCHIE: It was "Jada" ... You must be tone deaf. I'll bet you a week's pay it was "Jada" Eddie.

EDDIE: Okay ... here's my dime ... where's yours??? Come on, now, Diamond Jim ... put your money where your mouth is.

ARCHIE: Eddie ... not only was that song "Jada" ... I'll even tell you what key it was in.

EDDIE: What?

ARCHIE: B cleft octave.

EDDIE: I think your brain is cleft. What is B cleft octave?

ARCHIE: B cleft oct....  
/ That's them two little quarter notes with the umlaut ...  
you see, Eddie, I got perfect pitch, you know ... Sing a note.

EDDIE: (SINGS NOTE)

ARCHIE: Right ... you see? Perfect pitch ... now don't argue with me about music. I been playing<sup>a</sup>/piano since I was three years old.

EDDIE: Three years??

ARCHIE: Yeah ... well, it was a little piano. You know what in music is known as a pianissimo ... You know I was a musical progidy.

EDDIE: Oh, Mr. Archie, please ...

ARCHIE: Oh certainly/<sup>Eddie</sup>... You shoulda known me in them days ... you know, while all/<sup>of</sup>the other kids in the neighborhood was out playing/<sup>base</sup>ball, and cricket, and mah jong -- mater - you remember mater me old man -- you met him -- he used to say to me/<sup>he used to say</sup>"Archie, go into the library and practice your chamber music" ... and day and night I used to practice you know, until me little hands was limp and then they finally sent me to the observatory.

EDDIE: Now, that I believe.

ARCHIE: Yeah ... yeah, at the observatory, I studied all them old masters ... you know all them classical guys ... Chachakovitch, Beetovin, Batch, Titchakowsky ...

EDDIE: No ... that's Tchaikowsky.

ARCHIE: Well all right, so I mispronounced one of them. Well, what do you say now after knowing me musical background, do you still want to bet that dime?

EDDIE: I wanna double it.

ARCHIE: Okay, thirty cents ... thirty cents it's "Jada." Hey Finnegan, you wanna get in on this bet??

FINNEGAN: Okay. But you owe me a half a buck. Give it to me and I'll bet.

ARCHIE: Well all you need is thirty cents for the bet. Here you are ... here's the thirty cents.

FINNEGAN: Well what about the balance??

ARCHIE: Oh you can pay me that any time.

FINNEGAN: Oh gee, thanks Arch.

ARCHIE: Okay Finnegan. Well, the bets is up now boys ... it's easy money ... "Jada."

ANNOUNCER: The song you just heard was "Sing It's Good For You."

ARCHIE: Hummmmm .....

EDDIE: Pay me, pay me boys, pay me.

ARCHIE: ... "Sing It's Good For You" ... what a steal from "Jada."

(APPLAUSE)

(SWITCHOVER TO NEW YORK)



(USE THIS PAGE IF "I LEFT MY HEART AT THE STAGE DOOR CANTEEN" IS OMITTED)

SHARBUTT: And so we leave Archie as he goes back to the observatory - with a stop-off at the treasury. Who's winning in your family? Now for an All-Time All-Timer with a beat that's a treat. Lulu Bates is here to sing it - but first take a guess and try to "NAME THE SONG BEFORE THE GONG!"

9. ("I'M SITTING ON TOP OF THE WORLD" . . . (.40) . . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: How many called that one - "I'M SITTING ON TOP OF THE WORLD?" Fine - now listen to Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

9. ("I'M SITTING ON TOP OF THE WORLD" . . . (1.30) . . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

BUYSDALE: It takes fine tobacco to make a fine cigarette. That's only natural, ladies and gentlemen. Yes ... and here's another rule that's only natural -- the better the tobacco, the better the cigarette. So when you choose a cigarette remember that Lucky Strike means fine tobacco -- yes, first, last and always, Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke - Lucky Strike!

MUSIC: "LUCKY DAY"

(DRUM ROLL UP AND OUT)

RUYSDAEL: The Five Hundred Dollar Song of the week!

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Bronx, New York - Seaman 1st Class Thomas Blake

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Hartford, Connecticut - Private Stanley Pawlina

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: St. Louis, Missouri - Coxswain Clifford De Grande

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Frenchtown, New Jersey - Private Oliver Hoffman

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Buffalo, New York - Storekeeper 3rd Class Roselyn Meyers

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

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REBROADCAST:

Bridgeport, Connecticut - Motor Mach. 2nd Cl. Malcolm Baxter  
Philadelphia, Pennsylvania - Sergeant Jeanette Goldberg  
Brentwood, Pennsylvania - Private Robert Milligan  
Raleigh, North Carolina - Private Theodore Chappell  
With African Service Stripe - from Waycross, Georgia - Seaman  
1st Class William Marr

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks, we're going to play one of the great All-Time songs. It's up to each contestant to write down the popular name of this song -- (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go!

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

10. ("FIVE HUNDRED DOLLAR SONG" . . (2.00 inclusive) . . ORCHESTRA) \$

DELMAR: Did you name the song before the gong? The name was  
"FRANKLIN D. ROOSEVELT JONES" and 5 contestants tagged it!

(APPLAUSE AND REPRIS SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Seaman 1st Class Thomas  
Blake, Private Stanley Pawlina, Coxswain Clifford De Grande,  
Private Oliver Hoffman and Storekeeper 3rd Class Roselyn  
Meyers divide the prize of Five Hundred Dollars. Yes --  
One Hundred Dollars to each of them -- and another great  
All-Time All-Timer -- "FRANKLIN D. ROOSEVELT JONES" is  
honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN  
TIME ALLOWED IF IT WORKS THAT WAY)

(BIG APPLAUSE)

REBROADCAST :

Motor Machinist 2nd Class Malcolm Baxter	\$100.00
Sergeant Jeanette Goldberg	\$100.00
Private Robert Milligan	\$100.00
Private Theodore Chappell	\$100.00
Seaman 1st Class William Marr	\$100.00

SHARBUTT: Ladies and gentlemen --

SOUND: (DRUM ROLL - RIM SHOT)

SHARBUTT: Announcing a new time for YOUR ALL-TIME HIT PARADE!

RUYSDAEL: Not Friday but Sunday!

DELMAR: Not Friday - but Sunday - a week from this Sunday --  
YOUR ALL-TIME HIT PARADE moves to Jack Benny's time!

RUYSDAEL: So tune in a week from Sunday - June 11, over these  
same stations when YOUR ALL-TIME HIT PARADE starts off  
in Jack Benny's time with your special guests --  
Jack Benny and Mary Livingston in person!

SHARBUTT: Remember, not Friday - but Sunday - June 11 - YOUR  
ALL-TIME HIT PARADE - featuring that fascinating new  
game - (GONG) - "JUST NAME THE SONG BEFORE THE GONG!"

RUYSDAEL: With Lulu Bates and the FIVE HUNDRED DOLLAR SONG OF THE  
WEEK.

DELMAR: Play the game with your special guests -

SHARBUTT: Jack Benny and Mary Livingston!

RUYSDAEL: Jack Benny and Mary Livingston in person!

DELMAR: Remember the new time! Beginning Sunday - June 11 -  
Jack Benny's time is your time for YOUR ALL-TIME HIT  
PARADE!

MUSIC: "LUCKY DAY" - UP AND FADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

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). And this is Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Next time you step up to a cigarette counter, ask for (Impulse Tag #6) Lucky Strike - for Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

MUSIC: BIG SONOROUS CHORDS

(APPLAUSE)

SHARBUTT: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas. Back the Attack -- Defend the Constitution. Buy more and still more War Bonds and Stamps!

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 • WICKLIFFSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 7:00-7:30 PM EDT  
DATE: JUNE 11, 1944 - #18 REPEAT: \_\_\_\_\_

"YOUR ALL-TIME HIT PARADE"

*As Broadcast*

## INSTRUCTIONS

### MUSIC:

1. All songs are to be played in Hit Parade tempo with rhythm and pace.
2. Start melody on the first downbeat of each tune.
3. No spinach. Music is to be kept simple, melodic and rhythmic - because this is a game for our listeners to play. Mark Warnow determines speed for contrast - variety.
4. LULU BATES NUMBERS: Orchestral portion to be played in Hit Parade tempo before the gong ... and ends when the gong strikes. After name of song has been announced, Lulu Bates in full on downbeat - keeping to the melody and rhythm - using to full effect her strong, vibrant voice. Take applause.
5. The NUMBER ONE TUNE OF THE WEEK is to be played in Hit Parade tempo. And after gong strikes runs to big finish. Take applause. On occasion Lulu Bates may sing the Number One song.
6. AUDIENCE RESPONSE NUMBERS (A) and OUR ANNOUNCED NUMBERS (O): After gong strikes unexpectedly song then ends with big finish. No applause.
7. FIVE HUNDRED DOLLAR SONG is to be played full and big with accent on melody and rhythm. And after gong strikes runs to big finish. No applause until number of winners is announced. Play the FIVE HUNDRED DOLLAR SONG long enough to thoroughly establish it as the honored tune of the evening.

### SCRIPT:

1. Script is to be read with friendliness, warmth and "lift." Get some excitement into the game.

### PRODUCTION:

1. Strike gong unexpectedly.
2. Everyone concerned with production of show should keep in mind that this is a game. Keep the show moving fast from one song to the other and right through the grand climax - the FIVE HUNDRED DOLLAR SONG!

ATX01 0235685

REVISED\*  
6-11-44

O - our announcer  
A - audience shout  
V - vocal  
\$ - \$500 song of the week  
#1 - #1 song of the week.

"YOUR ALL-TIME HIT PARADE"

PROGRAM #18

(JACK BENNY & MARY LIVINGSTON)

JUNE 11, 1944

ROUTINE

GUEST SPOT #1 (JACK BENNY & MARY LIVINGSTON) FROM HOLLYWOOD

- |    |                                   |            |        |   |
|----|-----------------------------------|------------|--------|---|
| 1. | SING YOU SINNERS                  | ORCHESTRA  | (.30)  | O |
| 2. | LOVELY TO LOOK AT                 | ORCHESTRA  | (.45)  | A |
| 3. | I'VE GOT A FEELIN' YOU'RE FOOLIN' | LULU BATES | (2.10) | V |

COMMERCIAL

- |    |                               |           |        |    |
|----|-------------------------------|-----------|--------|----|
| 4. | LONG AGO AND FAR AWAY (No. 1) | ORCHESTRA | (1.00) | #1 |
| 5. | TWELFTH STREET RAG            | ORCHESTRA | (.30)  | O  |

GUEST SPOT #2 (JACK BENNY & MARY LIVINGSTON) FROM HOLLYWOOD

- |    |           |           |       |   |
|----|-----------|-----------|-------|---|
| 6. | SAY SI SI | ORCHESTRA | (.45) | O |
|----|-----------|-----------|-------|---|

COMMERCIAL

- |    |   |           |        |    |
|----|---|-----------|--------|----|
| 7. | (FIVE HUNDRED DOLLAR SONG)<br>EVERYTHING I'VE GOT<br>BELONGS TO YOU | ORCHESTRA | (2.00) | \$ |
|----|---|-----------|--------|----|

ATX01 0235686

WEAF

THE AMERICAN TOBACCO COMPANY

6-11-44

"YOUR ALL-TIME HIT PARADE" - #18

7:00-7:30 PM EDT

JUNE 11, 1944

SUNDAY

Program originates at NBC New York with switchovers to NBC Hollywood for Guest Spot cut-ins.

(FROM HOLLYWOOD)

JACK: Oh, Rochester ... Rochester ---

ROCHESTER: Yes, Mr. Benny.

JACK: Isn't it wonderful ... we're off the air for the summer...  
Here it is, Sunday, <sup>almost my program time -</sup> and I'm sitting here relaxing --  
~~nothing to worry about.~~

ROCHESTER: That's right, Boss.

JACK: All I have to do is sit down in an easy chair and blow  
smoke rings ... watch this, Rochester ... (BLOWS) aren't  
they pretty?

ROCHESTER: <sup>uh huh,</sup> Yeah, but those smoke rings are a little flat on one side.

JACK: They are?

ROCHESTER: Yeah ... looks like you'll have to get that pivot tooth  
straightened again.

JACK: Yeah, I guess so ... Gee, it's great to be on vacation ...  
Say, Rochester, I wonder what you're taking my place on the  
radio?

ATX01 0235687

ROCHESTER: I don't know.

JACK: Let's tune in and find out.

ROCHESTER: You better not, Boss.

JACK: Why not?

ROCHESTER: If they get more laughs than you do, you'll kill yourself and spoil <sup>the</sup> your whole summer.

JACK: I will not.

ROCHESTER: Remember last year when ~~a program~~ called "Those We Love" took your place?

JACK: What about it?

ROCHESTER: You listened to that with one hand on the dial and the other on the gas jet.

JACK: Oh, I don't remember anything like that ever ~~happen~~.

SOUND: (PHONE RINGS)

JACK: Answer that, Rochester.

ROCHESTER: Okay.

SOUND: (CLICK OF RECEIVER)

ROCHESTER: Hello ... Jack Benny's residence ... star of stage, screen, radio ... and dresses up like Charlie's Aunt for stag parties ... yes, help here ... It's for you, Mr. Benny.

JACK: Okay ... bring me the phone ... Hello ... Oh, Hello,  
Mr. Warner ... Yes, sir ... Well I appreciate your calling,  
but I thought I made myself perfectly clear in our last  
discussion, Mr. Warner ... I don't want to seem fussy, but  
I won't accept anything unless it's something I can really  
sink my teeth into ... Really? Swell; I'll rush over  
first thing in the morning ... Thank you very much,  
Mr. Warner ... Goodbye.

SOUND: (CLICK OF RECEIVER)

ROCHESTER: Who was that, Boss? Mr. Jack Warner, your producer?

JACK: No, Julius Warner, my butcher! Here, Rochester, take the  
phone.

ROCHESTER: Yes, sir ... would you be more comfortable with a  
footstool, Boss?

JACK: Yes, yes, thanks, Rochester.

ROCHESTER: Your slippers?

JACK: Yes, thank you.

ROCHESTER: A pillow behind your back?

JACK: Yes, thank you.

ROCHESTER: Would you like a magazine?

JACK: Yes, thank you.

ROCHESTER: Can I have the night off?

JACK: Yes, thank you ... I mean no thank you ... I mean no! ... Rochester, you tricked me into that ... anyway, you had last night off.

ROCHESTER: But that was different ... I had to go to an important meeting of my bridge club,

JACK: A likely story ... you don't even belong to one.

ROCHESTER: Oh yes I do ... it's called the Saturday Night "Roll-em-out-and-hit-em-against-the-wall" Bridge Club.

JACK: That's what I thought, a dice game ... why do you call it a Bridge Club?

ROCHESTER: That's where we play, under the Golden Gate Bridge.

JACK: Rochester, the Golden Gate Bridge is way up in San Francisco.

ROCHESTER: I know ... some people like a long roll!

JACK: What?

ROCHESTER: We got a member up there <sup>that</sup> ~~who~~ reads 'em and telegraphs us the results.

JACK: Well now, that's the most fantastic thing I ever heard ... imagine, you wanting me to believe that --

SOUND: (DOOR BUZZER)

JACK: See who that is, Rochester.

ROCHESTER: Okay.

SOUND: (FEW FOOTSTEPS AND DOOR OPENS)

ROCHESTER: Hello, Miss Livingston.

MARY: Hello, Rochester ... is Mr. Benny in?

ROCHESTER: Yes, he's in the other room.

MARY: Okay ... (SINGS) When your heart goes bumpety bump, it's  
love, love, love ... <sup>oh</sup> Hello, Jack.  
1

JACK: ~~Oh~~, Hello Mary. Gee, you seem cheerful.

MARY: Yeah, I feel great ... it's such a beautiful day, I rode  
over here on my bicycle.

JACK: Oh ... where'd you leave it ... in my driveway?

MARY: No, I leaned it against <sup>your</sup> ~~the~~ sign out in front that says,  
"If I can't act better than Paul Lukas, I'll eat my hat."

JACK: ~~Oh~~ ... Mary, have you noticed how much better the sign  
looks since I put ~~the~~ lights on it?

MARY: Yes, but Jack, the Academy Awards have been over for five  
months ... why don't you take it down?

JACK: Oh, I will pretty soon.

MARY: Soon! ... You still haven't taken down the one about  
Spencer Tracy.

JACK: I know, Mary, but with <sup>the</sup> ~~one~~ sign on each side, it lends balance to the house.

MARY: Well, how about the one on the roof about <sup>Jimmy Cagney</sup> Jimmy Cagney?

JACK: I can't take that sign down, I sold the other side of it to Lifebuoy ... well, Mary, here it is Sunday afternoon, one minute to four, and we don't have to go on the air ... I wonder what program's taking our place.

MARY: It's the "All-Time Hit Parade."

JACK: Oh, yes ... that's the one where you "NAME THE SONG BEFORE THE GONG" ... Say, Mary, when the program goes on, I'll bet you that I can name more songs than you can.

MARY: Okay ... what'll we bet?

JACK: I'll bet you a kiss.

MARY: (CUTE) Aw, Jack ... no.

JACK: Two kisses? ... Three kisses? ... Five kisses?

MARY: Let's make it interesting, I'll bet you a dime.

JACK: A dime?

MARY: Cash!

JACK: Ohhhh ... Oh, all right ... come on, let's tune in the  
All-Time Hit Parade!

(APPLAUSE) (CUE)

(SWITCHOVER TO NEW YORK)



(FROM NEW YORK)

MUSIC: "LUCKY DAY" - 10 SECONDS)

SOUND: (GONG) (GONG) (GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

RIGGS: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS • MFT

LS - MFT

LS - MFT

SHARBUTT: You said it!

DELMAR: Yes, sir!

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

RIGGS: (CHANT - SOLD AMERICAN)

MUSIC: "LUCKY DAY" - (20 SECONDS)

SHARBUTT: Good evening, ladies and gentlemen, this is Del Sharbutt greeting you from New York ... where Lucky Strike presents YOUR ALL-TIME HIT PARADE with The Best Songs of All For You to Recall -- and your special guests, Jack Benny and Mary Livingston with Rochester, playing America's favorite musical game --

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

DEINAR: All right, friends - here's how to play the game! As the orchestra plays each of the great All-Time songs, it's up to you to Name The Song before the gong strikes. Make it a friendly contest -- just as Jack Benny, Mary Livingston and Rochester are doing tonight. Later, on this program five members of our Armed Forces will compete for Five Hundred Dollars on the FIVE HUNDRED DOLLAR SONG OF THE WEEK. AND NOW ... on with the game!

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

SHARBUTT: YOUR ALL-TIME HIT PARADE starts off in high with this popular All-Time All-Timer! Are you roady, Mr. and Mrs. America? "JUST NAME THE SONG BEFORE THE GONG!"

1. ("SING YOU SINNERS" . . . . . (.30) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: "SING YOU SINNERS" was right on that one. Now - let's keep playing the game!

SHARBUTT: Here's an ultra-modern All-Time All-Timer that's always a pleasure to hear - so come on you music lovers --

"JUST NAME THE SONG BEFORE THE GONG!"

2. ("LOVELY TO LOOK AT" . . . . . (.45) . . . . . ORCHESTRA) A

(GONG) BIG FINISH

DELMAR: Folks, you name it!

AUDIENCE: "LOVELY TO LOOK AT."  
(STRONG  
RESPONSE)

DELMAR: "LOVELY TO LOOK AT" it is - and the game rolls along!

SHARBUTT: How are you doing, folks? You'll find out later how Jack Benny, Mary Livingston and Rochester are getting along with the game. Meantime, you'll recognize this champion All-Time All-Timer as soon as Lulu Bates sings the lyric - but as the orchestra plays it - can you "NAME THE SONG BEFORE THE GONG!"

3. ("I'VE GOT A FEELIN' YOU'RE FOOLIN'") . . (.30) . . ORCHESTRA) V

(GONG) ENDS THE SONG

DELMAR: Did you call that "I'VE GOT A FEELIN' YOU'RE FOOLIN'?"  
Right! And now sing it - Lulu Bates!

(BATES IN FULL ON DOWNBEAT)

3. ("I'VE GOT A FEELIN' YOU'RE FOOLIN'") . . . (1.30) . . LULU BATES)

(APPLAUSE)

(COMMERCIAL)

YOUR ALL-TIME HIT PARADE - 11 -  
Commercial #1  
(Woodrow Wilson and Woodrow Wilson's Father)

6-11-44

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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)

SHARBUTT: Woodrow Wilson and Woodrow Wilson's Father

DELMAR: Go back in imagination across the distance of seventy-three years ... back to the busy capital-city of Columbia, South Carolina, in the year 1871. It is the hour of twilight ... twilight of a winter's day. On quiet Hampton Street, a small white-brick house reflects the purple shadow of the darkening sky. The curtains have been drawn against the night and inside the house, in a comfortable book-lined study, a man sits before the fire with his 15-year-old son. He holds an old volume of Shakespeare, and by the flickering firelight reads the immortal lines ...

VOICE: "This above all: to thine own self be true,  
And it must follow as the night the day,  
Thou canst not then be false to any man."

(MORE)

- 11 -

ATX01 0235699

DELMAR: The boy sits upon the floor near his father's chair ... and his eyes hold a strange new-found wisdom, for he has just heard the words that will become his own philosophy ... the words he will live by for the rest of his life. "To thine own self be true ..." living by these words, this boy will rise to prominence in the world, and make a brilliant career for himself as a University Chancellor, a State Governor, and the 28th President of the United States ... for his name is Woodrow Wilson. Living among the people of Georgia, the Carolinas and Virginia, he comes to know the gracious spirit of the old South ... the beauty of its rolling countryside ... the fertility of its sweeping farmlands. And often, in the course of the years, he puts aside the cares of state, the burdens of a troubled world, and returns to the Piedmont country he loves ... to the Albemarle hills of Virginia ... and to the beautiful old plantations of his friends on the banks of the Potomac and the James. And here, walking among the fields with them, his friends, Woodrow Wilson saw the crops of mild, ~~mild~~ tobacco he knew from the days of his youth, those golden harvests that contributed so much to the tradition, the romance of fine tobacco.

RIGGS: (CHANT, - SOLD AMERICAN)

(MORE)



YOUR ALL-TIME HIT PARADE                    - 13 -  
Commercial #1 (CONTD)  
(Woodrow Wilson and Woodrow Wilson's Father)

6-11-44

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

BOONE:            (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

SHARBUTT: All set -- all ready -- here it is -- the current Number One Song of the week! -- Number One from Coast to Coast as shown by Your Hit Parade Survey. Everybody try to "JUST NAME THE SONG BEFORE THE GONG!"

4. ("LONG AGO AND FAR AWAY" . . . (1.00) . . . . . ORCHESTRA) #1

(APPLAUSE)

DELMAR: Did you name the song before the gong? That was --  
"LONG AGO AND FAR AWAY" -- the current Number One Song  
on Your Hit Parade!

SHARBUTT: Well, friends - how many have you named right so far?  
Do you think you've done as well as Jack Benny, Mary  
Livingston and Rochester? You'll know in a few minutes  
so keep up the good work on this one - it's a standout  
among the All-Time All-Timers - so just - "NAME THE  
SONG BEFORE THE GONG!"

5. ("TWELFTH STREET RAG" . . . . (.30) . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: "TWELFTH STREET RAG" was the right tag on that!

SHARBUTT: And now as we review our scores -- let's move the game out to Hollywood to find out what the score is from ...  
Jack Benny, Mary Livingston - and Rochester! (CUE)

(SWITCHOVER TO HOLLYWOOD)

(FROM HOLLYWOOD)

JACK: Gee, that's a swell program ... and you know Mary, when they --

MARY: Jack, stop stalling ... I guessed more songs than you did ... pay me the dime!

JACK: Huh??

MARY: The dime we bet ... you lost, you know ... give me the dime.

JACK: Okay, Mary ... just a second .....here.

MARY: Jack: An I. O. U.???

JACK: My I. O. U.'s are good, I pay off on the first of every month.

MARY: But we said we were betting cash ... ~~so~~ come on, pay up.

JACK: Okay ... turn around.

MARY: Turn around?? ... Why??

JACK: Because I have to <sup>unfasten</sup> unfasten my money belt, <sup>that's why</sup> ~~that's why~~ ...  
<sup>Oh</sup> Now, just a second ... Okay, here ... have you got change for a twenty dollar bill?

MARY: Yeah ... turn around.

JACK: Hmm ... okay..

MARY: ..... Here's your change, Jack..

*(unfasten - to unfasten - unhook)  
the joke was to fool  
to fool*

JACK: Thanks. Now turn around again while I put it in my belt... You know Mary, if you ever start wearing those liquid stockings, you'll have to buy a purse.

MARY: Yeah ... (STARTS TO LAUGH)

JACK: What's so funny??

MARY: (LAUGHS) If you ever go broke, your pants will fall down.

JACK: Oh stop being silly ... ~~You know~~ Mary, I'm glad a nice musical program like "The All-Time Hit Parade" is replacing me for the summer ... it's a good show.

MARY: It is a good show, isn't it, Jack??

JACK: Uh huh.

ROCHESTER: I like it too.

JACK: Yes, ~~it's~~ a very good ~~musical~~ program.

ROCHESTER: But you know, boss ... I'll bet lots of people will tune in on Sundays at this time expecting to hear you.

JACK: Say, you're right ... You know Mary, first they'll hear the music and think it's Phil<sup>1</sup> Harris' Band, and <sup>then</sup> they'll keep waiting for me to come on ... Don't you think so??

MARY: Don't worry, Jack ... As soon as they hear them giving away money, they'll know it's not your program.

JACK: Yeah, I guess so ... Say Mary, I just thought of something ... Don't you think that a violin soloist would add class to "The All-Time Hit Parade??"

MARY: Oh, Jack, stop day-dreaming ... they wouldn't hire you on that program ... they only have good musicians.

JACK: Now wait a minute, Mary ... Are you inferring that my violin playing is lousy??

ROCHESTER: That's what she said, that's what the lady said, she said that.

JACK: I don't care what she said ... I'll show you that I'm good enough to play on that program ... Rochester, bring me my violin.

ROCHESTER: Oh, boss --

JACK: Bring me my violin.

MARY: Jack, please.

JACK: Never mind ... Rochester, bring me my violin.

ROCHESTER: Okay.

SOUND: (FOOTSTEPS ... THEN HEAR PLUCKING OF VIOLIN STRINGS)

JACK: *Now* Stop monkeying with the strings and bring it over here.

ROCHESTER: I'm comin'. *I'm comin'.*

SOUND: (FEW FOOTSTEPS, THEN CHAIR FALLS AND HEAR TERRIFIC CRASH)

JACK: Rochester ... Rochester, you fell on my violin and  
smashed it.

ROCHESTER: It was an accident, boss.

JACK: It was not, you did it on purpose.

ROCHESTER: No boss, it was an accident ... I didn't see Miss  
Livingston stick her foot out.

JACK: Mary ... did you do that??

MARY: Yes Jack, I cannot tell a lie, I did it with my little  
footsie.

JACK: Well you oughta be ashamed of yourself ... Now the  
"All-Time Hit Parade" will have to get along without me.

(APPLAUSE) (CUE)

(SWITCHOVER TO NEW YORK)



SHARBUTT: Thank you Jack Benny and Mary Livingston and thank you Rochester for breaking Jack's violin. Well, here's an All-Time All-Timer. It's a rhythmical rhumba from the good neighbor nations so - what do you say, neighbor? --  
"JUST NAME THE SONG BEFORE THE GONG!"

6. ("SAY SI SI" . . . . . (.45) . . . . . ORCHESTRA) 0

(GONG) BIG FINISH

DELMAR: If you said that was "SAY SI SI" - you named it right!

(COMMERCIAL)

ROYSDALE: Beck in 1871, tobacco was a familiar sight to Woodrow Wilson, who spent many happy days on the plantations of his friends. And today, certain of those same plantations are a familiar sight to men at the auctions down South ... to the independent tobacco experts who spend their lives buying, selling and handling tobacco. Season after season, at market after market, these men can see just who buys what tobacco. No wonder that with men who know tobacco best, it's Luckies 2 to 1!

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: A friendly suggestion: For your own greater enjoyment,  
(Impulse  
Tag #5) smoke the smoke tobacco experts smoke - Lucky Strike.

MUSIC: "LUCKY DAY"

(DRUM ROLL UP AND OUT)

RUYSDAEL: The Five Hundred Dollar Song of the week!

SHARBUTT: Yes, here tonight on "Your All-Time Hit Parade" another great All-Time All-Timer is honored! Here on our stage are five members of our Armed Forces picked from the studio audience. They are:

DELMAR: Cleveland, Ohio - Private William Baker

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Los Angeles, California - Private Peter Janowicz

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Boundbrook, New Jersey - Storekeeper 3rd Class James Fellman

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Brooklyn, New York - Private Evelyn Stein

CONTESTANT: ("Here") ("Here, Sir")

DELMAR: Detroit, Michigan - Technician 5th Grade George Krauss

CONTESTANT: ("Here") ("Here, Sir")

(BIG APPLAUSE)

SHARBUTT: Now, first, in appreciation of your visit with us tonight let me present to each of you five contestants two cartons of LUCKY STRIKE Cigarettes, one for yourself and one for your buddy wherever he may be ... Now, folks, we're going to play one of the great All-Time songs. It's up to each contestant to write down the popular name of this song -- (GONG) before the gong strikes. And to the Service man (or woman) here on the stage who names it goes Five Hundred Dollars -- yes, Five Hundred Dollars! If more than one names it, the prize will be equally divided among the winners. All right you boys (and gals) in Khaki (and in Blue). Everybody ready? Pencils set! Here we go!

(GONG)

RUYSDAEL: "JUST NAME THE SONG BEFORE THE GONG!"

7. ("FIVE HUNDRED DOLLAR SONG" . . . (2.00 inclusive) . . . ORCHESTRA) \$

DELMAR: Did you name the song before the gong? The name was "EVERYTHING I'VE GOT BELONGS TO YOU" and 5 contestants tagged it!

(APPLAUSE AND REPRIS SONG BEHIND ANNOUNCEMENT)

SHARBUTT: For naming the song before the gong, Private Wm. Baker, Private Peter Janowicz, Storekeeper 3rd Class James Fellman, Private Evelyn Stein, Technician 5th Grade George Krauss divide the prize of Five Hundred Dollars. Yes -- One Hundred Dollars to each of them -- and another great All-Time All-Timer -- "EVERYTHING I'VE GOT BELONGS TO YOU" is honored on YOUR ALL-TIME HIT PARADE!

MUSIC: (FIVE HUNDRED DOLLAR SONG - PLAY UP FULL - END WITHIN  
TIME ALLOWED IF IT WORKS THAT WAY)

---

(BIG APPLAUSE)

MUSIC: (FANFARE)

SHARBUTT: It's Dorsey next Sunday!

RUYSDAEL: Beginning next Sunday - Your All-Time Hit Parade will bring you -- Tommy Dorsey - his Trombone - and his Orchestra.

DELMAR: Playing the "Best Songs of All for You to Recall" -

SHARBUTT: Yes - beginning next Sunday and every Sunday at this same time - same station - Listen to Your All-Time Hit Parade starring Tommy Dorsey and his Orchestra.

RUYSDAEL: And next Sunday your guest will be Bing Crosby!

DELMAR: Yes, Bing Crosby in person!

SHARBUTT: What a combination! Tommy and Bing to play and sing -

DELMAR: Remember - next Sunday and every Sunday - Your All-Time Hit Parade featuring Tommy Dorsey - his Trombone and his Orchestra - with next Sunday's guest, Bing Crosby!

RUYSDAEL: What a combination -- Tommy and Bing to play and sing!

MUSIC: "LUCKY DAY" - UP AND FADE FOR:

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

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Smoke the cigarette that means fine tobacco - Lucky  
(Impulse Tag #11) Strike - so round, so 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. Back the attack -- Defend the Constitution. Buy and keep on buying War Bonds!

THIS IS THE NATIONAL BROADCASTING COMPANY.



# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: NBC

PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 7:00-7:30 PM ENT

DATE: JUNE 18, 1944 - #19 REPEAT: \_\_\_\_\_

*As Broadcast*

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

## ROUTINE

### OPENING COMMERCIAL - FROM NEW YORK

1. SOMEBODY LOVES ME ORCHESTRA
2. OVERSEAS REQUEST  
V-DISC SONG "SMALL FRY" CROSBY & ORCHESTRA
3. NUMBER ONE SONG OF THE WEEK  
"LONG AGO AND FAR AWAY" ORCHESTRA - TROMBONE SOLO  
BONNIE LOU WILLIAMS (1 chorus)

### COMMERCIAL #1 - FROM NEW YORK

4. I KNOW THAT YOU KNOW ORCHESTRA
5. I'LL NEVER SMILE AGAIN ORCHESTRA, BOB ALLEN  
& THE SENTIMENTALISTS

### GUEST SPOT - CROSBY & DORSEY

6. LOUISE CROSBY & ORCHESTRA

### COMMERCIAL #2 - FROM NEW YORK

7. AUDIENCE VOTE SONG ORCHESTRA  
(MARGIE  
(SONG OF INDIA  
(MARIE

### CLOSING COMMERCIAL - FROM NEW YORK

ATX01 0235717

WEAF

THE AMERICAN TOBACCO COMPANY

6-18-44

"YOUR ALL-TIME HIT PARADE" - #19

7:00-7:30 PM EDT

JUNE 18, 1944

SUNDAY

Program originates at NBC Hollywood with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Yes, sir!

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HOLLYWOOD)

ATX01 0235718

ORCHESTRA: "LUCKY DAY"

FORMAN: Lucky Strike presents YOUR ALL-TIME HIT PARADE ... with tonight's great guest star -- that All-Time Big-Timer -- Bing Crosby -- and, to play the songs you like best -- Tommy Dorsey - his Trombone and his Orchestra!

ORCHESTRA: DORSEY THEME

(APPLAUSE)

DORSEY: Thanks, friends. This is Tommy Dorsey. You know, the wonderful thing about the All-Time songs is that they have the power to bring back memories for all of us. So, with a generous stack of All-Time All-Timers, old and new, piled up and ready for the evening ahead of you - Light up a Lucky and tag a few bases with us because here's a solid All-Timer that should bring you a couple of happy flash-backs -- a great Gershwin goodie called ... "SOMEBODY LOVES ME."

1. ("SOMEBODY LOVES ME" . . . . . ORCHESTRA)

(APPLAUSE)

X DORSEY: Friends, All-Time tunes aren't the only things that follow you around with a trailer full of memories. There are some old friends who keep popping up, too. Take for instance an old side-kick of mine who helped pick the cotton and tote that bale for Marse Pops Whiteman ... these many years away ... the lad with the gilded vest and the golden tonsils ... that All-Time Big-Timer ...

BING CROSBY!

(APPLAUSE)

DORSEY: Hello, groaner.

CROSBY: Howdy, Harv.

DORSEY: Well, time sure hasn't dimmed the lustre of your presence nor depressed the gaiety of your raiment, Son.

CROSBY: Oh, it's just some of my lighter stuff today, Thomaso. May I say that I'm full of joyous gladness, though, to observe that no senile atrophy has withered the good arm which pumps the lush strains from yonder pusher. But tell me, Tom ... you didn't tear me away from my thriving thoroughbreds just to toss this sort of spinach around?

DORSEY: No, Bing ... You've been drafted this week to pitch one for the boys overseas.

CROSBY: I'm all ears, Tom.

DORSEY: You're telling me. But seriously, Bing -- you see there's not a fighting American boy in a plane, on a ship or in a foxhole that hasn't got that bit of home with him called an All-Time tune. So each week on your Lucky Strike All-Time Hit Parade we play All-Time songs that the Army tells us is high in the favor of the boys across the seas. A V-disc recording of this song is then sent overseas by the Army Special Services Division to our fighting men in all branches of the Armed Forces.

CROSBY: Well, Thomaso -- let's lean back and take our best shots. What's the All-Time All-Timer -- who wants it and where's it gwine?

DORSEY: Well, the Army tells us that a gang in England -- who are now chasing Krauts in France put in an A-1 priority request for you to sing them a "v" disc of "Small Fry!"

CROSBY: And their word is law. So let's build a little<sup>on</sup> the tune that is going to "v" it's way across the sea.

MUSIC: INTRODUCTION TO "SMALL FRY" . . . . . ORCHESTRA)

(FADE DOWN FOR)

CROSBY: (OVER MUSIC) This is Dr. Crosby singing the "All-Time All-Timer" that you guys in France and England want to hear ... we hope you soon find a quiet place to play the "v" disc and that it stays in the groove until you get back home.

2. ("SMALL FRY" . . . . . CROSBY & ORCHESTRA)

(APPLAUSE)

DORSEY: Today's brand new hit song may be tomorrow's All-Time All-Timer. Perhaps when you hear it through the years to come, you'll remember that when it was first played, you met a wonderful gal called Sue -- or that Bill came home on leave. That's what today's hit song may mean to you tomorrow. And, one of today's songs that may become an All-Timer is a tune of Jerome Kern's. You heard it only last night on the Number One song of the Hit Parade -- Your Lucky Strike Hit Parade.

MUSIC: ("LONG AGO AND FAR AWAY" . . . . TROMBONE . . FADE FOR:)

FORMAN: "Long Ago and Far Away" with a trombone solo by the one and only Tommy Dorsey. And sung by Bonnie Lou Williams.

3. ("LONG AGO AND FAR AWAY" . . ORCHESTRA, WILLIAMS & TROMBONE SOLO)

(APPLAUSE)

(SWITCHOVER TO NEW YORK)

(COMMERCIAL)

Commercial #1

(These are the times ... that try men's souls ...)

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

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.

BOONE: (CHANT - SOLD AMERICAN)

VOICE I: "These are the times ... that try men's souls ..."

RUYSDAEL: In the year 1774, a man came to visit Dr. Benjamin Franklin at his lodgings in London. His clothes hung in tatters, his shoes were broken at the seams -- and he had the desperate look of hunger written on his face. And yet there was something about this tall, raw-boned man -- something of pride, fierce pride, in the sound of his voice ...

VOICE I: My name is Paine ... Thomas Paine. More than anything else in life, I want to go to America ... where a man is prized by the work of his hands and his brain. Please, Dr. Franklin, will you help me?

(MORE)



Commercial #1 (COMID)

(These are the times ... that try men's souls ...)

RUYSDAEL: This was the first step in the long journey that brought Thomas Paine to America. And there was a day, months later, when he stood on the green, rolling meadows of the Philadelphia Commons, watching a group of men and boys drilling in military formation. They were awkward and self-conscious as they shouldered the old muskets, the long rifles. And Tom Paine thought to himself ...

VOICE I: Mark this well, Tom Paine. For this is the world's first citizen army. These are men who know the price of freedom -- and who are glad to pay it. Even with their own blood ...

RUYSDAEL: This, too, was a beginning for Tom Paine ... this was the first step that carried him into the camps of George Washington and his generals ... sustained him on war's bloody marches. And there came a night at Valley Forge, when out of the bitterness of defeat, against all the howling voices of despair and appeasement, Tom Paine reached into his own heart for the rallying cry to keep freedom ringing in America. He crouched over a drumhead ... and holding the pen in his big fist, he scratched on the drum the words that would burn like a flame forever ...

(MORE)

ATX01 0235725

CROSBY: Well, Thomaso -- let's lean back and take our best shots. What's the All-Time All-Timer -- who wants it and where's it gwine?

DORSEY: Well, the Army tells us that a gang in England -- who are now chasing Krauts in France put in an A-1 priority request for you to sing them a "V" disc of "Small Fry!"

CROSBY: And their word is law. So let's build a little<sup>on</sup>/the tune that is going to "V" it's way across the sea.

MUSIC: INTRODUCTION TO "SMALL FRY" . . . . . ORCHESTRA)

(FADE DOWN FOR)

CROSBY: (OVER MUSIC) This is Dr. Crosby singing the "All-Time All-Timer" that you guys in France and England want to hear ... we hope you soon find a quiet place to play the "V" disc and that it stays in the groove until you get back home.

2. ("SMALL FRY" . . . . . CROSBY & ORCHESTRA)

(APPLAUSE)

DORSEY: Today's brand new hit song may be tomorrow's All-Time All-Timer. Perhaps when you hear it through the years to come, you'll remember that when it was first played, you met a wonderful gal called Sue -- or that Bill came home on leave. That's what today's hit song may mean to you tomorrow. And, one of today's songs that may become an All-Timer is a tune of Jerome Kern's. You heard it only last night on the Number One song of the Hit Parade -- Your Lucky Strike Hit Parade.

MUSIC: ("LONG AGO AND FAR AWAY" . . . . TROMBONE . . FADE FOR:)

FORMAN: "Long Ago and Far Away" with a trombone solo by the one and only Tommy Dorsey. And sung by Bonnie Lou Williams.

3. ("LONG AGO AND FAR AWAY" . . . ORCHESTRA, WILLIAMS & TROMBONE SOLO)

(APPLAUSE)

(SWITCHOVER TO NEW YORK)

(COMMERCIAL)

(FROM HOLLYWOOD)

MUSIC: (INTRODUCTION TO "I KNOW THAT YOU KNOW" . . . ORCHESTRA)

(FADE FOR DORSEY)

DORSEY: This is Tommy Dorsey again friends, and you are now hearing that great All-Time All-Timer "I KNOW THAT YOU KNOW."

4. ("I KNOW THAT YOU KNOW" . . . . . ORCHESTRA)

(APPLAUSE)

CROSBY: Thomas - I presume the proceedings here are informal, huh?

DORSEY: Why, certainly, Bing - just light up a Lucky -- curl up over there with a good racing form and enjoy yourself.

CROSBY: With my scientific bent I was about ...

DORSEY: How's that again?

CROSBY: I say -- with my scientific bent and passion for research in retrospect, I was about to add to my collection of addenda by casing your vast store of memorabilia regarding the life and times of All-Time songs.

DORSEY: Sounds like you've been hitting that dictionary again, Bing.

CROSBY: I'm Webster whoozy this afternoon.

DORSEY: Well, what do you want to know?

CROSBY: Well, this All-Timer you're about to regale us with, Tom -- has it -- as we say -- a story?

DORSEY: Sure - you ought to remember. You were right on the premises that afternoon.

CROSBY: Could be, could be. Flog my comatose memory with the details.

DORSEY: Back in 1939 -- a girl came to our band rehearsal and she had a new song in manuscript form. We ran the song down and it was so good we all knew she'd hit the jack pot on her first try.

CROSBY: I remember now -- her name was Ruth Lowe.

DORSEY: That's right. And when you first heard that song - you got that feeling inside and those chills outside -- so here it is again, folks - Bob Allen and the Sentimentalists singing Ruth Lowe's All-Time song --

5. ("I'LL NEVER SMILE AGAIN" . . . BOB ALLEN, THE SENTIMENTALISTS & ORCHESTRA

---

(APPLAUSE)

CROSBY: Ah that was very mellow, T. D. -- it warmed me with fondest recollections.

DORSEY: Well, come to think about it, Bing - there's something that still bothers me.

CROSBY: Yes, the weather has taken a tropical turn hasn't it -- I ---- How can you stand wearing them long underwear?

DORSEY: No - not that. I been thinking that there ought to be a great All-Time All-Timer in you.

CROSBY: Well with modesty becoming my position in the horse feeding trade, I should say that you were partially correct.

DORSEY: Well, come to think about it some more -- just how did you ever get Pops Whiteman to let you sing a solo?

CROSBY: Well, Tom -- I guess I just got tired of singing w' the Rhythm Boys -- or vice versa -- I got fed up th wearing those fancy clothes and I wanted to be plain - homespun - inconspicuous.

DORSEY: You were inconspicuous all right, Bing. We thought you liked it better in the trio because it was safer there when the customers started throwing things.

CROSBY: I'm a fairly good target solo Tom, as you might have noticed -- but there is a story connected with it -- a little anecdote I've retained all these years until I've found an adequate individual willing to edit my memoirs.

DORSEY: Light up a Lucky, folks -- take it easy -- this may go on all night.

CROSBY: Let me see now -- where was I?

DORSEY: Just coming out of the old Onyx Club.

CROSBY: No - no -- that's the wrong anecdote, Tom! This was way back in '26 -- 1926. Gertrude Ederle had just crossed the Channel the easy way; vaudeville was going out and the Black Bottom was coming in -- ~~Tunney~~ took Dempsey; and while I was at rehearsal with Pops Whiteman, the operator of a lower Manhattan flea bag nailed my trunk to the floor of my room in the hotel.

DORSEY: That was the old, old Crosby.

CROSBY: Ah yes -- so it was. It seems that a famous star sang a certain song in the picture which was playing at the theatre before we went on every day, and his delivery appalled us. We figured we could do it better and fracture the folks.

DORSEY: Ah ...

CROSBY: Ah, yes. But we had no arrangement -- and while -- whilst ...

DORSEY: Eh?

CROSBY: Whilst noodling, Thomas -- we Rhythm Boys found ourselves in a quandary.

DORSEY: Well, I bet it didn't look natural in there without a bartender.



CROSBY: Ah yes. It was very dark in there, Thomas, until I noodled a small noodle by myself. I came up with something. "Hark," said my associates - "Bing's got it. Hurray, Bing - we knew you could do it. That's great -- today you will sing that song alone -- today you will have a solo."

DORSEY: And you did it?

CROSBY: Well, T. D., first I said - and I quote - this will be the ruination of a good harmony singer. Soloists to my choir-boy mind were less than a dime a gross. But I sang all by myself - and now you see the result. You see me here in my princely garments -- you have visited my sumptuous plantation -- I have not needed to work since.

DORSEY: And so an All-Time All-Timer was born and an All-Time Big Timer first got to be known as the Groaner. The same Bing Crosby currently being seen in the Paramount Picture "Going My Way" - plug.

CROSBY: Paramount will be so happy. If you will fetch your gifted trambone, T. D. -- we might wend our way through that song the way we did it then just for old times' sake.

DORSEY: Okay, friends -- let's go with the All-Timer that first put Bing in the money -- the first solo that Crosby ever sang . . . . . "LOUISE."

6. ("LOUISE" . . . . . CROSBY, DORSEY & ORCHESTRA)

(APPLAUSE)  
(SWITCHOVER TO NEW YORK)

(COMMERCIAL)

DORSEY: Friends -- on our recent cross-country tour we collected stacks of request for the All-Time favorite songs. I've picked three of them that I think you'd like to hear and we're going to ask the studio audience to play a little musical game with us, and here's the way it goes. We're going to play a few bars of each one of these three tunes and the one that gets the most applause is the winner, and then naturally we'll play the whole arrangement. All right, Bill Forman, take over:

FORMAN: Ok, T. D. First up is "MARGIE."

ORCHESTRA: "MARGIE" (EIGHT BARS AND FADE)

(APPLAUSE)

FORMAN: Nice going, "MARGIE" -- now -- let's see how this second All-Time All-Timer rates -- here's "SONG OF INDIA."

ORCHESTRA: "SONG OF INDIA" (EIGHT BARS AND FADE)

(APPLAUSE)

FORMAN: "SONG OF INDIA" gets a big hand -- and -- now here's "MARIE."

ORCHESTRA: "MARIE" (EIGHT BARS AND FADE)

(APPLAUSE)

FORMAN: Here it is -- the honored All-Time All-Timer of the week "MARIE."

ORCHESTRA: "MARIE"

(APPLAUSE)

DORSEY: Well, friends, that does it. We hope we've brought you some musical memories tonight. And thanks to Bing Crosby for being around to help.

CROSBY: 'Twas a pleasure, T. D. Who's stealing the money here next week?

DORSEY: In our corner next week will be that fast man with an All-Timer - a big-timer himself - the Old Professor -

CROSBY: Great thief .. great thief ..

DORSEY: Until next Sunday then, this is Tommy Dorsey saying goodnight ... for a' the gang -- and Lucky Strike.

ORCHESTRA: DORSEY THEME

(UP BIG AND APPLAUSE)

(FADE ON CUE)

FORMAN: Friends -- drop us a postcard requesting your own favorite All-Time song. Mail it to Tommy Dorsey -- NBC -- Hollywood, California. Tune in next Sunday at this same time to hear Tommy Dorsey, his trombone and his Orchestra -- Bob Allen, Bonnie Lou Williams, Buddy Rich, the Sentimentalists and your visiting guest -- Kay Kyser -- on Your All-Time Hit Parade.

ORCHESTRA: LUCKY THEME

(FROM NEW YORK)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, there's a simple quiz that pays off in greater smoking enjoyment. The quiz: What makes a fine cigarette? The answer: Fine Tobacco. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - yes, first, last and always Lucky Strike means fine tobacco. At markets all over the South, independent tobacco experts present at the auctions can see just who buys what tobacco. And sworn records show that among such independent tobacco experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's luckies 2 to 1. So smoke the smoke tobacco experts smoke - LUCKY STRIKE!

(SWITCHOVER TO HOLLYWOOD)

(FROM HOLLYWOOD)

ANNOUNCER: Can you pick the top tunes that will rate next week's Hit Parade? Tune in next Saturday night to your regular Hit Parade over another network. Hear how your own ratings compare with the leading songs as shown by the accurate, authentic tabulations of Your Hit Parade Survey. Don't miss YOUR HIT PARADE next Saturday night starring Frank Sinatra!

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

(SWITCHOVER TO NEW YORK)

(FROM 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). And this is Basil Ruysdael speaking for Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT  
LS - MFT  
LS - MFT

DELMAR: Smoke the cigarette that means fine tobacco - Lucky  
(Impulse Strikes - so round, so firm, so fully packed, so free and  
Tag #11) easy on the draw.

RUYSDAEL: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas. Back the attack -- Defend the Constitution. Buy War Bonds for Victory!

NBC  
ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

# FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO  
PRODUCT: LUCKY STRIKE  
DATE: JUNE 25, 1944 - #20  
REVISION: \_\_\_\_\_  
APPROVAL: FINAL  
NETWORK: NBC  
B'CAST: 7:00-7:30 PM EDT  
REPEAT: *As Broadcast*

"YOUR ALL-TIME HIT PARADE"

## ROUPLINE

### OPENING COMMERCIAL - FROM NEW YORK

- |  |                     |
|--|---------------------|
| 1. TOP HAT, WHITE TIE AND TAILS                      | ORCHESTRA & QUARTET |
| 2. BLUE SKIES  | DORSEY & ALLEN      |
| 3. NUMBER ONE SONG OF THE WEEK<br>I'LL BE SEEING YOU | DORSEY & ORCHESTRA  |

### COMMERCIAL #1 - FROM NEW YORK

- |   |                      |
|---|----------------------|
| 4. FINE AND DANDY                                     | ORCHESTRA            |
| 5. OVERSEAS REQUEST<br>V-DISC SONG - IT HAD TO BE YOU | WILLIAMS & ORCHESTRA |

### GUEST SPOT - KYSER & DORSEY

- |                         |  |
|-------------------------|--|
| 6. THREE LITTLE FISHIES | ISH, SULLY, KYSER,<br>CHORUS & ORCHESTRA |
|-------------------------|--|

### COMMERCIAL #2 - FROM NEW YORK

- |   |           |
|---|-----------|
| 7. AUDIENCE VOTE SONG<br>(THE ONE I LOVE<br>(STAR DUST<br>(HALLELUJAH | ORCHESTRA |
|---|-----------|

### CLOSING COMMERCIAL - FROM NEW YORK

ATX01 0235739

WEAF

THE AMERICAN TOBACCO COMPANY

6-25-44

"YOUR ALL-TIME HIT PARADE" - #20

7:00-7:30 PM EDT

JUNE 25, 1944

SUNDAY

Program originates at NBC Hollywood with switchovers to NBC New York for commercials and closing.

(FROM NEW YORK)

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

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Why, sure!  
(Ex. B)

RUYSDAEL: Yes, sir!

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

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HOLLYWOOD)



(FROM HOLLYWOOD)

ORCHESTRA: "LUCKY DAY" THEME - (TO FINISH)

FORMAN: Lucky Strike presents Your All-Time Hit Parade ... with tonight's great guest star -- that All-Time Big-Timer -- Kay Kyser -- and, to play the songs you like best -- Tommy Dorsey - his Orchestra - and his Trombone.

ORCHESTRA: "GETTING SENTIMENTAL" -- (THEME)

(DOWN ON CUE)

FORMAN: (CONTINUING OVER FADED APPLAUSE) And here is that sentimental gentleman from Mahoney Plains, Pennsylvania ... the Arm himself -- Tommy Dorsey!

DORSEY: Hello, friends. Tonight we've gotten together another music rack full of swell All-Time tunes. They should give your happy memory department a real workout. So for openers - let's toss in this blue chip that will start your feet a-tapping on the floor -- and bring some curious neighbors to your door. So light up a Lucky and listen to the All-Time All-Timer that brought Hollywood fame to Ginger Rogers and Fred Astaire -- It's <sup>the sentimentalists with</sup> "TOP HAT, WHITE TIE AND TAILS."

1. ("TOP HAT, WHITE TIE AND TAILS" . . . . . ORCHESTRA & QUARTET)

(APPLAUSE)

DORSEY: Friends, for almost every All-Time tune, there is some Big-Timer who had something to do with making it a hit. The other day we thought of one guy who has put over as many All-Timers as anybody. So we asked him to come over here tonight and bring some of his gang. And here he is, that North Carolina All-Time Big-Timer -- the Ol' Professor himself -- Kay Kyser.

ORCHESTRA: ("THINKING OF YOU" . . . . . PLAYON)

(BLEND WITH APPLAUSE)

KYSER: Well -- well evenin' folks -- how y'all?

DORSEY: I is fine, Professor. You know Kay, I been thinking --

KYSER: You know, I thought something was hurting you, Tommy. Ah, I'm only kiddin'. It's swell to be here with you Tommy, and by the way it's great to see Buddy Rich back in the band too.

DORSEY: Well it's good to have him back Kay, after a year and a half in the Marines -- he's really a very fine drummer. And speaking of All-Time songs -- here's an All-Time song that was born during a year that was a stand-out for things that happened for - to you for the first time, Kay.

KYSER: Well, what was the year, Tommy?

DORSEY: 1927.

KYSER: Yes - well let me see - let me see -- '27, '27. That was the year that the first Model "A" Ford came out, yesh ... That was the year Lindbergh was first to fly the ocean solo -- and Al Jolson made that first talking picture - 1927 - ah, yes ... And while I was stealing a degree from the University of North Carolina, you and your brother were stealing money from Paul Whiteman.

DORSEY: By the way, what else were you doing in 1927?

KYSER: Why I -- I was -- let me see -- I --

DORSEY: No coaching from the audience, please.

KYSER: Let's see -- I remember. That year I was sittin' on the front porch with a little ole honey-haired gal called Loli Mae -- Clara-Bell -- Sarah-Lou -- Sarah -- doggone if I haven't forgotten her name.

DORSEY: Students!

AUDIENCE: (RESPONSE) Smithfield!

DORSEY: That's right - Smithfield.

KYSER: Well how'd they know her name was Smithfield?

DORSEY: Why that's easy --ham and Kyser go together.

KYSER: (LAUGHS) Funny ... But tell me T. D. -- what were you doing in 1927?

DORSEY: Me? Let me see -- I was standing on the corner of 42nd and Broadway trying to get my brother Jimmy to put down his saxophone and go straight.

KYSER: Ah those were the days, huh?

DORSEY: You said it, Professor, and Irving Berlin had just come up with a swell song called -- "BLUE SKIES."

KYSER: "Blue Skies" -- yes suh -- that was the song that did it boy -- why doggone if I didn't almost propose to Sarah Lou that night, before I even asked her father if he could support me. (LAUGHS) Boy oh boy, that's as funny as the Pierce Brothers. But it was a great year -- 1927, folks, and Tommy Dorsey is limbering up his good right Arm to bring back some pleasant dreams ... with that ever-lovin' All-Time All-Timer and Bob Allen singing it - "BLUE SKIES." Yet's dance, chillun!

2. ("BLUE SKIES" . . . . . DORSEY, ALLEN & ORCHESTRA)

(APPLAUSE)

DORSEY: Friends -- the songs that are running in the money today on Your Hit Parade are songs that may mean a lot to you tomorrow. I guess every wonderful bit of life has its own theme song. Maybe your own private theme song is <sup>the</sup> ~~this~~ one which you heard last night on Your Hit Parade.

ORCHESTRA: (INTRODUCTION TO "I'LL BE SEEING YOU")

(FADE FOR)

FORMAN: Folks, the current Number One song on Your Hit Parade -- "I'LL BE SEEING YOU" -- featuring Tommy Dorsey and his haunting trombone. (CUE FOR TROMBONE ATTACK)

3. ("I'LL BE SEEING YOU" . . . . DORSEY & ORCHESTRA)

(APPLAUSE)

(SWITCHOVER TO NEW YORK)

(COMMERCIAL)

YOUR ALL-TIME HIT PARADE - 7 -  
Commercial #1  
(A June Wedding at the White House!)

6-25-44

(FROM NEW YORK)

ROONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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)

VOICE I: A June Wedding at the White House!

DELMAR: Early on a Spring morning, in the year 1896 ... the President of the United States sat at his desk and wrote a message ... a joyful message ... to all his friends ...

VOICE II: "I am to be married on Wednesday evening at the White House. I will be extremely grateful at your attendance on this occasion. Sincerely yours ... Grover Cleveland."

(MORE)

- 7 -

ATX01 0235747

DELMAR: Go back in imagination across the distance of fifty-eight years ... back to the starlit evening of June 2nd, 1886, when the marriage of America's 22nd President, Grover Cleveland, took place. In the stately Blue Room of the White House, the wedding guests have already assembled ... and on an improvised platform, near the altar, stands a small group of musicians directed by the world-famous conductor -- John Philip Sousa. In a moment, the conversation dies out ... a hush falls over the room ... John Philip Sousa lifts his baton and the orchestra begins the first thrilling measures of the Wedding March. All eyes are fixed on the doorway as President Grover Cleveland enters with his lovely bride. Before the beautiful flower-decked altar, they are married. And within a few hours, the President's special train carries the newly-wedded couple westward into the foothills of Maryland ... westward on a honeymoon to famous Deer Park. And here, in the rolling hill country of Maryland, President Cleveland and his bride spend many happy days among the plantations of their friends. These were historic plantations carrying on in the tradition of the Carrolls, the Keys and the Baltimores - those early Maryland planters who contributed so much to the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)



YOUR ALL-TIME HIT PARADE - 9 -  
Commercial #1 (CONTD)  
(A June Wedding at the White House!)

6-25-44

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

BOONE: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HOLLYWOOD)

RTX01 0235749

(FROM HOLLYWOOD)

ORCHESTRA: (INTRODUCTION TO "FINE AND DANDY")

FORMAN: Your All-Time Hit Parade carries on as Tommy Dorsey  
brings you ~~another great All-Time All-Timer ...~~  
"FINE AND DANDY."

4. ("FINE AND DANDY" . . . . . ORCHESTRA)

(APPLAUSE)

FORMAN: Folks -- our boys overseas on the far-flung battle fronts of the world -- each and every one of them has with him in his heart that bit of home called an All-Time tune. So - each week on Your Lucky Strike All-Time Hit Parade we play an All-Time song that the Army tells us is high in favor of the men across the seas. In cooperation with the Army - a V-disc recording of this song is then sent overseas to our fighting men in all branches of the service. So for the tune that's going to "V" its way across the sea --

Tommy Dorsey!

(APPLAUSE)

DORSEY: Thanks, Harv - the Old Professor and myself have been digging whilst you were talking and we have dug ourselves the tune the boys want "V" 'd up tonight.

KYSER: Yeah, Tommy, it looks like you're 1-A on the platter draft this week.

DORSEY: You said it, Professor, and it turns out I go with the Infantry. The G. I. Joes out in New Guinea have put in a request for a really swell All-Time All-Timer and here it is. Fellas -- I hope it sounds mellow out there on the *jungle* island and we're asking a few of the *gals* ~~girls~~ back home to kiss the platters just for luck. For you guys *in* ~~on~~ New Guinea -- here's Bonnie Lou Williams and the gang with -- "~~IT HAD TO BE YOU.~~"

5. ("IT HAD TO BE YOU" . . . . . WILLIAMS & ORCHESTRA)

(HOLD APPLAUSE UNTIL MUSIC STOPS)

KYSER: Ah that was great, T. D. The boys in New Guinea sure picked a good one ...

DORSEY: Y'know, Kay, sometimes we band leaders don't pick 'em that good. The truth is I've turned down many a song which later made the Hit Parade.

KYSER: Well so have I, Tommy - many of them. I hate to think how many good ones I missed. But one of them particularly -- one time I almost turned down a song that went right out and became one of the biggest All-Timers of 'em all.

DORSEY: Well hold the phone, Professor, and tell all.

KYSER: Well, I'll do it son. Tommy, it's a long story, yes sir. You know there's a man called Joe Higgins and he once picked a song he wanted us to make for Columbia Recordings. Joe said, "You know, Kay, I got you a song, it's terrific. It'll kill all the people." And I said, "Joe, look, that's a stupid song, a very childish thing - it doesn't make any sense, so go away, will you Joe, go away." But he says to me, "Kay, you gotta listen, I got a song here" and so forth and so forth and so forth far into the night. Well, that was in New York. Then we went to Philadelphia to play a theatre and there was Joe Higgins again.

VOICE: Kay, Kay -- about that song -- you better reconsider.

KYSER: And then came Cincinnati:

VOICE: Kay -- that song -- it's gonna be mighty big --

KYSER: Then Chicago and Hollywood ---

VOICE: Kay reconsider please -- you know -- that song -- that  
song -- you know that -----

KYSER: Yes ----- so, Tommy -- we were about at the end of our  
rope. That song and Joe Higgins had tailed us clear  
across the country. We were playing at a theatre out here  
and Joe Higgins the record man was out in front in the  
audience. And so to convince Higgins that he was wrong and  
had a lemon on his hands - you know genius like -- I got  
Ish Kepibble and Harry Babbitt and Sully Mason and some of  
the boys -- I got 'em all together in the dressing room  
before we went on with one of the stage shows and we  
planned a gag.

ISH: Now let's make the corniest arrangement we can --

KYSER: Said Ish --

ISH: Dominating the situation in my usual revolting manner.

KYSER: Fellows, looks like the only way we can convince Joe  
Higgins is to make the corniest arrangement we can!

ISH: You said that -- didn't I?

KYSER: Quiet, Ish. Now - now let's go --- And so we made the arrangement and Tommy we got almost through one of the stage shows and I stopped the show and I made a speech. And I said to the folks in the audience -- you know chillun, you've all heard about recording masters -- you know those men who follow people like us around trying to get us to record potential song hits. Well there's one of those fellows with us today. He's given us a song -- and we think it will never get there. The only way we can prove to him that it's not a hit is to sing it for you. Well here -- this is the way it really happened, no kiddin' Tommy -- Here are Sully, Ish, Ferdy Froghammer and the gang to help me do it. So pull down the vegetable-proof curtain 'cause here comes a song that is headed for Number One of the All-Time No-Hit Parade.

6. ("THREE LITTLE FISHIES" . . . ISH, SULLY, KYSER, CHORUS & ORCHESTRA)

(APPLAUSE)

DORSEY: Well, Kay, I know the rest of the story. "Three Little Fishies" was sensational -- from a no-hit to an All-Time All-Timer.

KYSER: That's right, Tommy -- Joe Higgins was right, our faces were red and an All-Time All-Timer was born. And the moral of our story is: "If a song doesn't make sense -- it can always make a dollar."

MUSIC: "LUCKY DAY" - (UP AND OUT)

(SWITCHOVER TO NEW YORK)

(COMMERCIAL)

(FROM NEW YORK)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Back in 1886, when, on his honeymoon, President Cleveland visited Maryland, he was impressed by the planters' expert knowledge of tobacco. Today, men still earn their living by their expert knowledge of tobacco ... men like Mr. Garland F. Tilley, of Durham, North Carolina, who recently said -

VOICE: As an independent tobacco buyer for years, I've found that Lucky Strike is interested in the ripier, milder tobacco that makes a better-tasting smoke. That's why Luckies have been my cigarette now for 13 years.

DELMAR: Sworn records show that with independent tobacco experts like Mr. Tilley - with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke --  
LUCKY STRIKE!

(SWITCHOVER TO HOLLYWOOD)

ORCHESTRA: ("LUCKY DAY" THEME TO FINISH)





DORSEY: Well, friends -- the All-Time Hit Parade passes the deal. We hope we gave your memory a good workout. And to you, Professor Kyser, Sully, Ish, and the gang -- thanks for coming over and adding to the merriment and melody. We'll all be listening next Wednesday night to the Ol' College of Musical Knowledge *from the Grand Old Opry at Lou Deys.*

KYSER: *Well* Thanks Tommy, it was swell being with you -- and so long, everybody.

(APPLAUSE)

DORSEY: And so -- that will be curtains until next week at the same time when we have a session with another great All-Time Big-Timer -- James Langford. Until next Sunday, then, this is Tommy Dorsey saying goodnight -- for all the gang and -- Lucky Strike.

FORMAN: And here is Tommy saying it with his magic horn.

THEME: "GETTING SENTIMENTAL"

(UP BIG AND APPLAUSE. MUSIC FADE OUT ON CUE)

FORMAN: Friends -- drop us a post card requesting your own favorite All-Time song. Mail it to Tommy Dorsey -- NBC -- Hollywood, <sup>28</sup> California. Tune in next Sunday at this same time to hear Tommy Dorsey, his Trombone and his Orchestra -- *Buddy Rich at the drama* Bob Allen, Bonnie Lou Williams, the Sentimentalists, ~~Buddy Rich~~ and your visiting guest -- *James Langford* on Your All-Time Hit Parade.

MUSIC: "LUCKY DAY" - (UP AND FADE FOR)

FOR MAN: Can you pick the top tunes that will rate next week's Hit Parade? Tune in next Saturday night to your regular Hit Parade over another network. Hear how your own ratings compare with the leading songs as shown by the accurate, authentic tabulations of Your Hit Parade Survey. Don't miss YOUR HIT PARADE next Saturday night starring Frank Sinatra

MUSIC: "LUCKY DAY" - UP MAXIMUM TO FINISH

(SWITCHOVER TO NEW YORK)

(FROM NEW YORK)

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

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR:  
(Impulse  
Tag #9)

Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Yes, Lucky Strike means fine tobacco.

RUYSDAEL: YOUR ALL-TIME HIT PARADE is shortwaved to our Armed Forces overseas. Show our boys over there you're backing them over here. Defend the Constitution! Buy more War Bonds during this 5th War Loan Drive for Victory.

NBC

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