

8525
"YOUR LUCKY STRIKES HIT PARADE"

March 27, 1937

Lucky Strike presents...YOUR HIT PARADE...with the LUCKY SEVEN
...the seven most popular tunes in America. And as our special
guest this evening, we are proud to present that radiant star
of Broadway and Hollywood, Miss Margaret Sullivan! But right
now the Lucky Strike orchestra is ready to go with the seven
songs the nation likes best...the music of the week...YOUR LUCKY
SEVEN.

On with YOUR HIT PARADE...the Lucky Seven...the seven most
popular tunes in America.

And that's YOUR HIT PARADE...The Lucky Seven...the most popular
tunes in America this week, played by Mark Warnow and the Lucky
Strike Orchestra. Tune in next Wednesday night over another
station and hear YOUR HIT PARADE with Abe Lyman and our guest
of the evening, the distinguished soprano of the Metropolitan
Opera -- Miss Elizabeth Bethberg.

Lucky Strike presents...YOUR HIT PARADE...with the Lucky Seven...the seven most popular tunes in America. And tonight we proudly present as our guest of the evening, the lovely and talented young star of the Metropolitan Opera...Miss Helen Japson.

But, let's begin with the favorite music of the week, the seven most popular melodies of the land...THE LUCKY SEVEN.

And that's YOUR HIT PARADE...the LUCKY SEVEN...the most popular tunes in America this week, played by Abe Lyman and the Lucky Strike Orchestra. Tune in Saturday night over another station and hear YOUR HIT PARADE with Mark Harnow, and our guest of the evening, the charming star of stage and screen, Miss Margaret Sullivan.

8518

YOUR LUCKY STRIKE 'HIT PARADE' -
THE LUCKY 7, MARCH 20, 1937

Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the seven most popular tunes in America. And tonight another brilliant name joins our Parade of Personalities ... that dazzling star of stage and screen ... Miss Marget Grahame ... who will speak to you from Hollywood!

But first, let's hear the songs that all America is dancing to ... the Lucky Seven ... the tunes you've chosen as the winners for this week.

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On with YOUR LUCKY STRIKE HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America.

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And that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday night over another station and hear YOUR HIT PARADE with Abe Lyman, and our guest for the evening, the gifted soprano of the Metropolitan - Miss Helen Jepson.

**YOUR LUCKY STRIKE 'HIT PARADE' -
THE LUCKY 7, MARCH 20, 1937**

Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the seven most popular tunes in America. And tonight another brilliant name joins our Parade of Personalities ... that dazzling star of stage and screen ... Miss Mergot Grahame ... who will speak to you from Hollywood!

But first, let's hear the songs that all America is dancing to ... the Lucky Seven ... the tunes you've chosen as the winners for this week.

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On with YOUR LUCKY STRIKE HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America.

* * * * *

And that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday night over another station and hear YOUR HIT PARADE with Abe Lyman, and our guest for the evening, the gifted soprano of the Metropolitan - Miss Helen Jepson.

**YOUR LUCKY STRIKE 'HIT PARADE' -
THE LUCKY 7, MARCH 20, 1957**

Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the seven most popular tunes in America. And tonight another brilliant new job for our Parade of Personalities ... that dazzling star of stage and screen ... Miss Margaret Graham ... who will speak to you from Hollywood!

But first, let's hear the songs that all America is dancing to ... the Lucky Seven ... the tunes you've chosen as the winners for this week.

* * * * *

On with YOUR LUCKY STRIKE HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America.

* * * * *

And that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday night over another station and hear YOUR HIT PARADE with Abe Lyman, and our guest for the evening, the gifted soprano of the Metropolitan - Miss Helen Jepson.

**YOUR LUCKY STRIKE "HIT Parade" *
THE LUCKY 7, MARCH 20, 1937**

Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the seven most popular tunes in America, and tonight another brilliant name joins our Parade of Personalities ... that dazzling star of stage and screen ... Bismarck Graham ... who will speak to you from Hollywood!

But first, let's hear the songs that all America is dancing to ... the Lucky Seven ... the tunes you've chosen as the winners for this week.

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On with YOUR LUCKY STRIKE "HIT Parade" ... the Lucky Seven ... the seven most popular tunes in America.

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and that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday night over another station and hear YOUR HIT PARADE with Abe Lyman, and our guest for the evening, the gifted soprano of the Metropolitan - Miss Helen Jepson.

"YOUR LUCKY STRIKE HIT PARADE"

March 17, 1937

Lucky Strike presents...YOUR HIT PARADE...THE LUCKY SEVEN...
the seven most popular tunes in America. Popular too...is
the charming new star of screenland whom we will present
later in the program in a special broadcast direct from
Hollywood...the winsome Jane Wyatt, in person!
But right now...here's the music of the week...the seven
songs the nation likes best...the LUCKY SEVEN!

And that's YOUR HIT PARADE...the LUCKY SEVEN...the most
popular tunes in America this week, played by Abe Lyman
and the Lucky Strike Orchestra. Tune in Saturday night
over another station and hear YOUR HIT PARADE with Carl
Hoff, and our guest of the evening, the brilliant star
of the English and American screen, Margot Grahame!

YOUR LUCKY STRIKE HIT PARADE March 13, 1957

Lucky Strike presents...YOUR HIT PARADE...with the
LUCKY SEVEN...the seven most popular tunes in America.
And tonight we proudly present in a special radio
appearance our guest of the evening...one of the great
singers of our day...the famous Metropolitan Opera
tenor...Mr. Sydney Rayner!

But right now the orchestra is rarin' to go with the
songs that are tops in popularity this week...your seven
big favorites...the LUCKY SEVEN!

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On with your Lucky Strike Hit Parade -- the Lucky Seven
-- the seven most popular tunes in America.

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And that's YOUR HIT PARADE...the LUCKY SEVEN...the most
popular tunes in America this week, played by Carl Hoff
and the Lucky Strike Orchestra. Tune in next Wednesday
night over another station and hear YOUR HIT PARADE with
Abe Lyman, and our guest for the evening, one of Hollywood's
newest stars now featured in the Columbia picture "Lost Horizon"
-Miss Jane Wyatt.

8486

"YOUR LUCKY STRIKE HIT PARADE"

March 10, 1937

Lucky Strike presents...YOUR HIT PARADE...the LUCKY SEVEN...the seven most popular tunes in America. And later in the program tonight we are glad to present in person one of the outstanding men of the modern theatre...the distinguished actor Mr. Philip Merivale!
But meanwhile let's go with this week's song favorites...the seven tunes selected by you: Mr. and Mrs. America...the LUCKY SEVEN!

And that's YOUR HIT PARADE...the LUCKY SEVEN...the most popular tunes in America this week, played by Abe Lyman and the Lucky Strike Orchestra. Tune in Saturday night over another station and hear YOUR HIT PARADE with Carl Hoff, and our guest of the evening, the famous Metropolitan Opera tenor, Mr. Sidney Rayner.

8480

"YOUR LUCKY STRIKE HIT PARADE"

March 6, 1937

Lucky Strike presents...YOUR HIT PARADE...the LUCKY SEVEN...
the seven most popular tunes in America. And proudly we
bring you later in the program, a special broadcast from
Hollywood with one of the greatest stars of the motion
picture...the glamorous Carol Lombard, in person!
But first of all let's hear the nation's favorite tunes...
so hats off to this week's song champions...THE LUCKY SEVEN.

And that's YOUR HIT PARADE...the LUCKY SEVEN...the most
popular tunes in America this week, played by Mark Warnow
and the Lucky Strike Orchestra. Tune in next Wednesday
night over another station and hear YOUR HIT PARADE with
Abe Lyman, and our guest for the evening, the distinguished
actor...Mr. Philip Merivale.

8429

"THE LUCKY STRIKE YOUR HIT PARADE"

March 3, 1937

Lucky Strike presents...YOUR HIT PARADE...with the LUCKY SEVEN...The seven most popular tunes in America. And later in the program tonight we are glad to be able to present a young lady you all know...the lovely Hollywood star, Miss Sally Eilers!

And that's YOUR HIT PARADE...THE LUCKY SEVEN...the most popular tunes in America this week, played by Abe Lyman and the Lucky Strike Orchestra. Tune in Saturday night over another station and hear YOUR HIT PARADE with Mark Warnow, and our guest of the evening, glamorous Carol Lombard.

Distinguished people in all walks of life...particularly those whose voices are their fortunes...choose Luckies for their cigarette. They enjoy not only the rich taste of fine tobacco -- "The Cream of the Crop" -- but also a light smoke, free of certain harsh irritants removed by the exclusive Lucky Strike process "IT'S TOASTED". Next time you buy cigarettes, think of your throat and ask for Luckies.

1 8464

"YOUR LUCKY STRIKE HIT PARADE"

February 27, 1937

Lucky Strike presents...YOUR HIT PARADE...with the LUCKY SEVEN...
the seven most popular tunes in America. And tonight, later in
the program, we are glad to be able to present one of the world's
great singers...the distinguished Metropolitan opera star...

Mr. Mario Chamlee!

But meantime here are the Lucky Seven swinging across the nation
in championship array...the songs that are first at the tape this
week...the winners...Here they come...

And that's YOUR HIT PARADE...THE LUCKY SEVEN...the most popular
tunes in America this week, played by Carl Hoff and the Lucky
Strike Orchestra. Tune in next Wednesday night over another
station and hear YOUR HIT PARADE with Abe Lyman, and our guest
for the evening, the lovely Hollywood star -- Miss Sally Eilers.

8506

"The Lucky Strike Sit Parade"

February 24, 1937

Lucky Strike presents...YOUR HIT PARADE...the Lucky Seven...the seven most popular tunes in the country this week. And, tonight we are glad to be able to bring you direct from California the distinguished motion picture star Mr. Victor McLaglen.

But meantime - here come the songs that are flying high this week... so listen carefully, and see how well you know them. America's favorites are always on the go, changing from week to week...but YOUR HIT PARADE keeps you posted. What's more YOUR HIT PARADE gives you an opportunity to test your own choice of songs against the nation's choice as shown by a great countrywide survey.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular songs in America this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station and hear YOUR HIT PARADE with Carl Hoff and our guest for the evening Mario Chanlee of the Metropolitan Opera.

Lucky Strike presents...YOUR HIT PARADE...with the Lucky Seven...the seven most popular tunes in America. And tonight, in addition, we are glad to be able to bring you later in the program a special appearance by the distinguished Metropolitan Opera Star - Mr. Lauritz Melchior.

But meantime - here they come! The songs that are riding high this week... the country's favorite melodies, chosen by all of you, according to a great nationwide survey. Tonight you'll hear the thoroughbreds of popular music. And in addition, YOUR HIT PARADE gives you a chance to test your own choice against the choice of the entire nation...so see if you can guess what songs will be on top next week!

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday night over another station and hear YOUR HIT PARADE with Bob Haring.

Remember, people whose voices are their fortunes - people whose throats are all-important to them, choose Lucky Strike for their cigarette because Luckies are a light smoke -- easy on their throats. Doesn't it follow that Luckies will also be easy on your throat? Luckies offer you the fine rich taste of "Cream of the Crop" tobaccos plus the throat protection of the exclusive Lucky Strike process "It's Toasted."

8429
"THE LUCKY STRIKE HIT PARADE"

February 17, 1957

Lucky Strike presents...YOUR HIT PARADE...the Lucky Seven, the seven most popular songs in the country this week.

It's fun to know the nation's favorite tunes! YOUR HIT PARADE brings you the songs that are being played and whistled and sung in all the 48 states...so listen in, and keep posted on America's musical taste. What's more YOUR HIT PARADE gives you a chance to test your own choice of next week's favorites against the choice of the entire nation, as shown by a great countrywide survey.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular songs in America this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station and hear YOUR HIT PARADE with Carl Hoff.

In the meantime, remember - Luckies are a light smoke easy on your throat. They are the only cigarette to offer you the protection of the process "It's Toasted". Next time you buy cigarettes, think of your throat and ask for Luckies.

8434

"THE LUCKY STRIKE HIT PARADE"

February 13, 1937

YOUR LUCKY STRIKE HIT PARADE is on the air, bringing you -- the Lucky Seven...the seven most popular tunes in America this week.

Do you know which are the nation's favorite songs? It's fascinating to watch the ever-changing musical panorama of America's song favorites, as they come and go. Your Hit Parade brings you the very latest picture of the country's musical taste and gives you, in addition, the fun of testing your own choice of the following week's favorites against the choice of the entire nation, as shown by a great countrywide survey.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday over another station to hear YOUR HIT PARADE with Bob Haring.

Lucky Strike presents...YOUR HIT PARADE...the Lucky Seven...the seven most popular tunes in the country this week.

Are you "in the know" on America's favorite songs? Do you know what tunes are being whistled and sung and hummed throughout the country? America's choice of hit tunes is a constantly changing list...and YOUR HIT PARADE brings you the latest edition of this musical news. And also, YOUR HIT PARADE gives you an opportunity that's loads of fun to test your own choice of songs against the nation's choice as revealed by a great, nationwide survey.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America, this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Carl Hoff.

In consideration of the sum of \$500 I hereby agree to hold myself in readiness to appear on not less than twelve hours' notice on the American Tobacco Company Radio program, known as "Your Hit Parade" on any Saturday night and will broadcast as a substitute to take the place of any guest artist who shall for any reason be unable to appear on any program between this date and June 28, 1938.

It is understood that the above sum is a "stand-by" fee and shall be in addition to the amount contracted for in my agreement of June 21, 1937. It shall be paid at the same time as the amount previously contracted for, if I am called before June 28, 1938, but in any event it shall be paid on that date, whether or not I am called hereunder.

This agreement is supplementary to my said agreement dated June 21, 1937.

APPROVED

NBC ARTISTS SERVICE

by _____

ACCEPTED

LORD & THOMAS

by _____

In consideration of the sum of \$500 I hereby agree to hold myself in readiness to appear on not less than twelve hours' notice on the American Tobacco Company Radio program, known as "Your Hit Parade" on any Saturday night and will broadcast as a substitute to take the place of any guest artist who shall for any reason be unable to appear on any program between this date and June 25, 1938.

It is understood that the above sum is a "stand-by" fee and shall be in addition to the amount contracted for in my agreement of June 21, 1937. It shall be paid at the same time as the amount previously contracted for, if I am called before June 25, 1938, but in any event it shall be paid on that date, whether or not I am called hereunder.

This agreement is supplementary to my said agreement dated June 21, 1937.

APPROVED

NBC ARTISTS SERVICE

by _____

ACCEPTED

LORD & THOMAS

by _____

In consideration of the sum of \$500 I hereby agree to hold myself in readiness to appear on not less than twelve hours' notice on the American Tobacco Company Radio program, known as "Your Hit Parade" on any Saturday night and will broadcast as a substitute to take the place of any guest artist who shall for any reason be unable to appear on any program between this date and June 25, 1938.

It is understood that the above sum is a "stand-by" fee and shall be in addition to the amount contracted for in my agreement of June 21, 1937. It shall be paid at the same time as the amount previously contracted for, if I am called before June 25, 1938, but in any event it shall be paid on that date, whether or not I am called hereunder.

This agreement is supplementary to my said agreement dated June 21, 1937.

APPROVED

NEO ARTISTS SERVICE

by _____

ACCEPTED

LORD & THOMAS

by _____

In consideration of the sum of \$500 I hereby agree to hold myself in readiness to appear on not less than twelve hours' notice on the American Tobacco Company Radio program, known as "Your Hit Parade" on any Saturday night and will broadcast as a substitute to take the place of any guest artist who shall for any reason be unable to appear on any program between this date and June 28, 1936.

It is understood that the above sum is a "stand-by" fee and shall be in addition to the amount contracted for in my agreement of June 21, 1937. It shall be paid at the same time as the amount previously contracted for, if I am called before June 28, 1936, but in any event it shall be paid on that date, whether or not I am called hereunder.

This agreement is supplementary to my said agreement dated June 21, 1937.

APPROVED

EDG ARTIST'S SERVICE

By _____

ACCEPTED

LORD & THOMAS

By _____

8542
"YOUR LUCKY STRIKE HIT PARADE"

April 5, 1937

Lucky Strike presents...YOUR HIT PARADE...the most popular tunes in America. And as our guest of the evening, we are happy to present the celebrated stage and screen personality, Mr. Conrad Nagel. But right now the orchestra is ready to begin with the songs the nation likes best...the music of the week..."YOUR HIT PARADE!"

On with your Lucky Strike Hit Parade...the most popular tunes in America this week.

The ancients had a word for it -- three words, in fact -- "Ave atque vale" -- "Hail and Farewell"...and that's the gist of what we have to say to you now. For, we want to tell you about a new radio program we're bringing you for your interest and pleasure.....and at the same time bid a fitting goodbye to that great national cigarette game, "Your Lucky Strike Sweepstakes"...Tomorrow midnight, Your Lucky Strike Sweepstakes will come to a triumphant close, with the amazing record of almost 2,500,000 prize winners!

So remember, only Sweepstakes entries postmarked before midnight tomorrow will be considered. But here's something even more important to remember. Next week, in addition to "Your Hit Parade", Lucky Strike will inaugurate a new program..."Your Lucky Strike News Parade" with Edwin C. Hill. This program will be broadcast over the Columbia System every morning except Saturday and Sunday, and will be heard beginning next Monday, April 5th in Eastern and Central Time Zones. Columbia stations in Mountain and Pacific Coast time zones will receive the program starting May 3rd. Watch for announcements of "Your Lucky Strike News Parade" with Edwin C. Hill, in your local paper. And don't forget to listen as usual to "Your Hit Parade" every Wednesday and Saturday.

And that's YOUR HIT PARADE...the most popular tunes in America this week, played by Mark Warnow and the Lucky Strike Orchestra.

8528

"YOUR LUCKY STRIKE HIT PARADE"

March 31, 1937

Lucky Strike presents...YOUR HIT PARADE...with the Lucky Seven...
the seven most popular tunes in America. And tonight we are proud
to present as our guest of the evening the distinguished soprano
of the Metropolitan Opera...Miss Elizabeth Rethberg! But let's
begin with the favorite music of the week, the seven most popular
melodies of the land...the Lucky Seven.

On with your Lucky Strike Hit Parade -- the Lucky Seven -- the
seven most popular tunes in America.

And that's YOUR HIT PARADE...the LUCKY SEVEN...the most popular
tunes in America this week, played by Abe Lyman and the Lucky Strike
Orchestra. Tune in next Saturday night over another station and hear
YOUR HIT PARADE with Mark Warron and our guest of the evening, the
celebrated screen star, Mr. Conrad Nagel.

From Coast to Coast ... Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the seven most popular tunes in the country this week. And here comes YOUR LUCKY STRIKE SWEEPSTAKES ... the race of the musical thoroughbreds ... Listen to the Nation's favorite tunes tonight; then pick the song that will rank number ONE on next week's program, and the two runners-up ... 1-2-3 ... just like that. Print them, in order, on a post card, and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. If you pick the winners correctly you win a prize of fifty delicious Lucky Strike Cigarettes ... always kind to your throat. Everybody ready?

And that's YOUR HIT PARADE ... The Lucky Seven ... the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday over another station to hear YOUR HIT PARADE with Bob Haring. Remember anyone of age can play the Sweepstakes, but more than one entry in any week disqualifies you for that week.

8412

"YOUR LUCKY STRIKE HIT PARADE"

February 3, 1937

YOUR LUCKY STRIKE HIT PARADE is on the air...bringing you the Lucky Seven... the seven most popular songs in America this week.

Do you know the nation's favorite songs? Well, here's your chance to prove your skill...YOUR LUCKY STRIKE SWEEPSTAKES. It's full of fun, so come on in and try it. Just pick the top-ranking song on next week's program and the two runners-up...1-2-3...just like that. Print them, in order, on a postcard, and mail it to the American Tobacco Company, New York, postmarked by Sunday midnight. If you've picked them right, you win a prize of fifty fine-tasting Lucky Strike Cigarettes...a light smoke, easy on your throat.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America, this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Carl Hoff. And be sure to send in your entry for the Sweepstakes, postmarked by Sunday midnight. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

When you buy cigarettes, say "Luckies please". For remember...Lucky Strike is a light smoke, easy on your throat...a light smoke of rich, ripe-bodied tobacco.

YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

January 30, 1937

YOUR LUCKY STRIKE HIT PARADE is on the air, bringing you "the Lucky Seven"... the seven most popular tunes in America this week.

And here's YOUR LUCKY STRIKE SWEEPSTAKES...that great national game. It's a barrel of fun. Just pick the number ONE song on next week's programs and the two runners-up...1 - 2 - 3...just like that. Print them, in order, on a post-card, and mail it to the American Tobacco Company, New York, postmarked by midnight tomorrow. If you've picked the winners correctly, you win a prize of fifty Lucky Strike Cigarettes...easy on your throat.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Tune in next Wednesday over another station to hear YOUR HIT PARADE with Bob Haring. And be sure to send in your entry for the Sweepstakes, postmarked by midnight tomorrow. Anyone of age can play, but more than one entry in any week disqualifies you for that week.

Next time you buy cigarettes make sure you get a light smoke. For your throat's sake ask for Luckies.

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8406
"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 27, 1937

Lucky Strike presents...YOUR HIT PARADE...with the "Lucky Seven"...the seven most popular tunes in America this week.

And here's your chance to play that exciting cigarette game...YOUR LUCKY STRIKE SWEEPSTAKES. Come on in and join the millions of Sweepstakes fans. Just pick the song that will rank number ONE on next week's programs, and the two runners-up...1 -2- 3 ...just like that. Print them, in order, on a postcard, and mail it to The American Tobacco Company, New York, postmarked by Sunday midnight. Then...if you've hit them right...you win a prize of fifty delicious Lucky Strike Cigarettes...a light smoke of rich, ripe-bodied tobacco.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America, this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Carl Hoff. And be sure to send in your entry for the Sweepstakes, postmarked by Sunday midnight. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

Next time you buy cigarettes, make sure you get a light smoke. For your throat's sake, ask for Luckies.

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8357

"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 25, 1937

YOUR LUCKY STRIKE HIT PARADE is on the air, bringing you "the Lucky Seven"...the seven most popular songs in America this week.

How well do you know the nation's favorite songs? Here's a chance to try your skill...YOUR LUCKY STRIKE SWEEPSTAKES. Just pick the song that will rank number ONE on next week's programs, and the two runners-up, 1 - 2 - 3...just like that. Print them, in order, on a post card, and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. That's all you do. If you're right, you win a prize of fifty fine-tasting Lucky Strike cigarettes -- a light smoke easy on your throat.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday over another station to hear YOUR HIT PARADE with Bob Haring. And be sure to send in your entry for the Sweepstakes, postmarked by midnight tomorrow. Anyone of age can play, but more than one entry in any week disqualifies you for that week.

Next time you buy cigarettes think of your throat. Remember that Lucky Strike is a light smoke -- always kind to your throat, gentle when you inhale...a finer cigarette because of that exclusive process "It's Toasted".

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8382

L.S. Song

"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 20th, 1937

From Coast to Coast, Lucky Strike presents...YOUR HIT PARADE...the seven most popular tunes in America this week...The Lucky Seven. And with YOUR HIT PARADE comes...YOUR LUCKY STRIKE SWEEPSTAKES...that great national cigarette game that sweeps the country every week. Everybody's playing...for it's a barrel of fun to keep up with America's favorite songs. So come on in. Just pick next week's leading tunes...1 - 2 - 3...just like that. Print them, in order, on a post card, and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday. If you've picked the tunes correctly, you win a prize of fifty-fine-tasting Lucky Strike Cigarettes - and remember Luckies are gentle and kind to your throat, finer cigarettes because of that exclusive process "IT'S TOASTED."

And that's YOUR HIT PARADE...The Lucky Seven...the most popular tunes in America this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. Don't forget to enter the Sweepstakes. Listen to the tunes again Saturday before making your choice, if you like, but be sure your entry is postmarked by midnight Sunday. Any one of age can play...but more than one entry in any week disqualifies you for that week.

Next time you buy cigarettes say "Luckies Please". Enjoy a cigarette made from the tender center leaves of the finest tobacco - "The Cream of the Crop". We think you'll find Luckies a new high in smoking pleasure. And remember...Lucky Strike is a light smoke...a light smoke of rich, ripe-bodied tobacco.-- kind to your throat.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

no. 7376

"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 16, 1937

From Maine to California Lucky Strike presents...YOUR HIT PARADE...the "Lucky Seven"...the seven tunes that a national survey shows are tops in popularity this week.

And what will be the nation's favorites next week? Can you pick them? Try your skill in "YOUR LUCKY STRIKE SWEEPSTAKES". It's a barrel of fun. Just pick next week's leading tunes...1 - 2 - 3...just like that. Print them, in order, on a postcard, and mail it to the American Tobacco Company, New York, postmarked by midnight tomorrow. If you're right, you win a prize of fifty fine-tasting Lucky Strike Cigarettes.

And that's YOUR HIT PARADE...the "Lucky Seven"...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday over another station to hear YOUR HIT PARADE with Bob Haring. Be sure to send in your entry for the Sweepstakes. Anyone of age can play...but more than one entry in any week disqualifies you for that week. If you're not now smoking Luckies, maybe you've been missing something. Next time you buy cigarettes, why not ask for Luckies, a light smoke -- wonderfully easy on your throat...a finer cigarette because of that exclusive process "IT'S TOASTED".

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by the American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

708366
"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 13, 1937

YOUR HIT PARADE is on the air! Lucky Strike brings you the "Lucky Seven"...the seven most popular tunes in the country this week as shown by a nationwide survey. And are you playing America's number one cigarette game...YOUR LUCKY STRIKE SWEEPS-TAKES? Everybody is...because it's loads of fun to play -- and to keep posted on America's favorite songs. So come on in! Join the legion of Sweepstakes fans. Just pick the song you think will rank number ONE next week, and the two runners-up...1 - 2 - 3 ...just like that. Print them, in order, on a postcard, and mail it to The American Tobacco Company, New York, postmarked by Sunday midnight. If you pick them right -- and we think you can -- you win a prize of fifty Lucky Strike Cigarettes -- round and firm and fully packed...easy on your throat because of that famous process "IT'S TOASTED".

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. Don't forget to enter the Sweepstakes. An ordinary postcard will do -- or you can obtain specially printed entry cards at the retail shop where you buy your Luckies. Any adult can play...but more than one entry in any week disqualifies you for that week. Remember, Lucky Strikes are easy on your throat. If you're not now smoking Luckies, buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke...of rich, ripe-bodied tobacco...smooth and gentle when you inhale...a finer cigarette because of that exclusive process "IT'S TOASTED."

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

Filed
1/11
No 8350

"YOUR LUCKY STRIKE HIT PARADE"

JANUARY 9, 1937

Your Hit Parade is on the air -- on ninety-five radio stations -- from Coast-to-Coast -- Lucky Strike brings you the "Lucky Seven"...the seven most popular tunes in the country this week as shown by a nationwide survey.

And here's that great national cigarette game, too...YOUR LUCKY STRIKE SWEEPS* TAKES. It's loads of fun. Everybody's playing...anybody can win. Here's how! Listen carefully tonight...then pick next week's number ONE song, and the two runners-up, 1 - 2 - 3 ...just like that. Print them, in order, on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. If you're right, you win fifty Lucky Strike Cigarettes...round and firm and fully packed...easy on your throat because of that famous process "IT'S TOASTED".

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear YOUR HIT PARADE with Bob Haring.

Don't forget to mail your entry for the Sweepstakes. Anyone of age can play...

but more than one entry in any week disqualifies you for that week. A light smoke -- A light smoke of rich, ripe-bodied tobacco easy on your throat. If you are not now smoking LUCKIES maybe you have been missing something. Try them and discover for yourself the advantages of a light smoke -- Luckies -- a finer cigarette, because of that exclusive process "IT'S TOASTED".

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

JANUARY 6, 1937

Filed 117
No 8 337

From Maine to California Lucky Strike brings to the nation -- YOUR HIT PARADE...the seven most popular tunes in the country this week as shown by a nationwide survey...the Lucky Seven. And...YOUR LUCKY STRIKE SWEEPSTAKES...the cigarette game that millions enjoy. There's no entry fee...nothing to buy...and it's loads of fun. So come on in and try your skill. Pick the three songs that will rank 1 - 2 - 3 on next week's programs, and list them, in order, on a postcard. Mail the card to The American Tobacco Company, New York, postmarked by midnight Sunday. If you are right in your selection, you win a prize of fifty Lucky Strike Cigarettes...fifty Luckies, each one round and firm and fully packed. All right! Are you ready to play the game? We're ready to play the music!

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And that's YOUR HIT PARADE...The Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. And don't miss the fun of the Sweepstakes. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

If you're not now smoking Luckies maybe you have been missing something. Try them and find out about a light smoke...and throat protection. Fix this in your mind tonight--

"The next time I buy cigarettes it will be Luckies. I like the idea of a light smoke, easy on my throat. Next time I walk up to a tobacco counter I will say 'Luckies, please'".

We think you'll find that one of the best resolutions you ever made. So ask for Luckies, a light smoke of rich, ripe-bodied tobacco -- a finer

cigarette - because of that exclusive process "IT'S TOASTED"

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by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is
checked and rechecked each week by independent certified public ac-
countants.

On a nation-wide hookup -- from coast to coast, Lucky Strike presents...YOUR HIT PARADE...the seven most popular tunes in the country this week as shown by a nationwide survey...the Lucky Seven. And stand by for YOUR LUCKY STRIKE SWEEPSTAKES! Listen carefully tonight...then pick the song that will be number one in popularity next week...and the two runners-up... 1 - 2 - 3...just like that. Print them on a post card and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. If you're right, we send you fifty Lucky Strike Cigarettes... Fifty Luckies... round and firm and fully packed. And there's no entry fee... nothing to buy...it's all fun!

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And that's YOUR HIT PARADE...The Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear YOUR HIT PARADE with Bob Haring. And don't forget to send in your entry for the Sweepstakes this week...postmarked by midnight tomorrow. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

It's a thrill to discover you've won a prize in the "Sweepstakes". It's a thrill to make any pleasant discovery - many folks tell us that they have got a real thrill by finding in Luckies the finest cigarette they ever smoked. If you're not now smoking Luckies, buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke - a light smoke of rich, ripe-bodied tobacco - kind to your throat - a finer cigarette - because of that exclusive process "IT'S TOASTED".

YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

From coast to coast "Your LUCKY STRIKE HIT PARADE" is on the air...the seven most popular tunes in the country this week as shown by a nation-wide survey, checked and rechecked by certified public accountants - The Lucky Seven. And with it Your LUCKY STRIKE "SWEEPSTAKES" - that great national cigarette game that has interested and is interesting hundreds of thousands - millions - yes, millions of folks from coast to coast. So come on in the "SWEEPSTAKES" and try your skill. Pick the three top-ranking songs on next week's programs, and list them, in order, on a postcard...1 - 2 - 3 ...just like that. Mail the card to The American Tobacco Company, New York, postmarked by midnight Sunday. If you pick them right, fifty round and firm and fully packed Lucky Strike Cigarettes are yours...fifty Lucky Strikes with our compliments.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. And be sure to send in your entry for the Sweepstakes. Any one of age can play...but more than one entry in any week disqualifies you for that week.

Now, as we approach the end of the year, is a good time for each of us to consider how we can make our New Year a more pleasant one. So here's a thought -- If you're not already smoking Luckies, maybe you've been missing something. Buy a pack of Lucky Strikes tonight - now - and discover for yourself the pleasure of a light smoke of rich, ripe-bodied tobacco -- a light smoke kind to your throat.

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Lucky Strike presents...YOUR HIT PARADE...the seven most popular tunes in the country this week as shown by a nationwide survey...the Lucky Seven. And here's your chance to win a prize!...Your Lucky Strike Sweepstakes. Just pick the three top ranking songs on next week's programs, list them, in order, on a postcard...1 - 2 - 3 ...just like that, mail the card to The American Tobacco Company, New York, postmarked by midnight tomorrow...and that's all! If you're right, the postman heads your way with a prize of fifty Lucky Strike Cigarettes.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear Your Hit Parade with Al Goodman. And don't forget the Sweepstakes. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

Now, as we approach the end of the year, is a good time for each of us to consider how we can make our New Year a more pleasant one. So here's a thought -- If you're not now smoking Lucky Strikes, maybe you've been missing something. Buy a pack of Luckies and discover for yourself the pleasure of a light smoke of rich, ripe-bodied tobacco -- always kind to your throat.

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December 23, 1936

Lucky Strike presents...YOUR HIT PARADE...the seven most popular tunes in the country this week as shown by a nationwide survey...the Lucky Seven. Can you pick the NUMBER ONE song on next week's programs and the two runners-up ...1 - 2 - 3 ...just like that! Enter Your Lucky Strike Sweepstakes and try your skill. Print the names of the three top tunes in order on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday. So here's luck! Remember...if you pick 'em right - there's fifty Lucky Strike Cigarettes waiting for you.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. And be sure to send in your entry for the Sweepstakes. Any one of age can play...but more than one entry in any week disqualifies you for that week. Have you seen those colorful Christmas cartons of Luckies? They make the perfect Christmas gift -- and they're so easy to buy for last minute shoppers. Why not decide tonight to make your friends happy with Luckies - a light smoke of rich, ripe-bodied tobacco. And now, for Luckies and Your Hit Parade, let me wish all of our friends, wherever you may be "A Merry Christmas"

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YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

No. 8298
"YOUR LUCKY STRIKE HIT PARADE"

December 19, 1936

Lucky Strike presents...YOUR HIT PARADE...the seven most popular tunes in the country this week as shown by a nationwide survey...the LUCKY SEVEN.

But how about next week's most popular tunes? Can you pick the NUMBER ONE song and the two runners up - 1 - 2 - 3 - just like that? Enter your Lucky Strike Sweepstakes and try your skill. Print the names of the three top tunes in the order of their popularity on a postcard and mail it to the American Tobacco Company, New York, postmarked by midnight tomorrow. If you have 'em right you win fifty Lucky Strike Cigarettes.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear YOUR HIT PARADE with Al Goodman. And be sure to send in your entry for the SWEEPSTAKES. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

"ATTENTION, PLEASE"! It's really worth your while. Remember - Next time you buy cigarettes that Lucky Strike is the only cigarette that offers your throat the protection of the process "It's Toasted". No other cigarette can offer this safeguard for your throat. So reach for a Lucky -- a light smoke of rich, ripe-bodied tobacco -- "It's Toasted."

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76-8292

"YOUR LUCKY STRIKE HIT PARADE"

December 16, 1936

Lucky Strike presents ... YOUR HIT PARADE ... the seven most popular tunes in the country this week as shown by a nationwide survey - the Lucky Seven.

And we bring you, also, Your Lucky Strike Sweepstakes -- your chance to win a prize of fifty Lucky Strike Cigarettes. Just pick the song that's number one in popularity on next week's program and the two runners-up ... 1 - 2 - 3 just like that. Print them in order on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday.

And that's YOUR HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear YOUR HIT PARADE played by Harry Salter. And don't forget ... anyone of age can play the SWEEPSTAKES. So send in your entry for this week. But ... more than one entry in any week disqualifies you for that week.

Everywhere you go, these days, the spirit of Christmas is abroad -- the gayly decorated store windows and the teeming crowds of shoppers remind us that "happy days are here again" and here's a Christmas suggestion -- say Merry Christmas with Luckies. A carton of Lucky Strikes is a gift that expresses the happy Christmas spirit, and brings with it always the pleasure of a light smoke of rich, ripe-bodied tobacco.

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accountants.

Filed
12/14
No 8326

Lucky Strike presents...YOUR HIT PARADE...with the Lucky Seven...the seven most popular tunes in the country this week as shown by a nationwide survey. Now...can you pick next week's number one song and the two runners-up...1 -2 - 3...just like that? Thousands and thousands have been able to. And so can you - so enter your Lucky Strike Sweepstakes. Print the tunes, in order, on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. If You're right, you win a prize of fifty Lucky Strike Cigarettes.

And that's YOUR HIT PARADE...with the Lucky Seven...the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear YOUR HIT PARADE with Al Goodman. Be sure to enter the SWEEPSTAKES - any one of age can play...but, more than one entry in any week disqualifies you for that week.

If you're not smoking Luckies...right now is a good time to decide to try them! Maybe you've been missing something. So, next time you walk up to a tobacco counter, remember to say "Luckies please"...and enjoy a light smoke of rich, ripe-bodied tobacco. Luckies are kind to your throat.

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YOUR LUCKY STRIKE HIT PARADE is on the air...with the Lucky Seven ...the seven most popular tunes in the country this week as shown by a nationwide survey... the Lucky Seven!

And gather 'round the radio for YOUR LUCKY STRIKE SWEEPSTAKES! Listen carefully tonight; then pick the song that will be number one in popularity next week -- and the two runners-up...1 - 2 - 3 ...just like that. Print them on a postcard and mail them to The American Tobacco Company, New York, postmarked by Sunday midnight. If you're right, we send you fifty Lucky Strike Cigarettes. No entry fee -- nothing to buy --- it's all fun!

And that's YOUR HIT PARADE...with the Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear YOUR HIT PARADE played by Harry Salter. And don't forget to send in your entry for the SWEEPSTAKES. Any adult can play...but more than one entry in any one week disqualifies you for that week.

Certainly you want the very best of tobacco in the cigarette you smoke. Well, when you buy cigarettes tomorrow - or better even, tonight, just remember this -- a recent survey shows that the favorite cigarette among independent tobacco men in the South - men who know tobacco from A to Z - the overwhelming favorite over any other brand - is Lucky Strike -- "IT'S TOASTED".

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Filed
12/14
No 8325

"YOUR LUCKY STRIKE HIT PARADE"

December 9, 1936

YOUR LUCKY STRIKE HIT PARADE is on the air...with the Lucky Seven ...the seven most popular tunes in the country this week as shown by a nationwide survey... the Lucky Seven!

And gather 'round the radio for YOUR LUCKY STRIKE SWEEPSTAKES! Listen carefully tonight; then pick the song that will be number one in popularity next week -- and the two runners-up...1 - 2 - 3 ...just like that. Print them on a postcard and mail them to The American Tobacco Company, New York, postmarked by Sunday midnight. If you're right, we send you fifty Lucky Strike Cigarettes. No entry fee -- nothing to buy --- it's all fun!

And that's YOUR HIT PARADE...with the Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear YOUR HIT PARADE played by Harry Salter. And don't forget to send in your entry for the SWEEPSTAKES. Any adult can play...but more than one entry in any one week disqualifies you for that week.

Certainly you want the very best of tobacco in the cigarette you smoke. Well, when you buy cigarettes tomorrow - or better even, tonight, just remember this -- a recent survey shows that the favorite cigarette among independent tobacco men in the South - men who know tobacco from A to Z - the overwhelming favorite over any other brand - is Lucky Strike -- "IT'S TOASTED".

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Filed
12/14
No 9325

LS - Sweep.

"YOUR LUCKY STRIKE HIT PARADE"

December 5, 1936

Filed
12/7
2658324

Lucky Strike presents YOUR HIT PARADE...the Lucky Seven...the seven most popular tunes in the country this week as shown by a nationwide survey. They're the very Cream of the musical crop...the "Lucky Seven"!

And sharpen up those pencils for YOUR LUCKY STRIKE SWEEPSTAKES. Just pick next week's top-ranking song and the two runners-up...1 - 2 - 3 ...just like that. Print them on a post card and mail them to The American Tobacco Company, New York, postmarked by midnight tomorrow. Complete rules are printed on special entry cards obtainable wherever you buy your Luckies, but any card will do. So come on in...and win a prize of fifty fine-tasting Lucky Strike Cigarettes.

* * *

And that's YOUR HIT PARADE...with the Lucky Seven...the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday night over another station to hear the Lucky Seven of next week. And be sure to enter the SWEEPSTAKES. Any adult can play...but remember 1..more than one entry in any week disqualifies you for that week.

Certainly you want the very best of tobacco in the cigarette you smoke. Well, when you buy cigarettes tomorrow - or better even, tonight, just remember this -- the favorite cigarette among independent tobacco men in the South - men who know tobacco from A to Z - the favorite by almost three to one over any other brand - is Lucky Strike.

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Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the most popular tunes in the country this week as shown by a nationwide survey. These are the tunes that rank highest in your favor ... "The Lucky Seven"

And get out your pencils and join the fun in YOUR LUCKY STRIKE SWEEPSTAKES. Just listen to the tunes tonight; then pick next week's number one song and the two runners-up ... 1 - 2 - 3 ... just like that. Print them on a post card and mail them to The American Tobacco Company, New York, postmarked by Sunday midnight. Complete rules are printed on special entry cards obtainable wherever you buy your Lucky Strikes, but any card will do. So come on in. Pick them right, and win a prize of fifty fine-tasting Lucky Strike Cigarettes.

* * * * *

And that's YOUR LUCKY STRIKE HIT PARADE ... the Lucky Seven ... popular music's greatest show. You have just heard Freddie Rich and the Lucky Strike Orchestra. Tune in again Saturday night to hear Al Goodman over another station .. and be sure to enter the Sweepstakes. Any adult can play. But ... remember - more than one entry in any week disqualifies you for that week.

It's a thrill to win a prize in the Sweepstakes ... and many winners tell us that they've had the added thrill of finding in Luckies the finest cigarette they ever smoked. If you're not now smoking Luckies why not buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke - kind and gentle to your throat - because of that famous process "IT'S TOASTED".

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STAKES is checked and recheckedⁿ each week by independent certified
public accountants.

LS-Scop.

"YOUR LUCKY STRIKE HIT PARADE"

November 28, 1936

Lucky Strike presents...YOUR HIT PARADE...with the Lucky Seven...the seven most popular tunes in the country this week as shown by a nationwide survey. These are the tunes that rank highest in your favor...they're the very Cream of this week's musical crop..."The Lucky Seven!"

And here we go with the nation's favorite cigarette game...YOUR LUCKY STRIKE SWEEPSTAKES. Just pick next week's number one song and the two runners-up... 1 - 2 - 3 ...just like that. Print them on a post card and mail them to The American Tobacco Company, New York, postmarked not later than midnight tomorrow. Complete rules are printed on special entry cards obtainable wherever you buy your Lucky Strikes...but any card will do. So come on in, pick them right, and win a prize of fifty fine-tasting Lucky Strike Cigarettes.

And that's YOUR HIT PARADE...the Lucky Seven...the most popular tunes in America this week. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday night over another station to hear Freddie Rich and the Lucky Strike Orchestra.

And don't forget to send in your Sweepstakes entry postmarked before midnight tomorrow. Everybody of age to receive the prize can play the SWEEPSTAKES...but remember...only one entry for any one person each week. More than one entry disqualifies you for that week.

Millions have been enjoying YOUR LUCKY STRIKE HIT PARADE and SWEEPSTAKES, because it brings them the tunes they like best...and because it's fun to play and it's fun to win. We hope you've listened carefully tonight to the "Lucky Seven"...the seven songs at the very top of the ladder of current popularity. Here's wishing you luck in the Sweepstakes!

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Filed
11/30/36
No 8264

Lucky Strike presents...YOUR HIT PARADE...the LUCKY SEVEN ...the seven most popular tunes in the country this week as shown by a nationwide survey... the seven tunes that rank highest in your favor. These are the very Cream of this week's musical crop..."THE LUCKY SEVEN!:"

And let's go with YOUR LUCKY STRIKE SWEEPSTAKES...the game that's giving all America loads of fun, because it's packed with thrills and excitement...and because there's no limit to the number of winners! It's easy to play, and it's easy to win. Just pick the song that will be number one on Your Hit Parade of next week and the two runners-up... 1 - 2 - 3 ...just like that. Print them on a post card and mail them to the American Tobacco Company, New York, postmarked no later than this coming Sunday midnight. Complete rules are printed on special entry cards obtainable wherever you buy your Lucky Strikes. If you pick the tunes right...1 - 2 - 3just like that, you will win a prize of fifty fine-tasting Lucky Strike Cigarettes...so listen carefully.

And that's YOUR HIT PARADE...the Lucky Seven ...the seven most popular tunes in America this week...brought to you by Lucky Strike. You have just heard Freddie Rich and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear Your Hit Parade -- the Lucky Seven -- played by Al Goodman and the Lucky Strike Orchestra. It's a close race... they're all thoroughbreds. So be sure to listen again Saturday. Remember... anyone and everyone of age to receive the prize can play the SWEEPSTAKES. There's nothing to buy -- no entry fee-- and everybody can win. But...only one entry for any one person each week. More than one entry disqualifies you for that week.

Filed
11/27
Sec 8259

Millions all over America have been enjoying YOUR LUCKY STRIKE HIT PARADE and SWEEPSTAKES for many months, because it brings them the tunes they like best...and because it's fun to play and it's fun to win...in the SWEEPSTAKES. We hope you've listened carefully tonight to the "Lucky Seven", because we want you to win, and these songs are at the very top of the ladder of current popularity. They're the outstanding favorites for the winning positions in the SWEEPSTAKES. Here's wishing you luck!

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L.S. Corp.

"YOUR LUCKY STRIKE HIT PARADE"

November 21, 1936

Filed
11/23
No 8246

Lucky Strike presents...YOUR HIT PARADE...the most popular tunes in America this week as shown by a nationwide survey.

And, YOUR LUCKY STRIKE SWEEPSTAKES...that all-American cigarette game that everybody's playing and enjoying. It's fun to keep with with America's choice in popular music and it's fun to win a prize in the Sweepstakes... a prize of fifty Luckies...fifty delicious Luckies...the only cigarette that has the benefit of that famous process "IT'S TOASTED"...your throat protection against irritation, against cough. So come on in and join the fun...everybody! Even though you've won a prize before...even though you buy Luckies regularly...here's a hearty invitation to join the fun. We'll tell you how to enter the SWEEPSTAKES a little later.

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On with YOUR LUCKY STRIKE HIT PARADE...the most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here we go with YOUR LUCKY STRIKE SWEEPSTAKES...that fascinating cigarette game. It's planned for you...for your enjoyment...so come on in and join the fun. All you do is pick the top-ranking song on next week's programs and the two runners-up... 1 - 2 - 3 ...just like that. And if you're right...presto! ...you've won a prize of fifty fine-tasting Luckies...a Light Smoke of rich, ripe-bodied tobacco...The SWEEPSTAKES is the biggest game in the history of radio. Millions enjoy it! But we want more players, and we want more winners, too. We want you to win. Here's how you enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate Weekly

SWEEPSTAKES.

THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week...

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

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And that's YOUR HIT PARADE...popular music's greatest show...presented by Lucky Strike Cigarettes. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday on another station to hear Freddie Rich and the Lucky Strike Orchestra play the Lucky Seven...the seven most popular tunes in the country...Remember...this week's SWEEPSTAKES ends at midnight Sunday...that's tomorrow. Here's wishing you luck.

Yes -- you have a specially important radio date both next Wednesday and next Saturday night -- when Lucky Strike brings you YOUR HIT PARADE with the "Lucky Seven" -- the seven tunes that rank highest in your favor that week -- the Lucky Seven, the very best bets to earn winning positions in YOUR LUCKY STRIKE SWEEPSTAKES. So be sure to listen in.

"If you're not already smoking Lucky Strikes, maybe you've been missing something"...How often you've heard us say that! Well, ever since we started to say it, we've been getting letters from people all over the country telling us that they've tried Luckies as we suggested, and found out how much they actually had been missing...Luckies are a light smoke - of rich, ripe-bodied tobacco...and remember Luckies are the only cigarette to give you the throat protection of the famous process "It's Toasted". YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

Filed
11/19
File 8243
Lucky Strike presents...YOUR HIT PARADE...the most popular tunes in the country this week as shown by a weekly nationwide survey.

There's added fun, too, with YOUR LUCKY STRIKE SWEEPSTAKES...The national cigarette game with prizes of fifty fine-tasting Lucky Strikes...each one round and firm and fully packed, and easy on your throat because of that exclusive process "IT'S TOASTED". One of these prizes is yours when you pick the top song on next week's programs and the two runners-up... 1 - 2 - 3...just like that. So come on in...hop aboard the SWEEPSTAKES bandwagon and play the nation's Number One game. Even though you're among the millions who buy Luckies regularly we want you, too, to play and to win. We'll tell you how to enter the Sweepstakes later.

Let's go with YOUR LUCKY STRIKE HIT PARADE...the most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

Are you in on the biggest game in America? It's YOUR LUCKY STRIKE SWEEPSTAKES... There's room for everybody...everybody can win a prize...for there's no limit to the number of winners. Every single person who picks the top song on next week's programs and the two runners-up... 1 - 2 - 3...just like that...gets a prize...a prize of fifty Luckies...fifty fine-tasting Luckies...the only cigarette that has the benefit of that famous process "IT'S TOASTED"...your throat protection against irritation, against cough. So come on in and join the fun...come on in and join the winners! Even if you've won a prize in the SWEEPSTAKES before... even though you buy Luckies regularly...we want you to win. Here's how you enter!

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE -- presented for your pleasure by Lucky Strike Cigarettes. You have just heard Freddie Rich and the Lucky Strike Orchestra. On Saturday night tune in to hear Al Goodman and the Lucky Strike Orchestra over another station. It will help you to win in the SWEEPSTAKES.

You have a specially important radio date next Wednesday night -- a week from tonight -- when Lucky Strike brings you YOUR HIT PARADE with the "Lucky Seven" -- the seven tunes that rank highest in your favor that week -- the "Lucky Seven" the very best bets to earn winning positions in YOUR LUCKY STRIKE SWEEPSTAKES. We want you to have those fifty fine-tasting Luckies.

Judging from the letters we receive from Sweepstakes fans you'll quickly recognize the merits of Luckies when you give them a trial. So if you're not already smoking Luckies why not buy a pack tomorrow or tonight? Maybe you've been missing something. Your throat, too, will appreciate the protection offered only by Lucky Strike's famous process, "IT'S TOASTED". Remember Wednesday night The Lucky Seven!

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

11/16/36
ms 8239
Lucky Strike presents...YOUR HIT PARADE...the most popular tunes in the country this week as shown by a nationwide survey.

Let's go with that barrel of fun...YOUR LUCKY STRIKE SWEEPSTAKES. It's thrilling millions from Maine to California...and you're invited to join the fun. Just pick the top song on next week's programs and the two runners-up...1 - 2 - 3... just like that. If you're right, the postman heads for your house with a prize... a prize of fifty Luckies...fifty- fine-tasting Luckies...the only cigarette that has the benefit of that famous process "IT'S TOASTED"...your throat protection against irritation, against cough. Watch the songs as they march by on YOUR HIT PARADE tonight...and then, send in your entry for the SWEEPSTAKES. There's no entry fee, nothing to buy...and you'll find it great fun to play. We'll tell you how to enter the SWEEPSTAKES a little later.

On with YOUR LUCKY STRIKE HIT PARADE...the most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES...the game with fun for everybody. The game that's a real game in which everyone starts from scratch. For when each separate weekly Sweepstakes closes Sunday midnight no one knows, -- not even Lucky Strike -- how the songs will rank. Not until Monday morning are the final tabulations made which show the winning songs. So come, one winner does not handicap the next - for every one can win. Thousands and thousands are winning every week -- winning prizes of fifty Lucky Strikes...fifty fine-tasting Luckies, each one round and firm and fully packed. And -- you millions who are already buying and smoking Luckies -- we want you to come in, too, and win yourself a prize. Here's how you enter the Sweepstakes:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES.

THREE: Only one entry for any one person each week. More than one entry dis-qualifies you for that week....

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE...Popular music's greatest show...presented by Lucky Strike Cigarettes. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchestra over another station. Remember...this week's SWEEPSTAKES ends midnight Sunday...that's tomorrow. Here's wishing you luck. Write your entries on any postcard -- or call for a specially printed "SWEEPSTAKES" entry card at your local store -- the store where you buy your Luckies.

America's going for the SWEEPSTAKES in a great big way. And it's the same way with Luckies. From Maine to California smokers are joining the nationwide swing to Lucky Strike...A Light Smoke of rich, ripe-bodied tobacco. If you're not already smoking Luckies, maybe you've been missing something. Buy a pack and try them. You'll find Luckies are kind to your throat - easy when you inhale - for remember Lucky Strike is the only cigarette that has the benefit of that exclusive process "IT'S TOASTED" -- your throat protection against irritation, against cough.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week as shown by a nationwide survey...

And, America's number one game...YOUR LUCKY STRIKE SWEEPSTAKES...the game with millions of players...the game that keeps you "in the know" on the nation's song favorites...and -- the game with no limit to the number of winners! Just listen to the songs on YOUR HIT PARADE this week -- then pick the three tunes that will rank 1- 2 - 3 just like that -- in popularity next week, and win a prize...a prize of fifty Lucky Strike Cigarettes...fifty fine-tasting Luckies... the only cigarette that has the benefit of that famous process "IT'S TOASTED" -- your throat protection against irritation, against cough. If you haven't started playing the Sweepstakes yet, you're missing a barrel of fun. So come on in. There's no entry fee, nothing to buy. We'll tell you how to enter a little later.

Here we go with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular songs in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And let's go with that grand national cigarette game, YOUR LUCKY STRIKE SWEEPSTAKES. Come on in...everybody...join the fun and win yourself a prize of fifty Lucky Strike Cigarettes -- fifty delicious Luckies...a Light Smoke, of rich, ripe-bodied tobacco. Over two million prizes have already been awarded, so certainly you can win. Even though you buy Luckies regularly don't fail to enter the Sweepstakes. We want you to win, too. Here's how you enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final

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11/12/36
75-8236

closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE...Popular music's greatest show...presented by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra. Be sure to tune in Saturday to hear Al Goodman and the Lucky Strike Orchestra over another station. And don't forget to send in your entry for this week's SWEEPSTAKES. Come on in and win a prize. Here's wishing you luck.

"Maybe you've been missing something"...How often you've heard us say that!... "If you're not already smoking Lucky Strikes, maybe you've been missing something"...Well, ever since we started to say it, we've been getting letters from people all over the country telling us that they've tried Luckies as we suggested, and found out how much they actually had been missing...Luckies are a light smoke -- a light smoke of rich, ripe-bodied tobacco. Luckies are the only cigarette to give you the benefit of the process "It's Toasted" - your throat protection against irritation, against cough.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

LS - Swp.

YOUR LUCKY STRIKE HIT PARADE

November 7, 1936

YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week as shown by a nationwide survey.

And...YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game.

Millions are playing The Sweepstakes -- testing their knowledge of popular songs. It's fun to know America's favorite songs...and it's a barrel of fun, to win a prize...so come on in and test your skill. Just pick the top song on next week's programs and the two runners-up, - 1 - 2 - 3 just like that. Then send in your card and win your prize...a prize of fifty Lucky Strike cigarettes...fifty fine-tasting Luckies, wonderfully easy on your throat because of that famous process..."IT'S TOASTED". What a thrill when you spot the winners and get that prize! We'll tell you how to enter the SWEEPSTAKES, a little later.

On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES...the biggest game in America. Everybody's invited to join the fun. Even though you buy Luckies regularly, we want you to have the fun of winning. So come on in. There's no limit to the number of prizes...prizes of fifty Lucky Strike Cigarettes...a light smoke of rich, ripe-bodied tobacco.. and, remember, "IT'S TOASTED"...your throat protection against irritation, against cough. It's easy to play...it's easy to win. Over two million prizes have already been awarded in YOUR LUCKY STRIKE SWEEPSTAKES -- Think of it -- over two million. Maybe this is your Lucky week...maybe one of those prizes will be heading your way. Here's all you have to do to enter the SWEEPSTAKES.

ONE: Print on a postcard the names of the three songs you think will rank - 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked

Filed
11/9/36
By mail
No 8228

not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: Your LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

That's YOUR HIT PARADE for this week...Popular music's greatest show...
presented by Lucky Strike ^{Cigarettes}/YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
Come to you twice each week...Wednesdays and Saturdays. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchestra over another station. This week's SWEEPSTAKES ends at midnight Sunday...that's tomorrow. Be sure to join in. Use any postcard...or you can obtain specially printed entry cards wherever you buy your Lucky Strikes. Here's wishing you luck.

Many, many winners in the Sweepstakes and new Lucky Strike smokers everywhere are writing us to express the pleasure they are finding in Luckies, a light smoke of rich, ripe-bodied tobacco. If you're not smoking Luckies now why not buy a pack tomorrow morning, or better, even, tonight, and try them? Maybe you've been missing something. Lucky Strike, you know, is the only cigarette to offer you the benefit of that exclusive process "IT'S TOASTED"... your throat protection against irritation, against cough.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

LS Sup.

"YOUR LUCKY STRIKE HIT PARADE"

Wednesday, November 4, 1936

Filed 11/5
by me
No 8218

Lucky Strike presents...YOUR HIT PARADE...the fifteen most popular songs in America this week as shown by a nationwide survey. And here's that grand national cigarette game...YOUR LUCKY STRIKE SWEEPSTAKES. It's planned for your enjoyment...so come on in and join the fun. All you do is pick next week's winning songs...1 - 2 - 3 just like that. And if you're right, you win a prize...a prize of fifty Luckies...fifty fine-tasting Luckies, each one round and firm and fully packed, the only cigarette that has the benefit of that famous process "IT'S TOASTED". Even though you buy Luckies regularly... even though you've been smoking them for years...it's a grand thrill to win a prize. So come on in and try your skill. We'll tell you how to enter the SWEEPSTAKES a little later.

Let's go with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. It's America's number one game...so come on in and join the fun. Over two million prizes have already been awarded in the SWEEPSTAKES -- prizes of Lucky Strike Cigarettes "It's Toasted"...A Light Smoke of rich, ripe-bodied tobacco. It's easy to play the SWEEPSTAKES, and it's easy to win. Maybe this is your Lucky week...so hop aboard the SWEEPSTAKES bandwagon. Here's all you have to do to enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES".

THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE...popular music's greatest show...brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra...Be sure to tune in Saturday to hear Al Goodman and the Lucky Strike Orchestra over another station...and don't forget to send in your entry for this week's SWEEPSTAKES...

America's going for the SWEEPSTAKES look, stock and barrel, from Coast to Coast. And it's the same way with Luckies. From Maine to California smokers are joining the nationwide swing to Lucky Strike...A Light Smoke of rich, ripe-bodied tobacco. If you're not already smoking Lucky Strikes, maybe you've been missing something. Buy a pack and try them. You'll find Luckies are kind to your throat - easy when you inhale -- for remember Luckies are the only cigarette that have the benefit of that exclusive process "IT'S TOASTED" -- your throat protection against irritation, against cough.

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YOUR LUCKY STRIKE HIT PARADE is on the air...the fifteen most popular songs in the country this week as shown by a nationwide survey. And here's YOUR LUCKY STRIKE SWEEPSTAKES, too...that grand national cigarette game. It's time to know the favorite tunes of the week. Enter the Sweepstakes and win a prize for your skill...a prize of fifty delicious Lucky Strike Cigarettes. Join the fun. Just pick the winning song on next week's programs...and the two runners-up...1-2-3 just like that...and bang...you're a winner. What a thrill when you win that prize of fifty Luckies...fifty fine-tasting Luckies...the only cigarette that has the benefit of the "Toasting" process...your throat-protection against irritation, against cough. So come on in and play the SWEEPSTAKES. We'll tell you how to enter a little later in the program.

Here we go with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here we go with YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. It's America's favorite pastime, with a barrel of fun for everybody...nearly two million prizes have already been awarded...prizes of Lucky Strike Cigarettes -- a light smoke of rich, ripe-bodied tobacco. Even though you're buying Luckies regularly and have been smoking them for years, it's a grand thrill to win a prize for your skill...So come on in and join the fun. Here's all you have to do to enter the SWEEPSTAKES:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

Filed
10/29
by [unclear]

No 8206

And that's YOUR HIT PARADE...popular music's greatest show...brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra...Be sure to tune in again next Wednesday on this same station to hear the hit tunes of next week...and don't forget to mail your entry for this week's SWEEPSTAKES not later than this coming Sunday midnight.

"Lucky for you...it's a Light Smoke". Thousands now-a-days are learning the full meaning of those words. They're discovering that Luckies offer a new high in smoking pleasure. If you're not now smoking Luckies, why not buy a pack and try them? Maybe you've been missing something. We think that when you try them, you, too, will join the nationwide swing to a Light Smoke of rich, ripe-bodied tobacco -- Lucky Strike --"It's Toasted".

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

LS - Sweep.

Filed
10/26
By mail

No 8205

YOUR LUCKY STRIKE HIT PARADE

October 24, 1936

Lucky Strike presents...YOUR HIT PARADE...the fifteen most popular tunes in America this week as shown by a nationwide survey...the week's fifteen top tunes...played for your pleasure -- YOUR HIT PARADE keeps you posted on the nation's musical favorites.

Here's YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. Millions are playing, testing their knowledge of popular songs. It's loads of fun...so come on in and test your skill. Just pick the top song on next week's programs and the two runners-up, - 1 - 2 - 5 - just like that. If you're right, there's a prize waiting for you...a prize of fifty Lucky Strike cigarettes...fifty fine-tasting Luckies, each one round and firm and fully packed. What a thrill when you spot the tunes correctly and win a prize! We'll tell you how to get into the fun of the SWEEPSTAKES a little later.

On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in the country this week according to a nationwide survey, checked and re-checked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. It's America's Number One game...so come on in and join the fun. Even though you buy Luckies regularly, we want you to have the fun of winning a prize for your skill...a prize of fifty Lucky Strike Cigarettes...a light smoke of rich ripe bodied tobacco. It's easy to play...it's easy to win. Over 44 million entries have already been received in your Lucky Strike Sweepstakes -- Think of it -- over 44 million. Maybe this is your Lucky week. So hop aboard the SWEEPSTAKES bandwagon. Here's all you have to do to enter the race: ONE: Print on a postcard the names of the three songs

you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week... FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE...Popular music's greatest show...presented by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Wednesdays and Saturdays. You have just heard Bob Haring and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchestra over another station. And remember...this week's SWEEPSTAKES ends at midnight Sunday...that's tomorrow. Here's wishing you luck.

All over the country, people are joining the swing to a Light Smoke. Lucky Strike is making more and more new friends every day. If you're not already smoking Luckies, maybe you've been missing something. Join the swing to a Light Smoke yourself. Buy a pack of Luckies and try them. You'll find real pleasure and smooth going for your throat with Luckies -- a Light Smoke of rich, ripe-bodied tobacco.

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LS-Sweep.

Filed

10/22/36

YOUR LUCKY STRIKE HIT PARADE

October 21, 1936

By mail

No 8189
Here comes YOUR LUCKY STRIKE HIT PARADE ... the fifteen tunes that rank highest in the country's favor this week as shown by a nationwide survey -- the week's fifteen top tunes ... played for your pleasure to keep you posted on what's what in popular music.

And something else for your pleasure ... YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. It's a chance to show that you know America's favorite melodies ... a chance to win a prize of fifty Lucky Strike cigarettes ... fifty fine-tasting Luckies, round and firm and fully packed, with no loose ends. So come on in and join the thousands of SWEEPSTAKES winners. Pick the top song and the two runners-up on next week's programs ... 1 - 2 - 3 ... just like that ... win your prize of fifty delicious Lucky Strikes ... The only cigarette that's "TOASTED" - your throat protection against irritation, against cough. We'll tell you how to enter the SWEEPSTAKES a little later.

Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. On with YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game that millions are playing and enjoying. We want you to play ... and we want you to win! For even though you buy Luckies regularly, it's a grand thrill to win a prize for your skill ... a prize of fifty Lucky Strike Cigarettes ... fifty fine-tasting Luckies ... wonderfully easy on your throat. Up until the start of this week 1,884,845 prizes of Lucky Strike cigarettes had already been sent out to SWEEPSTAKES fans from Coast to Coast. So come on in and play. It's exciting, it's gay ... and what a kick you'll get out of winning. Here's all you have to do to enter the SWEEPSTAKES.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra ... Be sure to tune in Saturday to hear Bob Haring and the Lucky Strike Orchestra over another station ... and don't forget to send in your entry for this week's SWEEPSTAKES ... Come on in, fans -- Let's see you spot the winners ... 1 - 2 - 3 just like that ... and win your prize of fifty delicious Luckies. For remember .. the SWEEPSTAKES is planned for your enjoyment.

Your enjoyment! That's the keynote of Lucky Strike ... the enjoyment of hearing the tunes you like best each week, the fun and excitement of playing the SWEEPSTAKES and the downright smoking pleasure offered you by a mighty fine cigarette. If you're not already smoking Luckies, maybe you've been missing something. Buy a pack and try them. You'll find them kind to your throat - easy when you inhale ... truly a light smoke of rich, ripe-bodied tobacco.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

LS - Sweep

Filed
10/19/56
By
8188

YOUR LUCKY STRIKE HIT PARADE

October 17, 1956

Lucky Strike presents ... YOUR HIT PARADE ... the fifteen most popular tunes in the country this week as shown by a nationwide survey.

And here's ... YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. Everybody's playing this popular game - keeping up with the leading songs - following the hits of the week. You listen to the champion tunes as we play them through ... then you pick the top song and two runners up - 1, 2, 3, just like that ... and win yourself a prize of fifty fine-tasting Lucky Strike Cigarettes. But win or lose, don't miss the pleasure of smoking Luckies ... a Light Smoke ... of rich, ripe-bodied tobacco, wonderfully easy on your throat. We'll tell you how to enter the SWEEPSTAKES a little later in the program ..

On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And on with ... YOUR LUCKY STRIKE SWEEPSTAKES ... that national cigarette game that keeps you up to the minute on the favorite tunes of the week. If you're not playing the SWEEPSTAKES, maybe you're missing something .. so come on in. It's easy to play ... and easy to win. Thousands are winning every week ... winning prizes of fifty LUCKY STRIKES ... fifty fine-tasting Luckies ... each one round and firm and fully packed. Even though you're buying Luckies regularly, we want you to have the thrill of winning. So here's how you enter the SWEEPSTAKES:

ONE: Print on a postcard the names of the three songs you think will rank - 1 - 2 - 3 - in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday,

the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... presented by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays and Saturdays. You have just heard Bob Haring and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Al Goodman and the Lucky Strike Orchestra over another station. And remember ... this week's SWEEPSTAKES ends at midnight Sunday ... that's tomorrow. Here's wishing you luck.

SWEEPSTAKES fans from all over the country are enthusiastic -- enthusiastic about the SWEEPSTAKES -- enthusiastic about Luckies. Lucky Strike welcomes its new friends to the great family of LUCKY smokers ... and extends this invitation to all: If you're not already smoking Luckies, buy a pack and try them. Maybe you've been missing something. Luckies are a light smoke ... wonderfully easy on your throat ... a Light Smoke of rich, ripe-bodied tobacco.

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LS Sweep

YOUR LUCKY STRIKE HIT PARADE

October 14, 1956

10/16/56
No 8186

Here comes YOUR LUCKY STRIKE HIT PARADE ... the fifteen tunes that rank highest in the country's favor this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And with it ... that grand national cigarette game that millions are enjoying every week ... YOUR LUCKY STRIKE SWEEPSTAKES ... Everybody's trying for the prizes ... fifty delicious Lucky Strike Cigarettes ... that modern, Light Smoke that's so marvelously easy on your throat. Thousands and thousands of lucky fans are winning. So, come on in and join the Sweepstakes! You'll have the fun of playing ... and when you spot the winners ... 1 - 2 - 3 ... just like that ... you'll have the added thrill of winning a prize of ... fifty fine-tasting Luckies in the handy flat container. And it's a real race! Everyone gets off the mark together. For after each weekly Sweepstakes closes at midnight Sunday, no one knows -- not even Lucky Strike -- which songs will win until Monday morning. We'll tell you how to enter the SWEEPSTAKES later ...

Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in America this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... the nation's favorite thrill-game. It's fun to keep posted on the tunes America likes best ... and it's a barrel of fun to win a prize for your skill ... a prize of fifty fine-tasting Lucky Strike Cigarettes ... each one round and firm and fully packed ... "TOASTED" for your throat protection. So come on in ... everyone! The Sweepstakes is easy to enter, easy to win. Here's all you have to do:

ONE: Print on a postcard the names of the three songs you think will rank -

1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, New York City; or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... You have just heard Harry Sosnick and the Lucky Strike Orchestra .. Be sure to tune in Saturday to hear Bob Haring and the Lucky Strike Orchestra over another station ... and here's wishing you luck in this week's SWEEPSTAKES.

All over the country SWEEPSTAKES fans are becoming acquainted with Lucky Strike Cigarettes through winning them as prizes for their skill. To all our new Lucky Strike friends who are discovering for the first time how much more enjoyable a Light Smoke is ... Lucky Strike extends a cordial welcome. We know you will continue to find pleasure and smooth going for your throat with Luckies ... a Light Smoke of rich, ripe-bodied tobacco ... Toasted, for your throat protection against irritation, against cough.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE

October 10, 1936

YOUR LUCKY STRIKE HIT PARADE ... is on the air ... the fifteen most popular songs in America this week, according to a nationwide survey, checked and re-checked by independent certified public accountants.

And ... here's that irresistible cigarette game that weekly thrill of all America ... YOUR LUCKY STRIKE SWEEPSTAKES. Everybody's keeping an eye on the champion tunes ... for it's fun to be in the know about the country's favorite melodies. And everybody's playing the SWEEPSTAKES ... for it's loads of fun to win a prize for your skill ... a prize of fifty delicious Luckies ... round and firm and fully packed with rich, ripe-bodied tobacco. You can do it! Sure, you can do it -- spot the winners ... 1-2-3 ... just like that ... everybody starts from scratch, and thousands of Lucky SWEEPSTAKES fans every week are winning their prizes of fine-tasting Lucky Strike Cigarettes. So come on in ... everybody! We'll tell you how to join in the SWEEPSTAKES fun later in the program ..

On with YOUR LUCKY STRIKE HIT PARADE ... the Fifteen favorites in popular music this week as shown by the gigantic coast to coast survey that checks America's musical taste the country 'round.

On with ... YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game that millions are playing and more millions enjoying. We want you -- all of you -- to win for it's a real thrill to win ... Fifty fine-tasting Luckies ... wonderfully kind to your throat ... truly A Light Smoke of rich, ripe-bodied tobacco, are yours if you spot the winners ... 1 - 2 - 3 ... just like that. Everyone has the same chance to win -- for each Sunday night when the SWEEPSTAKES closes no one knows which tunes will come out on top. Not until Monday morning are the final

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No 8184

song tabulations made and checked by independent certified public accounts. Even though you're buying Luckies regularly, join the fun and win yourself some Luckies. The Lucky Strike SWEEPSTAKES -- easy to enter -- easy to win. Here's all you have to do:

ONE: Print on a postcard the names of the three songs you think will rank -- 1 - 2 - 3 -- in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by LUCKY STRIKE Cigarettes ... YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES ... come to you twice each week ... Wednesdays and Saturdays. Tonight you have heard Bob Haring and the Lucky Strike Orchestra... and on Wednesday you hear Harry Sosnick over another station. Be sure to tune in for next Wednesday's broadcast. And remember ... this week's SWEEPSTAKES ends at midnight Sunday ... that's tomorrow. So come on in, fans ... Take a dare ... let's see you spot the winners ... 1-2-3 ... just like that ... and win your prize of fifty delicious Luckies. For remember ... the SWEEPSTAKES is planned for your enjoyment.

Your enjoyment! That's the keynote of Lucky Strike -- the enjoyment of hearing the tunes you like best each week, the fun and excitement of playing the SWEEPSTAKES and the downright smoking pleasure offered you by a mighty fine cigarette. If you're not smoking Luckies, maybe you've been missing something. Buy a pack and try them. You'll find them smooth and mellow ... wonderfully kind to your

throat ... truly A Light Smoke of rich, ripe-bodied tobacco.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1956 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE

October 7, 1936

Lucky Strike presents ... YOUR HIT PARADE ... the fifteen most popular songs in America this week, as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And, YOUR LUCKY STRIKE SWEEPSTAKES ... that fascinating cigarette game that's made a tremendous hit because it's fun to play and because it keeps you always in the know on the popular songs of the day. Everybody has a chance to win a prize of fifty Lucky Strike Cigarettes ... that modern, light smoke that's so wonderfully easy on your throat. Thousands are winning and you should win too, -- for when the SWEEPSTAKES closes Sunday midnight, no one knows how the songs will rank. Only on Monday morning are the final figures compiled to show what tunes America has selected as the favorites of the week. So come on in and join the fun ... everybody! Get into the thrilling game and have the fun of winning fifty Luckies, each one round and firm and fully packed. We'll tell you more about the SWEEPSTAKES later ...

On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in the nation this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with that grand, national cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES ... the biggest game in the history of radio. The SWEEPSTAKES is run just for you. It's your game ... so come on in ... all of you. You'll enjoy playing it, and you'll enjoy being familiar with today's popular tunes, and ... besides -- there's a prize waiting for you when you spot the winners ... 1 - 2 - 3 ... just like that ... a prize of fifty delicious Lucky Strike Cigarettes, each one round and firm and fully packed, "TOASTED" for your throat protection. What a thrill

it is to win! Even though you buy Luckies regularly, don't fail to play, because we want you, too, to have the fun of winning. Here's how to enter the SWEEPSTAKES:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 - in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, New York City; or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra ... and Saturdays with Bob Haring over another station. Be sure to tune in for Saturday's broadcast .. and here's wishing you luck in this week's SWEEPSTAKES.

Luckies -- a Light Smoke. Do you know how much more enjoyable a Light Smoke really is? If you're not smoking Luckies, maybe you've been missing something. Buy a pack and try them. We think you'll find Luckies a new high in smoking pleasure for Luckies are a Light Smoke - a Light smoke of rich, ripe-bodied tobacco.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

NOTE -- This carbon and the one sent to Mr. J. R. Cummings of The American Tobacco Company were especially prepared as we could not locate the original carbons.

12/20/1901
 12/20/1901

BURBANK
 CALIFORNIA

mh

CROSS

AMERICAN C

CASH INK

12/20/1901

NOTE -- This order and the invoice should be retained until the original order is received. This invoice is not valid unless it is accompanied by the original order.

GROSS AMOUNT		GROSS	
1000	00		
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PAYMENT TO PUBLISHER		NET AMOUNT	
DATE		CASH DISCOUNT	
INVOICE NO.		VOUCHER C	

L.S. - Sup.

YOUR LUCKY STRIKE HIT PARADE

October 3, 1936

YOUR HIT PARADE is on the air ... the fifteen most popular songs in America this week ... brought to you by Lucky Strike Cigarettes. These tunes are the nation's favorites according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here's the game that all America's having fun with ... YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling cigarette game that's sending out prizes by the thousands ... prizes of smooth, fine-tasting Lucky Strike cigarettes, each one round and firm and fully packed. And everybody has a chance to win a prize, for when the SWEEPSTAKES closes Sunday night, no one knows how the songs will rank. Only on Monday morning are the final figures compiled to show the favorite songs in America. Remember... there's a prize of fifty delicious Luckies waiting for you when you spot the winners ... 1 - 2 - 3 ... just like that ... so come on in. Hop aboard and join the fun. We'll tell you more about the SWEEPSTAKES later ..

On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in the country this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And so on with ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that's packed with fun and excitement. Come on in, everybody, and join the fun. Everybody can play the SWEEPSTAKES, and everybody has a chance to win ... for there's no limit to the number of prizes -- prizes of fifty Lucky Strike cigarettes ... "TOASTED" for your throat-protection ... when you smoke them, you'll agree: "Lucky for you -- It's a Light Smoke". Even though you buy Luckies regularly, we want you to have the thrill of winning. Here's how to enter the SWEEPSTAKES: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card

Filed
10/5/36
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No 9171

must be mailed to The American Tobacco Company, New York City, - or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES".

THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike cigarettes ... YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES Come to you twice each week ... Wednesdays and Saturdays. Tonight you have heard Bob Haring and the Lucky Strike Orchestra... and on Wednesday you hear Harry Sosnick over another station. Be sure to tune in for next Wednesday's broadcast. And don't forget to send in your entry for this week's SWEEPSTAKES, postmarked not later than midnight Sunday ... that's tomorrow.

"Lucky for you - It's a Light Smoke". SWEEPSTAKES winners from coast to coast write in telling us they have learned the real meaning of those words when they discovered how good-tasting, how wonderfully kind to your throat Luckies are. If you're not now smoking Luckies, maybe you're missing some of the enjoyment you should have. Buy a pack of Luckies and try them. You'll find Luckies so gentle, so smooth that you can smoke to your throat's content.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

LS - Sup.

YOUR LUCKY STRIKE HIT PARADE

September 30, 1936

Lucky Strike presents ... YOUR HIT PARADE ... the fifteen most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here's that fascinating cigarette game that everybody's talking about ... YOUR LUCKY STRIKE SWEEPSTAKES ... the biggest game in radio, with prizes by the thousands. Everybody's trying for those prizes of Lucky Strike Cigarettes ... that fine-tasting Light Smoke that's so wonderfully easy on your throat. And everyone has the same chance to win, for when the SWEEPSTAKES closes Sunday midnight, no one knows how the songs will rank. Only on Monday morning are the final survey figures compiled to show the champion tunes of the week. So come on in ... everybody! Join the happy crowd of SWEEPSTAKES fans and have the fun of winning fifty Luckies, each one round and firm and fully packed. We'll tell you more about the SWEEPSTAKES later.)

On with YOUR LUCKY STRIKE HIT PARADE ... America's fifteen most popular songs this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with the biggest game in America ... YOUR LUCKY STRIKE SWEEPSTAKES. Come on in, everyone! If you're not playing the Sweepstakes you're missing a barrel of fun. And if you're not already smoking Luckies, maybe you've been missing something, too. There's a prize waiting for you when you spot the Sweepstakes winners ... 1 - 2 - 3 ... just like that ... a prize of fifty fine-tasting Lucky Strikes ... smooth, mellow and easy on your throat because of that famous TOASTING process. You can win. Hundreds of thousands are winning! And even though you are among the millions who buy Luckies regularly, we want you, too, to have the fun of winning. Here's how you enter!

To file
10/2/36
by mail
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ONE: Print on a postcard the names of the three songs you think will rank 1-2-3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City - or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and The Lucky Strike Orchestra ... and Saturdays with Bob Haring over another station. Be sure to tune in for Saturday's broadcast ... and here's wishing you luck in this week's SWEEPSTAKES.

Luckies -- a Light Smoke. Do you know how much more enjoyable a Light Smoke really is? If you're not smoking Luckies, maybe you've been missing something. Buy a pack and try them. We think you'll find Luckies a new high in smoking pleasure ... for Lucky Strike is a Light Smoke with the rich taste of fine center leaf tobacco ... A Light Smoke kind to your throat.

YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

Your LUCKY STRIKE HIT PARADE

September 26, 1936

Filed 9/28/36
By [unclear]
No. 8164

Ready, America! Here comes YOUR HIT PARADE... the fifteen tunes that rank highest in the nation's favor this week, brought to you by Lucky Strike Cigarettes. These are your favorite songs as shown by a huge nationwide survey, checked and rechecked by independent certified public accountants. And here comes the biggest game in America... YOUR LUCKY STRIKE SWEEPSTAKES... that grand national cigarette game that's fascinating the country -- everybody's trying for those prizes of smooth, mellow Lucky Strike Cigarettes -- that swell Light Smoke -- that cigarette that's so wonderfully easy on your throat. Every week prizes go out to thousands and thousands of winners, for everyone has the same chance to win... everyone starts from scratch when the SWEEPSTAKES closes Sunday night... no one knows how the songs will rank. Only on Monday morning are the final figures compiled to show the nation's champion tunes.

So come on in. Join the fun this week and win yourself a prize of fifty Luckies, round and firm and fully packed, in the handy flat container. We'll tell you more about the SWEEPSTAKES later.

On with YOUR LUCKY STRIKE HIT PARADE... the fifteen most popular songs in America this week as shown by a great nationwide survey, checked and rechecked by independent certified public accountants. And on with... YOUR LUCKY STRIKE SWEEPSTAKES... that thrilling national cigarette game. Everybody's invited to join the millions of SWEEPSTAKES fans.. and everybody has a chance to win... for there's no limit to the number of winners. This week alone more than 170,000 SWEEPSTAKES fans won prizes for their skill. Come on in, America! There's a prize waiting for you when you spot the winners... 1 - 2 - 3 ... just like that... a prize of fifty of these fine-tasting Luckies, fifty Luckies -- easy on your throat because of that famous process "IT'S TOASTED". Even though you buy Luckies regularly, we

want you to have the thrill of winning. Here's how to enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE... popular music's greatest show... brought to you by Lucky Strike Cigarettes... YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week... Wednesdays and Saturdays. Tonight you have heard Harry Salter and the Lucky Strike Orchestra... and on Wednesday you hear Harry Scanick over another station. Be sure to tune in for next Wednesday's broadcast. And don't forget to send in your entry for this week's SWEEPSTAKES, postmarked not later than midnight Sunday... that's tomorrow.

Luckies - a light smoke - SWEEPSTAKES winners from coast to coast tell us they have learned the full meaning of those words when they discovered how good-tasting, how wonderfully kind to your throat Luckies are. If you're not now smoking Luckies, maybe you're missing something. Buy a pack of Luckies and try them. You'll find Luckies so gentle, so smooth that you can smoke to your throat's content.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE is on the air! ... the fifteen most popular songs in America this week, according to a great, nationwide survey, checked and rechecked by independent certified public accountants.

And YOUR LUCKY STRIKE SWEEPSTAKES, too....that fascinating cigarette game....the biggest game in radio with entries running in the millions. No wonder America is going for the SWEEPSTAKES look, stock, and barrel. It's loads of fun ... there's no entry fee, nothing to buy ... and there's no limit to the number of prizes. There are over 150,000 winners so far this week. So come on in! Pick the winning tunes - 1 - 2 - 3, just like that, and get a prize of fifty delicious Luckies...fifty Lucky Strikes in the handy flat container ... a Light Smoke of rich, ripe-bodied tobacco ... wonderfully kind to your throat. Everyone has the same chance to win in the SWEEPSTAKES ... for Sunday midnight when each SWEEPSTAKES closes, no one knows what the winning songs will be. Not until Monday morning are the final figures combined to reveal the hits of the week. We'll tell you more about the SWEEPSTAKES later.

Go with YOUR LUCKY STRIKE HIT PARADE ... America's fifteen most popular songs this week as shown by a huge nationwide survey, checked and rechecked by independent certified public accountants.

And on with the biggest game in the history of radio ... YOUR LUCKY STRIKE SWEEPSTAKES. Now's the time for everybody to get into this grand-national game and join the fun. This week's SWEEPSTAKES is under way ... so come on in! There's a prize waiting for you when you spot the winners ... 1 - 2 - 3 ... just like that ... a prize of fifty fine-tasting Lucky Strike cigarettes, each one round and firm and fully packed ... when you smoke them you'll agree "Lucky for you -- It's a Light Smoke". Even

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9/24/36
By mail
No 8157

though you buy Luckies regularly, we want you to have the thrill of being among the thousands and thousands who are winning. Here's how you enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 5 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and his Lucky Strike Orchestra ... and Saturdays over another station. Be sure to tune in for Saturday's broadcast ... and don't forget to enter this week's SWEEPSTAKES.

"Lucky for you - It's a Light Smoke". SWEEPSTAKES winners from coast to coast tell us they have learned the full meaning of those words when they discovered how good-tasting, how wonderfully kind to your throat Luckies are. If you're not now smoking Luckies, maybe you're missing some of the enjoyment you should have. Buy a pack of Luckies and try them. You'll find Luckies so gentle, so smooth that you can smoke to your throat's content.

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*Filed
by mail
9/22/36
Dr 8156*

YOUR LUCKY STRIKE HIT PARADE is on the air! ... the fifteen most popular songs in America this week ... according to a huge nationwide survey, checked and rechecked by independent certified public accountants.

And YOUR LUCKY STRIKE SWEEPSTAKES TOO ... that great cigarette game that's shattering every precedent. More entries received ... more prizes awarded ... more mail than any contest or game that radio has ever known. And the reason for this? A natural! It's a game that's loads of fun; ... there's no entry fee, there's nothing to buy and there's no limit to the number of prizes. So come on in ... The prize is fifty delicious Luckies -- fifty Luckies in the handy flat fifty container. Enjoyment in every cigarette -- each one round and firm and fully packed. Everyone has the same chance -- for at midnight Sunday when each Sweepstakes closes no one knows what the winning songs will be. Not until Monday morning is the final tabulation made that reveals the hits of the week ... So don't miss the fun -- and to the winners we say, when you try these Luckies you'll know just what we mean by the expression ... 'Lucky for you, it's a light smoke.' ... More news about the Sweepstakes later ...

On with YOUR HIT PARADE ... the most popular songs in America this week ... presented for your pleasure by Lucky Strike Cigarettes. Every week these top fifteen are shown by a great nationwide survey, checked and rechecked by independent certified public accountants.

And ... on with that great cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. The nation has gone for the SWEEPSTAKES all the way down the line ... and no wonder ... for it's packed with thrills and prizes ... prizes galore ... over 121,000 winners this week alone. The prize in this week's SWEEPSTAKES will be fifty delicious Luckies in the handy flat-fifty container ... 50 Luckies -- kind to your throat because of that famous process "It's Toasted". So come on in.

You'll enjoy the fun ... and even though you're buying Luckies regularly, we want you to have the fun of winning. Here's how you enter.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, postmarked not later than midnight Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week. Tonight Harry Salter has had Bob Haring as guest conductor for the Lucky Strike Orchestra ... and on Wednesdays you hear Harry Sosnick over another station. Don't forget to send in your entry for this week's SWEEPSTAKES ... postmarked not later than midnight tomorrow. And remember, there's a new, separate SWEEPSTAKES every week.

Lucky for you - it's a light smoke. That's a phrase that is on everyone's tongue these days. If you're not already smoking Luckies maybe you've been missing something. Buy a pack and try them. Smoke Luckies for a week and you'll see how wonderfully kind they are to your throat. You'll learn the full meaning of the expression "Lucky for you - It's a Light Smoke".

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LS Sup

September 16, 1936

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by mail
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YOUR LUCKY STRIKE HIT PARADE

Ready, America? Here comes YOUR HIT PARADE... the fifteen tunes that rank highest in the nation's favor this week, brought to you by Lucky Strike Cigarettes. These are America's favorite songs as shown by an enormous nationwide survey, checked and rechecked each week by independent certified public accountants.

And here comes the biggest game in America... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that's fascinating the country... everybody's trying for those prizes of smooth, mellow lucky Strike Cigarettes - that grand Light Smoke, - that cigarette that's so wonderfully easy on your throat. There's a new SWEEPSTAKES every week. And week after week prizes go out to thousands and thousands of winners. Everyone has a chance to win... everyone starts from scratch... for when the SWEEPSTAKES closes Sunday night... no one knows which songs will win.

Only on Monday morning are the final figures added to show the nation's champion tunes. So come on in, America! There's no limit to the number of prizes.. no limit to the number of winners. Join the SWEEPSTAKES fans... get into the fun this week and win a prize of fifty delicious Luckies, packed in the handy flat container. We'll tell you all about the SWEEPSTAKES later...

On with YOUR LUCKY STRIKE HIT PARADE... America's fifteen most popular songs this week as shown by a survey that reflects the nation's musical taste from Coast to Coast... a mammoth survey checked and rechecked each week by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES... Don't miss the chance to play the biggest game in the history of radio... the national cigarette game that's packed with excitement and prizes. Thousands of people are kept busy running the SWEEPSTAKES... sending out entry blanks, notifying winners and mailing prizes ... prizes by the thousands and thousands... So come on in, ALL of you... let's see you win fifty of those fine tasting Luckies... for that's the prize in this

(2)

week's SWEEPSTAKES... fifty delicious Luckies, a light smoke of rich ripe-bodied tobacco, in the handy flat-fifty container - each one round and firm and fully packed... Here's how to enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE... popular music's greatest show... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week.. Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra, and Saturdays over another station. Be sure to listen in Saturday and don't forget to enter this week's SWEEPSTAKES.

Lucky for you - it's a light smoke. That's a phrase that is on everyone's tongue these days. If you're not already smoking Luckies maybe you've been missing something. Buy a pack and try them. Smoke Luckies for a week and you'll see how wonderfully kind they are to your throat. You'll learn the full meaning of the expression "Lucky for you - It's a Light Smoke".

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and re-checked each week by independent certified public accountants.

Swp.

YOUR LUCKY STRIKE HIT PARADE

September 12th, 1956

Here they come! -- America's fifteen most popular songs this week, YOUR LUCKY STRIKE HIT PARADE ... the nation's favorite tunes according to an enormous nationwide survey, checked and rechecked by independent certified public accountants.

And ... YOUR LUCKY STRIKE SWEEPSTAKES ... the biggest game in the history of radio ... the cigarette game America is going for by the millions! It's packed with excitement and prizes. Come on in, everybody! Join the millions of SWEEPSTAKES fans and get in on the fun and thrills. It's a real race -- and everyone starts from scratch -- because Sunday midnight when the SWEEPSTAKES closes and a new race begins, no one ... not even Lucky Strike... knows which songs will finish in the money...for America's Big Fifteen aren't revealed until Monday morning, when the final figures on the nation's musical taste are added and checked. There's a prize of fifty delicious Luckies waiting for you when you spot the winners... 1-2-3...just like that...fifty Luckies in the handy flat container...each one round and firm and fully packed with choice center leaf tobacco. We'll tell you more about the SWEEPSTAKES later, for here's tonight's opening number...

This is YOUR HIT PARADE...The fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike cigarettes. These are the fifteen champions of melody, as revealed by a great nationwide survey, checked and rechecked by independent certified public accountants.

And YOUR HIT PARADE brings you also YOUR LUCKY STRIKE SWEEPSTAKES... that great, national cigarette game that is spreading thrills from coast to coast. Millions are playing the SWEEPSTAKES to share in the excitement and the prizes...prizes of fifty fine-tasting Luckies for everyone who spots the winners...1 - 2 - 3... just like that! So come on in. You'll enjoy the fun! And you'll enjoy those Luckies when you win, because Luckies are A Light Smoke of rich, ripe-bodied

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No 8135

tobacco - kind to your throat - good to your taste. Even though you're buying Luckies regularly, we want you to have the thrill of winning a prize...Here's how to enter.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, postmarked not later than midnight Sunday, the final closing time of each separate weekly SWEEPSTAKES...

THREE: Only one entry for any one person each week. More than one entry disqualified you for that week.

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE...Popular music's greatest show...brought to you by Lucky Strike cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Next Saturday on this station Harry Salter will have Bob Earing as guest conductor of the Lucky Strike Orchestra...On Wednesdays you hear Harry Sosnick over another station. Don't forget to get into the SWEEPSTAKES this week. There's no limit to the number of winners... no limit to the number of prizes...regular tins of fifty fine-tasting Luckies packed in the handy flat fifty container. And remember, there's a new SWEEPSTAKES every week.

And now two words about Luckies...These two words! It's Toasted. That exclusive Lucky Strike process known as "IT'S TOASTED" is one important reason why Luckies are always delightful to your taste, always wonderfully easy on your throat. If you're not smoking Luckies now, why not buy a pack and try them. Maybe you've been missing something. We think you'll find them a new high in smoking pleasure. Luckies are A Light Smoke of rich, ripe-bodied tobacco.

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Here they come ... the nation's fifteen most popular songs this week ... YOUR LUCKY STRIKE HIT PARADE ... America's favorite tunes as shown by a great nationwide survey, checked and rechecked by independent certified public accountants. Every Monday morning the final figures of the survey are compiled to show the Big Fifteen in the nation's favor ... the champion melodies for YOUR LUCKY STRIKE HIT PARADE.

And along with YOUR HIT PARADE ... comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record-breaking cigarette game that's spreading thrills from coast to coast. Sunday midnight when the SWEEPSTAKES closes and a new race begins ... NO ONE -- not even Lucky Strike ... knows which songs will be winners not until Monday morning, when the final figures are compiled and checked are America's Big Fifteen revealed. It's a big thrill to hear your own entries sweep by the finish line in the money. So come on in, America! Join the millions who are playing the SWEEPSTAKES. There's a prize of fifty delicious Luckies waiting for you when you spot the winners ... 1-2-3 ... just like that ... fifty Luckies in the handy flat container. And what genuine smoking pleasure you'll get from those Luckies -- A Light Smoke of rich, ripe-bodied tobacco. We'll tell you more about the SWEEPSTAKES later ...

On with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes ... the Big Fifteen according to a huge nationwide survey ... checked and rechecked by independent certified public accountants. And on with YOUR LUCKY STRIKE SWEEPSTAKES, that great national cigarette game that is smashing all records the country round. America has gone for the SWEEPSTAKES lock, stock, and barrel ... and no wonder ... for it's packed with excitement and prizes ... thousands and thousands of prizes ... prizes of fifty delicious Lucky Strike cigarettes ... in the handy flat fifty tin ... each round and firm and fully packed. A Light Smoke of rich, ripe-bodied tobacco. Over

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No 8133

a million 300 thousand prizes have been awarded since the SWEEPSTAKES started. That's a tremendous number, but it's literally true! Over 1,300,000 prizes have been sent to SWEEPSTAKES fans all over America. So come on in. Join the SWEEPSTAKES. Even though you buy Luckies regularly, we want you to have the thrill of winning. Here's how to enter:

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York postmarked before midnight, Sunday. The final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show, brought to you by Lucky Strike, YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra ... and on Saturdays with Harry Salter over another station. You'll want to hear both programs.

Don't forget to get into the SWEEPSTAKES this week. There's no limit to the number of winners ... no limit to the number of prizes ... regular tins of fifty fine-tasting Luckies, packed in the handy flat fifty container. And remember, there's a new Sweepstakes every week.

We hope you are among the millions who are getting a great deal of pleasure from the SWEEPSTAKES. If any of you have enjoyed any unusual experiences in winning or playing, write and tell us about them -- we'd like to hear. And, if you're not already gacking Luckies, we'd like to have you try them. Maybe you've been missing something. We think you'll find, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment ... that Luckies are

truly a Light Smoke of rich, ripe-bodied tobacco.

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checked each week by independent certified public accountants.

September 5th, 1936

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Lucky Strike presents ... YOUR HIT PARADE ... America's fifteen most popular songs this week, according to a huge nationwide survey, checked and rechecked by independent certified public accountants. Every Monday morning the survey figures are added together to show the fifteen top-ranking tunes of the week ... and that's YOUR HIT PARADE.

And Lucky Strike ... which brings to millions the enjoyment of a light smoke of rich, ripe-bodied tobacco, brings also, that great national cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling game that has all America talking. Everybody starts from scratch in this great game ... For the SWEEPSTAKES closes Sunday midnight ... and no one ... not even Lucky Strike ... knows which songs will be winners until Monday morning, when the final tabulation is made and checked to show America's fifteen top tunes of the week, and a new SWEEPSTAKES begins.

Let's go ... on with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike cigarettes. Every week the fifteen top-ranking tunes are determined by a gigantic nationwide survey ... checked and rechecked by independent certified public accountants. And with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling weekly cigarette game that has swept the country. And no wonder America is rushing into the SWEEPSTAKES ... it's packed with fun and excitement ... and prizes ... more prizes than you can shake a stick at ... This week the prizes are 50 delicious Lucky Strike cigarettes, packed in the handy flat-fifty tin ... each a light smoke of rich, ripe-bodied tobacco. During the past two weeks more than 400,000 people have won in the Sweepstakes. Let me repeat -- more than 400,000 winners in the last two weeks ... So come on in, America ... join the fun and win yourself a prize of 50 of those fine tasting Lucky Strikes. Even though you buy Luckies regularly we want you to

have the fun of winning in the Sweepstakes. Here's how you enter:

ONE: Print on a postcard the names of the three songs you think will rank

1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday. The final closing time of each separate weekly SWEEPSTAKES.

THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike, that light smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... SATURDAYS on this station with Harry Salter and the Lucky Strike Orchestra ... and on Wednesdays with Harry Esztiak over another station. You'll want to hear both programs.

And remember ... this week's SWEEPSTAKES closes at midnight tomorrow. So come on in, fans. Don't miss the fun of the SWEEPSTAKES; And don't miss the chance to win a regular tin of 50 fine-tasting Lucky Strike Cigarettes in the famous flat fifty container.

We hope you are among the millions who are getting a great deal of pleasure from the Sweepstakes. If any of you have enjoyed any unusual experiences in winning or playing, write and tell us about them -- we'd like to hear. And, if you're not already smoking Luckies, we'd like to have you try them. Maybe you've been missing something. We think you'll find, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment ... that Luckies are truly a Light Smoke of rich, ripe-bodied tobacco.

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Here they come - the nation's fifteen most popular songs this week ...
 YOUR LUCKY STRIKE HIT PARADE ... America's favorite tunes as shown by
 a huge nationwide survey, checked and rechecked by independent certified
 public accountants. This week's SWEEPSTAKES closes Sunday midnight and
 no one knows what the nation's choice has been until Monday morning when
 the new SWEEPSTAKES for next week begins and the final figures are com-
 piled which reveal the Big Fifteen ... the melodies for YOUR LUCKY STRIKE
 HIT PARADE!

And as for YOUR LUCKY STRIKE SWEEPSTAKES ... why - that's become
 the great national cigarette game ... Probably, never before have there
 been so many prizes awarded. Just think of it ... more than a million
 prizes! An astounding figure! And you can bet your boots you've kept
 us plenty busy keeping up with the number of entries and prizes! But
 ... there's another SWEEPSTAKES this week -- and there's no limit to the
 number of prizes ... There's no limit to the number of winners. Every-
 body in America has a chance to win! So be sure to listen to the announce-
 ment about this week's SWEEPSTAKES that you'll hear later on in the pro-
 gram.

On we go with YOUR LUCKY STRIKE HIT PARADE ... America's fifteen most
 popular songs this week ... as shown by a tremendous nationwide survey
 of the nation's song favorites for each separate weekly SWEEPSTAKES ...
 a mammoth survey checked and rechecked by independent certified public
 accountants.

And every week ... there's a new SWEEPSTAKES ... a new chance to
 play the grand national cigarette game that's become America's number
 ONE pastime ... yes ... YOUR LUCKY STRIKE SWEEPSTAKES. Does America
 like to play the game? Well, what would you think, if you were swamped
 with literally millions and millions of entries. And can America pick

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the popular tunes! Well, just listen to this! Over 400,000 winners in the last two weeks - Think of it! -- over 400,000 winners in the last two SWEEPSTAKES. There has never been anything like it -- and we're delighted that so many can have the fun of winning. That's the great thing about the Sweepstakes -- There's no limit to the number of prizes and there's no limit to the number of winners. We want everybody in America to have a chance to win. In this week's Sweepstakes the prizes will be fifty delicious Luckies ... fifty Luckies in our regular flat-fifty container. So come on in ... let's see how good you are ... let's see you win yourself a prize of fifty Lucky Strikes. Here's how to enter.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, before midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... with Carl Hoff and the Lucky Strike Orchestra. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station and Saturdays with Harry Salter over another station. You'll want to hear both programs. And don't forget the SWEEPSTAKES! No limit to the number of prizes ... no limit to the number who can win fifty Lucky Strikes, packed attractively in our regular "flat fifty" container! So come on in ... the SWEEPSTAKES are for your own pleasure ... don't miss out on the fun.

And now two words about Luckies ... these two words: IT'S TASTED. That exclusive Lucky Strike process is one important reason why Luckies are always delightful to your taste, always wonderfully easy on your

throat. Don't miss the real enjoyment that's in store for you in A Light
Smoke of rich, ripe-bodied tobacco. If you're not smoking LUCKIES now we
think you'll find them a new high in smoking pleasure.

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and rechecked each week by independent certified public accountants.

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No. 8123

Here's YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in the nation this week ... America's Big Fifteen according to an enormous, nationwide survey, checked and rechecked by independent certified public accountants. When this week's SWEEPSTAKES closes Sunday midnight, no one knows what the country's selection has been ... for not until Monday morning when the new SWEEPSTAKES for next week begins are the final figures compiled which show the top fifteen ... the tunes for YOUR LUCKY STRIKE HIT PARADE!

And now for YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that's smashed every record in radio for the number of prizes and the number of winners. This week alone 273,183 people selected the songs correctly ... think of it ... 273,183 winners. You're setting a fast pace for us ... you've got us mighty busy keeping up with the number of entries and winners. But, we want to keep the SWEEPSTAKES going, and we don't want to limit the number of prizes! -- we don't want to limit the number of winners. So be sure to listen to the announcement about next week's Sweepstakes that you'll hear later on in the program.

On with YOUR LUCKY STRIKE HIT PARADE ... America's fifteen most popular songs this week ... according to a mammoth nationwide survey which determines the national ranking of your favorite melodies for each separate weekly SWEEPSTAKES ... a vast survey checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that's bringing thrills and entertainment to millions of enthusiastic SWEEPSTAKES Fans. The whole nation has joined in the fun - more than a million SWEEPSTAKES Fans have received prizes - and Lucky Strike is working overtime to keep up with the number of entries and winners. Does America know its popular Music? We'll say so! This week alone there were 273,183 winners. 273,183 SWEEPSTAKES Fans picked the winning songs right - 1, 2, 3, just like that. That's

over a quarter of a million winners in one week. We want to keep the SWEEPSTAKES going, and we don't want to limit the number of prizes ... we do want to limit the number of winners. We want everyone in America to have a chance to win. And so, in next week's SWEEPSTAKES the prizes will be tins of fifty delicious Lucky Strikes. Fifty Lucky Strikes, packed attractively in our special flat fifty container. And again, there will be no limit to the number of prizes - again no limit to the number of winners. There's a new SWEEPSTAKES every week. Remember this week's SWEEPSTAKES ends at midnight tomorrow - Sunday. And when you enter next week's race you will have those handy tins of fifty Luckies to try for in the SWEEPSTAKES. So come on in - we want you to win - and we want you to have the fun of playing - here's how you enter.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday. The final closing time of each separate weekly Sweepstake. THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... with Don Voorhees as guest conductor ... presented by Lucky Strike. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Saturdays on this station with Harry Saltar and his Lucky Strike Orchestra ... and Wednesdays with Carl Koff over another station. You'll want to hear both programs.

And remember ... this week's SWEEPSTAKES ends at midnight tomorrow! And when you enter next week's SWEEPSTAKES ... you'll be out to win tins of fifty Luckies, packed attractively in our special "flat fifty" container. So come on, fans ... let's see you top the figure of 275, 128 winners. Let's have more next week. For remember, these SWEEPSTAKES are planned for your enjoyment.

Your enjoyment! That's the keynote of Lucky Strike - the enjoyment of

hearing the tunes you like best each week, the fun and excitement of playing the SWEEPSTAKES, and the downright smoking pleasure offered you by a mighty fine cigarette ... yes, honest-to-goodness smoking pleasure ... that's what Lucky Strikes give you. If you're not already smoking Luckies, buy a pack and try them. Maybe you've been missing something. You'll appreciate the advantages of a light smoke of rich, ripe-bodied tobacco. Next time, say "Luckies, please".

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No 8/17

Here they come! The fifteen songs America likes best this week ... YOUR LUCKY STRIKE HIT PARADE .. The nation's fifteen favorite tunes as shown by a tremendous nation-wide survey, checked and rechecked by independent certified public accountants. When this week's SWEEPSTAKES closes Sunday midnight, no one knows America's choice ... for not until Monday morning when a new SWEEPSTAKES for next week begins are the figures compiled which show the Big Fifteen ... the melodies for YOUR LUCKY STRIKE HIT PARADE!

And Lucky Strike ... that light smoke of rich, ripe-bodied tobacco ... presents ... along with YOUR HIT PARADE ... that fascinating, national, cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. Remember there's an entirely new, separate SWEEPSTAKES every week - a unique feature of YOUR LUCKY STRIKE HIT PARADE. And no wonder the whole nation's playing the SWEEPSTAKES. It's exciting fun ... and there are prizes without end. So -- come on in on this week's SWEEPSTAKES. Even though you buy Luckies ... we want you to win them, too ... win the honest to goodness smoking enjoyment of A Light Smoke of rich, ripe-bodied tobacco. There's nothing to buy ... no entry fee ... and no limit to the number of prizes ... so climb aboard. You'll hear more about the SWEEPSTAKES later ...

On goes YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in America this week according to a huge nation-wide survey, which determines the ranking of your favorite tunes for each separate weekly "Sweepstakes", a survey checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game ... Lucky Strike presents a brand new Sweepstakes every week for your pleasure. Come on in and join the fun ... for the SWEEPSTAKES are crammed with thrills and entertainment ... and prizes ... why, there's no limit to the number of prizes ... thousands and thousands are receiving delicious Lucky Strike Cigarettes ... real

smoking pleasure ... offering you throat protection and greater enjoyment because of that exclusive Lucky Strike process - IT'S TOASTED." So don't miss out ... come on in ... here's how to enter the SWEEPSTAKES.

ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, Sunday. The final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

And that's YOUR HIT PARADE ... popular music's greatest show ... presented by Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra ... and this Saturday, over another station, Harry Salter will have Don Voorhees as his guest conductor. Remember - there's a brand new separate Sweepstakes every week.

We hope you are one of the millions who are getting a great deal of pleasure from the SWEEPSTAKES. We're anxious to have you get your full share of entertainment from these Lucky Strike programs. And, we're eager to have you try Luckies, too. If you're not already smoking them, maybe you've been missing something; maybe you'll discover for yourself, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment ... that Luckies are truly a Light Smoke of rich, ripe-bodied tobacco.

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YOUR HIT PARADE ... America's fifteen most popular songs this week...brought to you by Lucky Strike. These fifteen champion tunes are selected each week by a huge nation-wide survey, checked and rechecked by independent certified public accountants. The weekly contest closes Sunday midnight ... but no one knows the nation's favorites until Monday morning, when the figures are compiled to show the fifteen top-ranking tunes for ... YOUR LUCKY STRIKE HIT PARADE!

And Lucky Strike --- a light smoke of rich ripe-bodied tobacco -- offers, along with YOUR HIT PARADE ... a real thrill for all radio listeners ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that has the whole country talking. And just like Luckies themselves, the SWEEPSTAKES brings pleasure to millions...yes, millions ... every week. The nation has gone wild about this thrilling game ... and why? Because it's fun to play ... and because it's packed with prizes for the lucky winners. So ... why not join the SWEEPSTAKES? Even though you buy Luckies every day, we'd like you to win them, too -- win yourself true smoking enjoyment -- Luckies -- a light smoke of rich ripe-bodied tobacco. There's nothing to buy ... no entry fee ... and no limit to the number of prizes, so come on in. We'll tell you all about the SWEEPSTAKES later.

On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in America this week, as shown by a nation-wide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game ... presented for your pleasure by Lucky Strike ... a light smoke of rich, ripe-bodied tobacco. Get into the excitement of the SWEEPSTAKES. It's jam-packed with fun and prizes. It's smashing all records for the number of winners ... for there's no limit to the thousands and thousands of prizes ... delicious Lucky Strike cigarettes ... offering you throat protection and greater enjoyment because of that

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famous process "It's Toasted". So come on in, America! Here's how to enter the SWEEPSTAKES.

ONE: Write on a postcard the names of the three songs you think will rank 1-2-3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday.

THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees. Complete rules are printed on all SWEEPSTAKES entry blanks ... obtainable wherever you buy your Lucky Strikes.

And that's YOUR HIT PARADE ... popular music's greatest show ... presented by Lucky Strike, that Light Smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Saturdays on this station with Harry Salter and his Lucky Strike Orchestra ... and Wednesdays with Carl Hoff over another station. You'll want to hear both programs so consult your local newspaper for full details on the Wednesday broadcast. And don't forget to enter the SWEEPSTAKES.

We hope that you have this week's SWEEPSTAKES entry card within easy reach. Study it carefully -- many people have found it really helpful in selecting the winning songs. And there's a special message of genuine interest to you printed on the center page, which I would like to read; quote - Tobacco growing is a simple, leisurely process - unfurried as the sun and wind and rain and the changing seasons. There is no short cut in producing fine tobacco and there is no short cut in producing Lucky Strikes -- for time makes even the best tobacco better. There is no shred of tobacco in Luckies which has not been properly aged and mellowed. Unquote. If you're not already smoking Luckies - better try them. Maybe you've been missing something.

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by mail
No 8097

Lucky Strike presents ... YOUR HIT PARADE ... America's fifteen most popular songs this week ... the Big Fifteen according to an immense nationwide survey checked and rechecked by independent certified public accountants. Not until Monday morning, after the week's contest has closed Sunday midnight, do we know the nation's choice ... the fifteen top-favorites for...YOUR LUCKY STRIKE HIT PARADE!

And Lucky Strike, which offers you the kind of smoking pleasure you like best... offers, too, along with YOUR HIT PARADE ... a great national cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling game which has set a new high in pleasure for millions and millions of folks throughout the length and breadth of the land. YOUR LUCKY STRIKE SWEEPSTAKES! A record smasher, too, for the thousands and thousands of prizes! And what prizes are going to thousands and thousands of lucky winners ... delicious Lucky Strike cigarettes ... each packed full of real smoking pleasure ... Luckies ... A Light Smoke of rich, ripe-bodied tobacco.

And how about you? We know you buy Luckies every day .. but we'd like you to win a carton, too ... win yourself that honest-to-goodness smoking pleasure you get from A Light Smoke of rich, ripe-bodied tobacco! So come on in and get your share of the fun .. there's nothing to buy .. no entry fee ... and there's absolutely no limit to the number of prizes. There'll be more about the SWEEPSTAKES later ... but right now let's strike up the band ...

Let's go ... on with YOUR HIT PARADE ... the fifteen most popular songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. The fifteen tunes America likes best as shown by a gigantic nationwide survey ... checked and rechecked by independent certified public accountants.

And right in step with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... The thrilling national cigarette game that's found its way into the hearts of millions and millions of Americans. And it's no wonder! For the SWEEPSTAKES are jammed with

fun and excitement ... and prizes ... more prizes than you can shake a stick at ... no limit to the number of prizes ... delicious Lucky Strike Cigarettes ... each A Light Smoke of rich, ripe-bodied tobacco ... and remember IT'S TOASTED for your throat protection and greater enjoyment. So come on in ... join the fun millions are having. Here's how you enter.

ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees. Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes.

And that's YOUR HIT PARADE ... Popular music's greatest radio show. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra ... and Saturdays with Harry Salter over another station. You'll want to hear both programs, so consult your local newspaper for full details of the Saturday broadcast. And don't forget to enter the SWEEPSTAKES.

We hope that you have this week's SWEEPSTAKES entry card within easy reach. Study it carefully -- many people have found it really helpful in selecting the winning songs. And there's a special message of genuine interest to you printed on the center page, which I would like to read; quote - Tobacco growing is a simple, leisurely process -- unhurried as the sun and wind and rain and the changing seasons. There is no short cut in producing fine tobacco and there is no short cut in producing Lucky Strikes -- for time makes even the best tobacco better. There is no shred of tobacco in Luckies which has not been properly aged and mellowed. unquote - If you're not already smoking Luckies - better try them. Maybe you've been missing something.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The

American Tobacco Company. Your LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE

8/15/36

Here's YOUR HIT PARADE presented by ... Lucky Strike .. the fifteen most popular songs this week ... America's Big Fifteen according to a mammoth nationwide survey checked and rechecked by independent certified public accountants. Not until Monday morning, after the week's contest has closed Sunday midnight, do we know the fifteen songs the nationlikes best ... YOUR LUCKY STRIKE HIT PARADE!

And along with YOUR HIT PARADE --- along with Lucky Strike's ability to offer greater pleasure to all, comes Your Lucky Strike Sweepstakes ... that great national cigarette game the whole nation has gone for lock stock and barrel. And is there any wonder? Never was there a game packed with more thrills --- more excitement --- and finer prizes ... delicious Lucky Strike Cigarettes. Thousands and thousands and thousands are actually winning and getting real, honest-to-goodness smoking pleasure with Luckies --- A Light Smoke of rich, ripe-bodied tobacco.

So why not join the fun ... there's nothing to buy - no entry fee and there's absolutely no limit to the number of prizes. Why? Because, although we know you buy Luckies every day, we want you to win a carton too -- win the honest to goodness smoking pleasure you get from A Light Smoke of rich, ripe-bodied tobacco. You'll hear more about the Sweepstakes later ...

On with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes ... The nation's fifteen favorites as shown by a vast, nationwide survey ... checked and rechecked by independent certified public accountants.

And hand in hand with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record smashing national cigarette game which has all-America going round and around with fun and excitement. A game that's jammed with prizes galore ... thousands and thousands and thousands of prizes for lucky winners ... delicious Lucky Strike Cigarettes packed with greater smoking pleasure ... every Lucky A

Light Smoke of rich, ripe-bodied tobacco, "It's Toasted" for your throat protection and greater enjoyment. So come on .. we want you to win ... and we want you to share the fun millions and millions are having. Here's how to enter.

ONE: Write on a postcard the names of the three songs you think will rank -1- 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees.

Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes.

And that's YOUR HIT PARADE ... the "high" in popular music this week. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Saturdays on this station with Harry Salter and his Lucky Strike Orchestra ... and Wednesdays with Carl Hoff over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Wednesday broadcast.

And now another reminder about the SWEEPSTAKES ... don't let the fun and excitement pass you by ... join in this grand game of skill and pleasure. Remember, there's no entry fee - nothing to buy. It's just plenty of fun -- and there's no limit to the delicious Lucky Strikes we give as prizes. And don't be left behind in the important matter of smoking pleasure. Find out why millions of smokers believe that Luckies are the finest cigarette that can be made ... Try Luckies ... maybe you've been missing something. Luckies are a Light Smoke of rich, ripe-bodied tobacco. We believe you'll agree Luckies are more enjoyable ... for Luckies have a special virtue. "It's Toasted" for your throat protection - for your greater smoking pleasure. Till Wednesday then .. goodnight ... and pleasant smoking.

Your Hit Parade and Your Lucky Strike Sweepstakes are copyright 1936 by The American Tobacco Company. Your Lucky Strike Sweepstakes is checked and rechecked each week by independent certified public accountants.

August 12, 1936

*Filed by mail
8/13/36
No. 8084*

Lucky Strike presents YOUR HIT PARADE ... the fifteen most popular songs in America this week ... as shown by a huge nationwide survey checked and rechecked, by independent certified public accountants. Not until Monday morning do we know the people's choice ... the fifteen songs America ranks highest ... and, that's YOUR HIT PARADE!

And right in step with YOUR HIT PARADE - right in step with Lucky Strike's ability to offer pleasure to all comes YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game which provides pleasure and thrills to millions of enthusiastic friends. What a game it is ... the biggest, most exciting game in America. Up and up go the number of entries - way way up as millions and millions and millions are out after those fine cartons of delicious Lucky Strike Cigarettes.

And are they getting them? ... are they winning? ... well, we'll tell the world they are ... by the thousands and the thousands. For there's no limit to the number of prizes ... everybody can win. Remember, there's nothing to buy ... no entry fee. So come on in, there's plenty of fun ahead ... For though we know you buy them everyday ... we want YOU to win a carton of Luckies ... with their real, honest to goodness smoking pleasure ... Lucky Strike ... A Light Smoke of rich, ripe-bodied tobacco. There'll be more about the SWEEPSTAKES later on.

YOUR HIT PARADE moves on ... the fifteen most popular songs this week, presented for your pleasure by Lucky Strike Cigarettes those truly fine light smokes. These are the Big Fifteen ... the melodies 130,000,000 American like best according to a gigantic nationwide survey, checked and rechecked by independent certified public accountants!

And here's YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game, a game that's tops in thrills and entertainment ... and tops for the numbers of winners. Thousands and thousands and thousands are

receiving cartons of fine Lucky Strike Cigarettes ... delightful mild, mellow smokes ... each A Light Smoke ... each "Toasted" for your throat protection and greater smoking pleasure. So come on and play ... join the fun ... we'd like you to win a carton of Luckies. Here's how to enter.

ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees. Complete rules are printed on SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes

And that's YOUR HIT PARADE ... America's musical headliners this week. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra ... and Saturdays with Harry Belafonte over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Saturday broadcast. Don't miss the fun and excitement of playing the SWEEPSTAKES! If you're not one of the many million SWEEPSTAKES fans ... we cordially invite you to join the good times -- send in your entry - you'll enjoy this game of skill. There's a real treat in store for you ... so come on in.

And ... the pleasure you get from smoking LUCKIES is another treat you won't want to miss. Millions of smokers all over the world believe that Luckies are the finest cigarette that can be made. We spare no effort in making them just that. And our guarantee is on every package - Try Luckies - maybe you've been missing something. Do you know how much more enjoyable a Light Smoke really is? Luckies are A Light Smoke of rich, pipe-bodied tobacco -- "Toasted" for your throat protection. Till Saturday

then ... goodnight ... and pleasant smoking.

Your Hit Parade and Your Lucky Strike Sweepstakes are copyright 1936
by The American Tobacco Company. Your Lucky Strike Sweepstakes is checked
and rechecked each week by independent certified public accountants.

YOUR LUCKY STRIKE HIT PARADE

8/8/36

*Filed by mail
8/10/36*

No. 8082

YOUR HIT PARADE, brought to you by Lucky Strike! The fifteen most popular songs in America this week ... The Big Fifteen ... according to a vast nationwide survey which checks America's favorites from Coast to Coast. This gigantic survey covers the sheet music and records you buy ... the melodies you request most frequently ... and your favorites over the air. All this information is gathered together, but not until Monday morning, after the week's contest has closed, is the final compilation made - checked and rechecked by independent certified public accountants. Then - and only then - do we know the fifteen songs America ranks highest ... and, that's YOUR HIT PARADE!

And hand in hand with YOUR HIT PARADE comes that great national cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. Everyone's talking about it -- millions are having the time of their lives testing their judgment and skill. This week the response from the SWEEPSTAKES Fans of America rose to a new high -- an all-time record -- as millions of entries came pouring in from all parts of the country. Millions and millions -- every one of them out to win grand prizes of regular cartons of 200 delicious Lucky Strike cigarettes. And did they win? You bet they did! Thousands and thousands of them. So come on -- get your share of the fun -- and win a carton of real smoking pleasure Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco. Remember -- there's nothing to buy ... no entry fee ... it's a world of fun and -- there's no limit to the number of prizes. You'll hear more about the SWEEPSTAKES later.

On with YOUR HIT PARADE ... the fifteen most popular songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. The fifteen songs America likes best this week as shown by a huge nation-wide survey -- checked, and rechecked by independent certified public accountants...

And in addition ... along with the nation's top tunes ... comes America's game of games ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that sets a new high in fun and entertainment ... Can you play it? Can you win? Sure you can! This week Your Lucky Strike Sweepstakes set an all time record ... and thousands upon thousands upon thousands are receiving regular cartons of 200 fine Lucky Strike Cigarettes ... 200 delicious light smokes -- each one mild and mellow -- each one "Toasted" for your throat protection. We want you to join the fun too -- and win a carton of Lucky Strikes. Here's how to enter.

ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees.

Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy Lucky Strikes.

And there you have it - popular music's greatest show - "FOUR HIT PARADE". "YOUR HIT PARADE" and YOUR LUCKY STRIKE "SWEEPSTAKES" comes to you twice each week -- Saturdays on this station with Harry Salter and his Lucky Strike orchestra and Wednesdays with Carl Hoff over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Wednesday broadcast. We hope you enjoy these programs and that you, too, will find fun in entering the "SWEEPSTAKES". If you have entered before, enter again this week, as millions of others are doing. We planned the "SWEEPSTAKES" in the hope that it would bring pleasure into thousands of homes -- pleasure from participating in a game of skill -- and pleasure derived from the smoking of LUCKIES.

Millions of smokers believe LUCKY STRIKES are the finest cigarettes that

can be made. We spare no effort in making them just that. And so, if you find enjoyment in these programs and in YOUR LUCKY STRIKE "SWEEPSTAKES" - won't you try LUCKIES? Smoke them for a week or two and see for yourself what enjoyment they bring. LUCKIES - A Light Smoke of rich, ripe-bodied tobacco. Till Wednesday, then ... goodnight ... and pleasant smoking.

Your Hit Parade and Your Lucky Strike Sweepstakes are copyright 1938 by The American Tobacco Company. Ranking of tunes is checked by independent certified public accountants.

August 5th, 1936

*Filed by mail
8/6/36
~~8/6/36~~
7-8077*

YOUR HIT PARADE, brought to you by Lucky Strike! The fifteen most popular songs in the nation this week according to a huge survey that checks America's favorites from coast to coast! A national survey re-checked by independent public accountants! It covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, your favorites over the air. All this information is assembled and it is only on Monday morning, after the week's contest has closed, that final compilation is made and we know the fifteen melodies America ranks highest.

And along with YOUR HIT PARADE, comes Your Lucky Strike SWEEPSTAKES -- that great national cigarette game that's sweeping America like wildfire. Millions, yes, literally millions are playing! So far this week alone we've received more than five million entries. Just think of it, more than five million entries and the week isn't over! For every one wants to win a regular carton of 200 delicious Lucky Strike Cigarettes and thousands are winning. There's no limit to the number of prizes. Thousands and thousands are winning regular cartons of Luckies -- regular cartons of 200 Light Smokes. So come on in all of you -- join the SWEEPSTAKES. There's nothing to buy, no entry fee. And it's a world of fun. But -- more about the SWEEPSTAKES later for right now we're going to strike up the band.

"O.K." AMERICA! ... on with YOUR HIT PARADE ... the nation's fifteen most popular songs this week, presented for your pleasure by Lucky Strike Cigarettes. The fifteen tunes highest in America's favor as shown by a best nationwide survey checked by independent public accountants.

When it comes to fun ... nothing can top YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling, record smashing national cigarette game millions are playing. So far this week alone we've received more than five million entries ... Think of it, over five million entries ... why only three cities in the whole wide world - New York - London - Tokio - have populations

greater than five million. No wonder the SWEEPSTAKES has so many enthusiastic fans ... it's great fun to play ... there's absolutely no limit to the number of winners ... and what prizes! ... regular cartons of 200 mild and mellow Lucky Strike Cigarettes! ... Thousands and thousands of cartons of delicious Luckies are ready for YOU AND YOU AND YOU ... for everyone who wins. So come on in ... put on your thinking cap and win yourself a carton of Lucky Strikes ... a Light Smoke of rich, ripe-bodied tobacco. Here's how to enter:

ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees. Complete rules are printed on SWEEPSTAKES entry blanks obtainable wherever you buy Lucky Strikes.

And there you have it - popular music's greatest show - "YOUR HIT PARADE". LUCKY STRIKE brings you "YOUR HIT PARADE" and YOUR LUCKY STRIKE "SWEEPSTAKES" every Wednesday on this station and on Saturday evening over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Saturday broadcast. We hope you enjoy these programs and that you, too, will find fun in entering the "SWEEPSTAKES". If you have entered before, do so again this week, as actually millions of others are doing. We planned the "SWEEPSTAKES" in the hope that it would bring pleasure into thousands of homes -- pleasure from participating in a game of skill-- and pleasure derived from the smoking of LUCKIES.

Millions of smokers believe that Lucky Strike is the finest cigarette in the world. We spare no effort in making them just that. And so, if you find enjoyment in these programs and in YOUR LUCKY STRIKE "SWEEPSTAKES",

won't you try LUCKIES too? Smoke them for a week or two and see for yourself what enjoyment they bring. LUCKIES - A Light Smoke of rich, ripe-bodied tobacco. Till Saturday, then ... goodnight ... and pleasant smoking. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1956 by The American Tobacco Company.

August 1st, 1936

Filed 8/3
by mail
No. 8072

YOUR HIT PARADE, brought to you by Lucky Strike! The fifteen most popular songs in the nation this week according to a huge survey that checks America's favorites from coast to coast! A national survey re-checked by certified public accountants! It covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, your favorites over the air. All this information is assembled and it is only on Monday morning after the week's contest has closed, that final compilation is made and we know the 15 melodies America ranks highest.

And with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record-smashing national cigarette game! All America's playing the Sweepstakes, and every week thousands of prizes of regular cartons of 200 fine Lucky Strike Cigarettes are being mailed to lucky Sweepstakes fans ... over 200,000 cartons this week alone! Just think of it ... over 40 million delicious Light Smokes ... not merely 40,000,000 cigarettes but 40,000,000 Lucky Strike Cigarettes -- each one a light smoke - of rich ripe-bodied tobacco ... why, end to end they'd stretch from New York to Denver -- over half way across the United States. So gather 'round the radio and join the fun. Win yourself a carton of Luckies. Nothing to buy -- no entry fee ... and it's a barrel of fun. But more about the Sweepstakes later.

This is YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes. They are the tunes a nation-wide survey - a huge survey checked by certified public accountants - shows us America ranks highest this week.

And here's YOUR LUCKY STRIKE SWEEPSTAKES ... that national cigarette game that has all America talking. It's packed with thrills and prizes for you and you and YOU. This week we've sent out over 200,000 free cartons of

Luckies ... over 200,000 prizes this week alone! How about it, you lucky winners? Why not tell your friends and let them win too. For this colossal cigarette game of judgment and skill keeps growing every week ... there's absolutely no limit to the number of prizes. So pull up your chair and win yourself a carton of delicious Luckies. A carton of Lucky Strikes -- a light smoke of rich ripe-bodied tobacco. It's simple ... it's fun. Here's how to enter.

ONE! Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO! The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE! Only one entry eligible for any one person each week. FOUR! This contest is not open to minors or to our employees.

Complete rules are printed on all Sweepstakes entry blanks obtainable in almost any retail tobacco store.

And that's YOUR HIT PARADE ... the fifteen most popular songs in America this week. Now ... while the songs are fresh in your mind ... make your selections for next week's Sweepstakes. Jot down the three songs on a postcard ... 1 - 2 - 3 - ... just like that -- as you think they will rank on YOUR HIT PARADE next week. There's a regular carton of 200 fine Lucky Strikes -- 200 delicious Light Smokes -- waiting for you when you pick those winning songs, so don't miss the fun. Be sure your entry is postmarked not later than Sunday midnight ... that's tomorrow night. Remember ... winning songs are announced and played regularly twice each week on YOUR HIT PARADE ... Saturdays on this station at 10.00 P.M. Eastern DAYLIGHT Time with Harry Salter and his Lucky Strike Orchestra ... and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station.

Literally millions of people throughout the country are having loads of

Fun in YOUR LUCKY STRIKE SWEEPSTAKES. And literally millions of people, all over the world, are finding loads of real smoking enjoyment in Lucky Strike Cigarettes. We think you'll like them, too. So if you're not smoking Luckies now, why not try them? You'll find that they're smoother ... mellow ... that they're A Light Smoke of rich, ripe-bodied tobacco.

So, until Wednesday, goodnight and pleasant smoking. Your Hit Parade and Your Lucky Strike Sweepstakes are copyrighted 1955 by The American Tobacco Company.

Gather 'round, America! Here come the fifteen favorite songs of this week ...

YOUR HIT PARADE ... played by Carl Hoff and the Lucky Strike Orchestra. A nation-wide survey shows that these tunes are champions in popularity ... a huge survey that covers the sheet music and phonograph records you buy, the numbers you request most often on the dance floor, and the tunes played most frequently over the air.

And with these fifteen favorite songs comes that great new game ...

YOUR LUCKY STRIKE SWEEPSTAKES ... the national cigarette game everybody's playing! And no wonder everybody's joining the fun ... for all over America Sweepstakes fans are winning ... winning thousands and thousands and thousands of regular cartons of Lucky Strike Cigarettes. This week we're sending out over 150,000 cartons of Luckies to lucky Sweepstakes fans ... over 150,000 cartons this week alone. Why ... if we could stack those cartons on end, one on top of the other, out here in front of the NBC Studios, the top would tower more than twenty-five miles above the loftiest pinnacle of the huge RCA Building. Think of it -- a tower of smoking pleasure more than twenty-five miles high. That's a lot of miles of prizes! But we're ready to give still more. And we're hoping you and you and you - millions of you - will join the fun. So ... lend an ear to tonight's tunes and we will tell you all about the Sweepstakes later ...

This is YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike and with it is that record-breaking game, that huge national cigarette game that's packed with fun and thrills and prizes. Yes - you've guessed it. it's YOUR LUCKY STRIKE SWEEPSTAKES! It's free! There's nothing to buy, no entry fee and no limit, absolutely no limit, to the number of winners. This week alone - just this week mind you -

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by mail
No 8063

we've already sent out over 150,000 regular cartons of 200 Lucky Strike Cigarettes as prizes in the Sweepstakes. And that's the way we like it. The more thousands and thousands and thousands of winners there are, the happier we are. So, listen carefully. Here come the rules.

ONE!

Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO!

The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight ... that's August 2nd, winning songs will be announced on the two programs of next week.

THREE!

Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR!

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

And that's YOUR HIT PARADE ... the fifteen most popular songs in America this week. Can you tell which three tunes will lead the field next week? Why not have the fun of trying your judgment and skill? There's a regular carton of 200 Luckies waiting for you when you pick the winners ... 1-2-3 ... just like that. So jot down your entries right now. Then keep your list, and check it

again when you hear YOUR HIT PARADE this Saturday. Remember ... winning songs are announced and played Wednesday and Saturday nights ... Wednesdays on this station at 10:00 P.M. Eastern DAYLIGHT time with Carl Hoff and his Lucky Strike Orchestra ... and on Saturdays over another station with Harry Salter and his Lucky Strike Orchestra. You'll want to hear both programs, so consult your local newspapers for full details on the Saturday broadcast of YOUR LUCKY STRIKE SWEEPSTAKES, copyright 1956 by The American Tobacco Company.

July 25th, 1956

Your Hit Parade is on the air! ... The nation's fifteen most popular songs this week, played by Freddie Rich and the Lucky Strike Orchestra. Every week a nation-wide survey determines the song favorites of 150 million of you ... a huge survey that covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, and your favorites over the air. Out of all this information comes YOUR HIT PARADE ... America's fifteen top-ranking tunes.

And with YOUR HIT PARADE Lucky Strike brings you a grand new thrill in entertainment ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that all America is playing. Yes, all America is playing - and how! ... for all over America Sweepstakes fans are winning ... winning millions of Lucky Strike Cigarettes. This week alone over thirteen million five hundred thousand Luckies are going out as prizes ... over thirteen million five hundred thousand Lucky Strike Cigarettes as prizes this week alone. But we want still more players, more prize-winners ... so join the fun and try your judgment and skill. See how the tunes rank this week. That will help you pick 'em - 1 - 2 - 3 just like that for next week... But more about the Sweepstakes later ...

HERE WE GO ... with the fifteen most popular songs in the nation this week ... YOUR HIT PARADE, presented for your pleasure by Lucky Strike ... and here we go with YOUR LUCKY STRIKE SWEEPSTAKES ... that gigantic national cigarette game that's packed with thrills and prizes. There's no limit to the number of winners ... no limit at all! This week alone we've mailed out over thirteen million five hundred thousand Luckies as prizes ... thirteen million five hundred thousand Lucky Strike cigarettes as prizes this week alone. Next week we want YOU to be one of the Lucky winners. So come on in ... win yourself a regular carton of those famous Luckies! There's nothing to buy - no entry fee and here are the simple rules.

Filed 7/27/56
 by mail

No. 8058

ONE:

Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO:

Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York - and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE:

Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR:

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

And that's YOUR HIT PARADE ... the fifteen most popular songs in America this week. But how about next week? How will the tunes finish in next week's race? There's a regular carton of 200 Luckies waiting for you when you pick the winners - 1 - 2 - 3 just like that - so put your entries down right now. Make sure your card is postmarked not later than midnight Sunday ... that's tomorrow night. Remember ... winning songs are announced and played Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... Saturdays on this station at 10:00 P.M. Eastern DAYLIGHT Time ... and on Wednesdays over another station. You'll want to hear both programs, so consult your local newspapers for full details on the Wednesday broadcast. Your Lucky Strike Sweepstakes is copyright 1936 by The American Tobacco Company.

*Filed by mail
7/22/36
No 8053*

They're on the air! ... the fifteen favorite songs of the week, ... YOUR HIT PARADE, played by Carl Koff and the Lucky Strike Orchestra. These are the fifteen tunes that a huge nation-wide survey shows are "tops" with America this week ... a survey covering the sheet music and phonograph records you buy, the numbers you request most often on the dance floor, and the tunes played most over the air. They're the nation's fifteen champions of song ... YOUR HIT PARADE! And, speaking of champions, with YOUR HIT PARADE comes the all-time champion in games, too -- that remarkable, new national cigarette game - Your Lucky Strike SWEEPSTAKES. We've told you you could win. We've told you there was no limit, absolutely no limit to the number of prizes -- well -- so far this week alone, we've sent over sixty-five thousand prizes ... over sixty-five thousand prizes so far this week alone and the week is still young ... prizes of regular cartons of 200 Lucky Strike Cigarettes to SWEEPSTAKES fans from Maine to California. So, come on - pull up your chairs, gather 'round the radio and hop aboard the SWEEPSTAKES bandwagon for a barrel of fun. There's no entry fee, nothing to buy, no complicated rules. We'll tell you all about it later in the program.

This is YOUR HIT PARADE ... all America's fifteen favorite songs of this week, brought to you by Lucky Strike. And Luckies bring you, YOUR LUCKY STRIKE SWEEPSTAKES, too. That fascinating national cigarette game that's sweeping America like wild fire. There never before was anything like it - a game that's loads of fun and costs nothing to enter - and there's no limit to the number of prizes. Yes, we mean just that - no limit. So far this week alone we have mailed out over 65,000 prizes - over 65,000 regular cartons of 200 Lucky Strike Cigarettes and the week is still young. So join the fun. Try your skill at the Sweepstakes ... here's wishing you success. Listen! Here are the rules!

ONE!

Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO!

The postcard must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York .. and must be postmarked no later than this coming Sunday midnight ... that's July 28th, winning songs will be announced on the two programs of next week.

THREE!

Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR!

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

And that's YOUR HIT PARADE .. the fifteen most popular songs in America this week. The question is now -- how will America rank her popular songs next week -- and how will you rank them to win 200 of those fine Lucky Strike Cigarettes? You have one more chance to hear the week's tunes -- so don't miss YOUR HIT PARADE this Saturday. It will help you make your selection. Remember ... winning songs are announced and played Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1956 by The American Tobacco Company.

July 18, 1956

Lucky Strike presents YOUR HIT PARADE... America's fifteen most popular songs
 this week, played by Freddie Rich and the Lucky Strike Orchestra! These are
 the melodies a huge nationwide survey tells us you like best this week ...
 the songs you buy most frequently on sheet music and records ... the tunes
 you request most often from the country's prominent orchestra leaders..
 and the songs the networks tell us are your favorites over the air. From
 North, East, South, and West comes the information which determines the
 fifteen songs highest in America's favor ... and that's YOUR HIT PARADE ...
 the cream of this week's musical crop!

And with YOUR HIT PARADE ... comes that sensational cigarette game that's
 booming to the skies ... YOUR LUCKY STRIKE SWEEPSTAKES ... that phenomenal
 cigarette game ... packed, jammed, and overflowing with thrills and fun for
 all who play. Fun for the millions ... yes, millions .. we've had over one
 million seven hundred thousand entries this week alone ... think of it, over
 one million seven hundred thousand this week. But no wonder! There's no
 limit to the thousands upon thousands of prizes ... absolutely no limit ...
 prizes of regular cartons of 200 Lucky Strike Cigarettes. So come on in ..
 don't miss the fun. You can win. Chances are that some of the thousands
 of prize winners are right in your neighborhood. So why not you? There'll
 be more about the Sweepstakes later ... but right now the orchestra says "GO!"

This is YOUR HIT PARADE ... the fifteen most popular songs in America this
 week ... brought to you by Lucky Strike ... plus ... and it's a mighty big
 plus ... YOUR LUCKY STRIKE SWEEPSTAKES ... the new game sensation...the
 amazingly popular cigarette game that's bringing fun and excitement to millions
 throughout the land. There's no entry fee ... nothing to buy ... and no limit
 to the number of prizes. Just think of that - no limit to the tens of thousands
 of prizes ... regular cartons of 200 Lucky Strike Cigarettes. So come in

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 No 8046

and get your friends in too. The more there are in your group the better your chances are ... and we're for you ... we hope you win ... we want you to have a prize of 200 of those grand Lucky Strike Cigarettes. Here are the rules. So listen carefully.

ONE:

Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's program: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO:

Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York - and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE:

Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR:

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Your Hit Parade and Your Lucky Strike Sweepstakes come to you regularly twice each week ... Saturdays on this station at 10:00 P.M. Eastern DAYLIGHT Time with Freddie Rich and his Lucky Strike Orchestra ... and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Now is the time to jot down your selections for Your Lucky Strike Sweepstakes of next week. Just list on a postcard . . . the tunes you feel will rank ... 1 - 2 - 5 ... just like that, on Your Hit Parade next week ... And then, be sure your entry is postmarked not later than midnight tomorrow night ... that's midnight Sunday. So come on in ... we don't want you to miss the fun ... and we do want you among the lucky prize winners. Remember ... winning songs are announced Wednesdays and Saturdays in Your Lucky Strike Sweepstakes ... copyright 1936 by The American Tobacco Company.

YOUR LUCKY STRIKE HIT PARADE

JULY 15th, 1936

*Filed
7/16/36
by mail
208042*

Are you ready America? Here they are ... the fifteen most popular songs in the nation this week ... YOUR HIT PARADE, played by Harry Sosnick and the Lucky Strike Orchestra. This week and every week, a vast, nationwide survey tells us which fifteen tunes 130,000,000 of you like the best. We check the sheet music and records you buy ... the numbers you request of principal orchestra leaders. And from the big radio networks ... we learn the outstanding melodies of the airwaves. And when we add up all these facts ... there they are ... right on top ... the fifteen songs you like best of all ... that's YOUR HIT PARADE! And here's something new -- something different ... YOUR LUCKY STRIKE SWEEPSTAKES ... that new national cigarette game that's loaded with excitement and fun for all who play. And every winner -- and we have thousands upon thousands of winners -- every winner gets a prize ... a regular carton of 200 Lucky Strike Cigarettes. Folks by the millions are flocking to join the fun ... yes, so far this week we have over a million five hundred thousand entries ... Think of it -- over one million five hundred thousand Sweepstakes entries this week. So come on in ... win yourself 200 of these fine Lucky Strike Cigarettes ... note the way the melodies rank this week ... and then let's see how good a "picker" you are. There'll be more about the Sweepstakes later.

Come on America ... on with YOUR HIT PARADE ... the fifteen favorite songs in the nation this week, presented for your pleasure by LUCKY STRIKE CIGARETTES. And on with YOUR LUCKY STRIKE SWEEPSTAKES, too ... that king of games ... that national cigarette game that's a new high in fun and excitement! And there's a prize for every winner ... tens of thousands of prizes ... regular cartons of 200 Lucky Strike Cigarettes. Think of it .. no entry fee and no limit to the number of prizes! So try your skill ... who knows ... you may be a wizard once you get started ... Here's how it's done.... Listen carefully because we want you to be a lucky winner, too.

ONE!

Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO!

The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight ... that's July 19th. Winning songs will be announced on the two programs of next week.

THREE!

Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR!

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Tonight YOUR HIT PARADE had Harry Sosnick as guest conductor for the Lucky Strike Orchestra. YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week ... Wednesdays on this station at 10:00 P.M., Eastern DAYLIGHT Time ... and on Saturday nights over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Better jot down right now your selection for the SWEEPSTAKES ... 1 - 2 - 3 -- just like that, as you think the tunes will rank next week. Then check your entry again when you hear YOUR HIT PARADE this Saturday night. Your entry card must be postmarked no later than midnight this coming Sunday. The best of luck to you ... to all of you ... here's hoping you're a prize winner.

Remember, winning songs are announced Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1936 by The American Tobacco Company.

July 11th, 1936

Here they come ... the fifteen most popular songs of the nation this week ...

YOUR HIT PARADE, played by Harry Salter and the Lucky Strike Orchestra. They're tops ... we know they are, because each week a huge nation-wide survey shows which melodies you like best. We check the sheet music and records you buy ... the tunes you request of orchestra leaders. And the nation's big radio networks report your favorites over the air. When all the facts are in ... and analyzed ... fifteen songs stand at the very top ... America's most popular songs of the week ... and that's YOUR HIT PARADE!

And here's that record-smashing feature ... the biggest thing of its kind in the history of radio ... the newest thing in games ... YOUR LUCKY STRIKE SWEEPSTAKES ... a cigarette game that's a real thriller ... and more fun than a barrel of monkeys! From coast to coast literally hundreds of thousands are trying to pick the three top ranking songs on YOUR HIT PARADE. And no wonder ... for there's a prize for everyone who picks them right ... and we mean everyone * there's no limit to the thousands and thousands of winners ... no limit to the number who can win and do win regular cartons of 200 Lucky Strike Cigarettes. So ... climb aboard the Sweepstakes band wagon. There's nothing to buy ... no entry fee ... no complicated rules .. Just pack up your troubles ... and make way for a grand time. And now the songs are at the post ... we're all set ... ready to go on with YOUR HIT PARADE ... so watch these melodies carefully ... More about the Sweepstakes later.

We're off! ... here we go, with YOUR HIT PARADE ... the fifteen favorite songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. And along with YOUR HIT PARADE comes that cigarette game of games ... YOUR LUCKY STRIKE SWEEPSTAKES ... a cigarette game packed with thrills and chuckles ... and prizes, too, prizes for the multitudes, tens of thousands of prizes ... regular cartons of 200 Lucky Strike Cigarettes. There's no limit to the number of winners. And the more thousands of winners there are, the better we like it. So out

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yourself a slice of fun ... come on in and join the Sweepstakes ... we're just hoping we can send you a winning carton of Luckies this coming week. Here are the rules ... they're simple as ABC.

ONE:

Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO:

Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York - and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE:

Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR:

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

YOUR HIT PARADE had Harry Salter as guest conductor for the Lucky Strike Orchestra ... YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week ... Saturdays on this station at 10.00 P.M. Eastern DAYLIGHT Time ... and on Wednesday nights over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Now a word to the wise ... you've heard this week's tunes and their rankings tonight ... so before they slip your mind ... you'd better write down your entry

for the Sweepstakes. Take a minute right now ... jot down the songs on a postcard ... 1 - 2 - 3 just like that, in the order you think they will rank next week on YOUR HIT PARADE. Then see that your card is postmarked no later than midnight tomorrow ... that's Sunday midnight. Remember ... every week winning songs are announced Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1936 by The American Tobacco Company.

July 8th, 1936

Let's go America ... here's the popular music you like best this week ...

YOUR HIT PARADE played by Carl Hoff and the Lucky Strike Orchestra.

Out of the biggest survey ever made in the field of popular music come

America's fifteen favorites every week. We check the tunes you buy on

sheet music and records. Prominent orchestra leaders tell us the melodies

you request most frequently when you're out dancing. And the great radio

networks report the leading songs over the air-waves. The preferences of all

of you -- North, South, East and West are reflected in this great survey.

And the fifteen tunes you favor most ... make up YOUR HIT PARADE.

One million Americans can't be wrong ... no sir ... when that many people are playing a game, the game must be a thriller. And it is! YOUR LUCKY STRIKE SWEEPSTAKES ... that new cigarette game is a sensation that has folks from Maine to California sharpening their wits to pick the three top ranking songs on YOUR HIT PARADE. There's no limit to the number of winners ... there have been thousands upon thousands of them ... and each and every winner receives a regular carton of 200 Lucky Strike Cigarettes.

So join the fun this week ... win one of those prizes ... and have a grand time doing it. There's nothing to buy ... no entries ... no complicated rules. Just relax in your easy chair ... and we'll parade the songs over your radio and tell you how the nation ranked them this week. Later on you'll hear more about the Sweepstakes ... but now let's have music.

On with YOUR HIT PARADE ... America's fifteen most popular songs this week presented by Lucky Strike ... and on with YOUR LUCKY STRIKE SWEEPSTAKES ... the new cigarette pastime that's bringing prizes of regular cartons of 200 Lucky Strike Cigarettes to enthusiastic Sweepstakes fans everywhere the country 'round! Anybody can win. So come on, test your

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skill against your neighbors' ... Bob "Believe It or Not" Ripley tells us he's in this week, and Frank Grunit and Edgar Guest and Phil Baker and George Burns and Gracie Allen, too, just to mention a few. So come on in ... There's no limit to the thousands and thousands of prizes. Here are the simple rules ... here's the way you play.

ONE!

Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO!

The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight ... that's July 12th. Winning songs will be announced on the two programs of next week.

THREE!

Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR!

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week ... Wednesdays on this station at 10.00 P.M. Eastern DAYLIGHT Time with Carl Hoff and his Lucky Strike Orchestra. Next Wednesday Carl Hoff will have Harry Sosnick as his guest conductor for the Lucky Strike Orchestra. And on Saturday night you'll find Harry Salter and the

Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

... And now ... you'd better jot down on a postcard the melodies you think will rank 1 - 2 - 3 just like that, on YOUR HIT PARADE next week. Then check the selection you make tonight again when you hear YOUR HIT PARADE this Saturday night. And don't forget ... your entry must be postmarked no later than midnight this coming Sunday ... July 12th. So good luck to you ... we hope this is your lucky week. Winning songs are announced Wednesday and Saturday nights in Your Lucky Strike Sweepstakes ... copyright 1935 by The American Tobacco Company.

July 4th, 1936

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7/6/36
No. 8011*

Your Hit Parade is on the air ... America's fifteen most popular tunes of this week ... played by Freddie Rich and the Lucky Strike Orchestra. 130,000,000 of you pick these songs that go on Your Hit Parade, pick them as shown by a gigantic nation-wide weekly survey - the most complete survey ever made in the field of popular music -- covering the song leaders over the air - the tunes you buy most frequently in sheet music and on records - and the melodies most requested from leading orchestras all over the country.

And ... as the special feature of Your Hit Parade, comes Your Lucky Strike Sweepstakes ... that fascinating, up-to-the-minute cigarette game that has the whole nation ranking the songs, 1 - 2 - 3 - just like that. It's easy to enter and there's no limit to the number of prizes -- regular cartons to 200 Lucky Strike Cigarettes. There's nothing to buy -- no entry fee -- no complicated rules. So come one - come all. Everybody's doing it ... almost a million entries were received this week. Gather round the radio and watch the songs go by -- this may be YOUR lucky week! We'll tell you more about the Sweepstakes later.

On with the show ... the Big Fifteen ... YOUR HIT PARADE, presented for your pleasure by Lucky Strike Cigarettes. And with YOUR HIT PARADE ... comes that grand, new cigarette game ... a game of skill, a game of fun ... YOUR LUCKY STRIKE SWEEPSTAKES. It's spreading like wild-fire. ... Almost a million entries this week alone. Think of it! ... almost a million players. Everybody's doing it and everybody can win. And that means you. So come on in ... win yourself one of those tens of thousands of prizes ... a regular carton of 200 Lucky Strike Cigarettes. Here's how it's done ... listen to these

simple rules.

ONE:

Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO:

Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight -- that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE:

Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR:

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and, for customs reasons is restricted to residents of the United States.

Your Hit Parade and Your Lucky Strike Sweepstakes come to you regularly twice each week ... Saturdays on this station at 10.00 P.M. Eastern DAYLIGHT Time with Freddie Rich and his LuckyStrike Orchestra. Next Saturday Freddie Rich will have Harry Salter as his guest conductor for the Lucky Strike Orchestra. And on Wednesday nights, as usual, you'll find Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Don't let this week's song rankings slip your mind ... You'd better make your selection for next week's Sweepstakes right now. List your tunes on a postcard the way you think they will rank ... 1 - 2 - 3 ... just like that, on YOUR HIT PARADE next week. Your entry card must be postmarked no later than Sunday midnight ... that's tomorrow night! So jot them down right now. And here's hoping you win. Don't forget that winning songs are announced Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1936 by The American Tobacco Company.

July 1st, 1938

And out of your interest in the week's most popular tunes has sprung YOUR LUCKY STRIKE SWEEPSTAKES - a new cigarette game ... a gigantic cigarette game in which, this week alone, nearly one million entries were received. But regardless of the number of entries there is no limit to the number of prizes - prizes of a regular carton of 200 Lucky Strike Cigarettes for all who can list the first three songs correctly ... one ... two ... three ... just like that ... as they will rank next week on Your Hit Parade.

But don't you find thousands of people are winning prizes? It sounds so easy.

That's it exactly ... tens of thousands are winning ... and we say the more the merrier!

So why not get in on the fun ... you can win. There's nothing to buy ... no entry fee ... no complicated rules. Listen later for more about the Sweepstakes ... and now let's hear this week's tunes.

All aboard America ... here we go ... on with YOUR HIT PARADE ... the fifteen songs highest in the nation's favor, presented for your pleasure by the manufacturers of LUCKY STRIKE CIGARETTES. And out of YOUR HIT PARADE has come a new national pastime ... a thrilling cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. Anybody can play and everybody can win ... literally hundreds of thousands of you are playing ... and Uncle Sam's Post Office is kept busy delivering thousands and thousands of prizes to you lucky winners ... regular cartons of two hundred Lucky Strike Cigarettes. And you believe me ... you've got as good a chance as anyone else ... there's absolutely no limit to the thousands of prizes each week ... Why not come on

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By mail
No. 8010

in and join the fun. We'd like to send a prize -- a full carton of Luckies to you next week ... So, listen for a moment ... to these simple rules.

ONE!

Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's program: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO!

The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... 111 Fifth Avenue, New York ... and must be post-marked no later than this coming Sunday midnight ... that's July 5th. Winning songs will be announced on the two programs of next week.

THREE!

Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR!

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week ... Wednesday night on this station with Carl Hoff and the Lucky Strike orchestra at 10.00 P.M. Eastern DAYLIGHT Time ... and Saturday night with Freddie Rich and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Why not jot down a first selection for the Sweepstakes right now ... then see if you agree with your own choice when you hear this week's

tunes again this Saturday night. You ought to do mighty well ... with these two chances to study the rankings. So sit down right away and list on a postcard the melodies you think will rank 1 - 2 - 3 - just like that on YOUR HIT PARADE next week ... and remember, your entry must be postmarked no later than midnight this coming Sunday - July 5th. Here's good luck to you ... each and every one of you. Winning songs are announced Wednesday and Saturday nights in Your Lucky Strike Sweepstakes ... copyright 1936 by The American Tobacco Company.

YOUR LUCKY STRIKE HIT PARADE

June 27, 1956

And ... when we found how much fun some of you were having trying to pick out in advance the whole nation's top-ranking tunes ... it occurred to us that here was a grand game all of you would enjoy. And that's how Your Lucky Strike Sweepstakes were born! A prize -- a regular carton of 200 Lucky Strike Cigarettes goes to every one who ranks the tunes correctly ... one ... two ... three ... just like that.

And there's no limit to the number of prize winners, either. So come on ... see what you can do ... there's nothing to buy ... no entry fee ... no complicated rules. You can win ... we know you can ... and, remember there's no limit to the number of winners ... This week alone we have mailed 40,287 cartons of Luckies ... over 40,000 cartons of Luckies ... prizes to lucky Sweepstakes fans. And now - the orchestra's raring to go. You'll hear more about the Sweepstakes later.

All right everybody ... on with Your Hit Parade ... the fifteen top ranking tunes in America this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And along with Your Hit Parade is a special treat for lucky listeners and lucky smokers ... YOUR LUCKY STRIKE SWEEPSTAKES ... that spectacular cigarette game of fun and skill which is thrilling the popular music fans of all America. And how you'll enjoy it, too ... test your skill along with the thousands and thousands who are joining in the good fun every week ... Think of it ... a contest with no limit to the number of prize winners. 40,287 Sweepstakes fans - 40,287 have won prizes this week ... prizes of a regular carton of 200 Luckies. But even

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No. 8002

so we'd like to see more winners ... thousands more. Here are the simple rules.

ONE:

Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's program: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO:

Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE:

Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR:

This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and, for customs reasons is restricted to residents of the United States.

Your Hit Parade and Your Lucky Strike Sweepstakes come to you twice each week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra regularly at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

And now for Your Lucky Strike Sweepstakes ... Jot your selections down right now, while you're in the mood, and while you remember how the songs rank this week. List on a postcard ... the tunes you feel will rank ... 1 - 2 - 3 ... just like that on Your Hit Parade next week. And then, be sure your entry is postmarked not later than midnight tomorrow night ... that's midnight Sunday. So come on ... we don't want you to miss the fun ... and we're hoping you'll pick them right and join the lucky prize winners. Remember ... winning songs are announced Wednesdays and Saturdays in Your Lucky Strike Sweepstakes ... copyright 1936 by The American Tobacco Company.

June 20th, 1936

*Filed by mail
6/22/36*

No. 7961

Your Hit Parade is on the Air! ... The fifteen most popular songs in America this week, played by Freddie Rich and the Lucky Strike Orchestra. 150,000,000 of you choose these songs ... and every week we make a nation wide survey to determine your preferences. Orchestra leaders tell us what numbers you request most often when you go dancing. The big radio networks list your favorites over the air. Your purchases of sheet music and phonograph records are reported to us. Out of all this information come Your Hit Parade ... America's fifteen top-ranking tunes.

And ... together with Your Hit Parade comes a new thrill in entertainment ... that fascinating new cigarette game ... Your Lucky Strike Sweepstakes. Literally hundreds of thousands are playing it ... and if you haven't entered ... you'd better get in. It's as simple as A, B, C. There's nothing to buy, no complicated rules, no entry fee. Just list on a postcard the songs you think will rank 1 - 2 - 3 on Your Hit Parade next week. Mail the card to us not later than tomorrow midnight. And if you're right, ... you win a regular carton of 200 Lucky Strike Cigarettes! So join the thousands of Lucky Winners. This week alone more than 12,000 prizes were awarded -- over 12,000 cartons of Luckies for lucky smokers. So ... look over the tunes tonight! See how they rank this week as they swing by on Your Hit Parade!

But, more about the Sweepstakes later, for here comes the first tune.

All right ... come on everybody ... gather round! Your Hit Parade carries on! The nation's fifteen most popular tunes of this week ... presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And with Your Hit Parade comes that sensational new cigarette game which has all America going 'round and around. It's

fun ... it's exciting ... Winners All - in every state in the Union ... it's Your Lucky Strike Sweepstakes! Thousands and thousands are receiving prizes of regular cartons of 200 Lucky Strike Cigarettes. This week alone, we've mailed out over 12,000 cartons -- over 12,000 prizes to Lucky listeners. And we hope there'll be more next week ... we hope that you yourself will win ... so, here's the way it's done! Listen carefully to these simple rules!

ONE: Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO: Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York - 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the two programs of next week.

THREE: Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and, for customs reasons is restricted to residents of the United States.

Remember ... you can submit only one entry yourself ... but, each adult member of your family can also submit one entry. So get the whole family to join in on the fun ... and stir up competition among your friends, too. Let's see who are the best song pickers in your neighborhood. And don't forget ... your best bet is to listen carefully tonight and find out how the tunes ranked this week ... then put on your "thinking cap" ... and make your choice ... list the first three songs, 1 - 2 - 3 - just like that ... in the order you think they will rank next week, and mail your

entry card to us ... postmarked not later than midnight tomorrow. The final compilation of the fifteen hit tunes of each week is made at the offices of the American Tobacco Company, 111 Fifth Avenue, New York on Monday morning -- and no one knows what the tunes are and how they will rank until that Monday's tabulation is made. So everybody starts from scratch in this race.

Your Hit Parade and Your Lucky Strike Sweepstakes come to you regularly twice each week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs so be sure to consult your local newspaper for full details on the Wednesday broadcast.

And right now is the best time to choose the tunes you feel will rank 1 - 2 - 3 ... just like that, in Your Lucky Strike Sweepstakes next week. Why not jot them down right now on a postcard while this week's rankings are fresh in your mind. Come on in and join the fun ... and make sure that your entry to next week's SWEEPSTAKES is postmarked not later than midnight tomorrow night ... that's Sunday Night. Winning songs are announced Wednesdays and Saturdays in Your Lucky Strike SWEEPSTAKES ... copyright 1950 by The American Tobacco Company.

YOUR LUCKY STRIKE HIT PARADE

6/17/36

Lucky Strike brings you YOUR HIT PARADE ... the FIFTEEN most popular songs in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Every week we make a nationwide survey to find the nation's preference in popular music. We check the sheet music and records you buy ... the melodies you request of orchestra leaders ... and your favorites over the big radio networks. When all the facts are in ... fifteen tunes stand at the top -- America's favorites of the week -- the songs you want most to hear -- and we bring them to you as YOUR HIT PARADE

And together with the popular music you like best comes Your Lucky Strike SWEEPSTAKES ... something new, something different ... and lots of fun ... the cigarette game hundreds of thousands of you are playing enthusiastically. And you'll enjoy it too ... there's nothing to buy ... no entry fee, no complicated rules. Simply write on a postcard the three songs you think will rank 1 - 2 - 3 just like that -- on Your Hit Parade next week ... and mail it to us not later than midnight this coming Sunday. If you're right we'll send you a regular carton of 200 Lucky Strike Cigarettes, absolutely free. You can win ... we know you can ... for thousands are winning. This week alone, we have mailed over 12,000 prizes -- 12,000 cartons of Lucky Strike Cigarettes to lucky smokers in this week's Sweepstakes. The sky's the limit ... the more thousands of winners the better we like it. So, listen carefully tonight ... see how America rates her songs this week. More about the Sweepstakes later.

Your Hit Parade marches on ... the fifteen top ranking songs throughout the nation this week, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And, for more pleasure for lucky listeners

Filed by mail
6/18/36
No 7950

... Your Lucky Strike SWEEPSTAKES! ... that grand new, up-to-the-minute cigarette game that's bringing fun into hundreds of thousands of homes. And what's more ... thousands and thousands are winning -- over 12,000 prizes -- over 12,000 cartons of Lucky Strike Cigarettes are on their way to lucky smokers in this week's race! -- and we want thousands more to win -- the more thousands the better. And for each and every winner there's a carton of 200 Lucky Strike Cigarettes absolutely free. Who knows ... this may be your lucky week if you enter ... so listen carefully to these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... 111 Fifth Avenue, New York ... and must be postmarked not later than this coming Sunday midnight ... that's June 31st. Winning songs will be announced on the two programs of next week.

THREE: Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember ... although only one entry each week per person is allowed ... every adult in your family can submit one entry. So come on in ... see who will win from your family! ... and tell your friends about it, too. Let's get the whole neighborhood in on this grand cigarette SWEEPSTAKES. The more winners, the merrier!

And now as YOUR HIT PARADE goes on ... watch the procession of

tunes as they pass. See how the nation ranks its melodies this week. Look them over again this Saturday, too. Then list the first three songs - 1 - 2 - 3 - just like that ... in the order you think they will rank next week, and mail your entry card to us ... postmarked not later than midnight Sunday. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES ... There's a new face every week.

YOUR HIT PARADE and Your Lucky Strike SWEEPSTAKES come to you twice a week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra at 10.00 P.M., Eastern DAYLIGHT Time and on Saturday nights with Freddie Rich and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspapers for full details on the Saturday broadcast. There's a new Sweepstakes every week.

And don't forget ... your entry for next week's SWEEPSTAKES may be postmarked as late as midnight this coming Sunday, June 21st. So, Saturday you have another chance to hear this week's musical favorites and to decide how you think they'll rank next week. Remember, any postcard will do for your entry ... but, to make it easier for you, we're supplying your tobacco dealer with specially printed entry cards. They're free for the asking! Don't fail to enter. It's loads of fun. Listening to Your Hit Parade is interesting and entertaining, but if you're in the SWEEPSTAKES, that's an added thrill. Winning songs are announced Wednesdays and Saturdays in Your Lucky Strike SWEEPSTAKES ...
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YOUR LUCKY STRIKE HIT PARADE

6/15/36

Here comes - YOUR HIT PARADE ... bringing you America's FIFTEEN favorite songs of this week - played by Freddie Rich and the Lucky Strike Orchestra -- presented by the manufacturers of Lucky Strike Cigarettes. Your Hit Parade, your FIFTEEN favorite songs, is a constantly changing musical picture - but Lucky Strike keeps in step with the nation's preference by a countrywide survey every week. Orchestra leaders tell us the songs that dancers request most frequently ... we check the sheet music and phonograph records you are buying ... and nearly 200 radio stations tell us your favorites over the air. Put all these factors together and out comes the FIFTEEN tunes you like best - YOUR HIT PARADE!

It's mighty pleasant these wonderful spring evenings to sit back and listen to the popular tunes you like best, played the way you like to hear them. And, for a real thrill along with it, Your Hit Parade brings you Your Lucky Strike SWEEPSTAKES. Yes, it's a real thrill and a lot of fun -- that fascinating new cigarette game -- it's a race for which there's no entry fee, nothing to buy, no complicated rules, and there's no limit to the number of winners. Thousands and thousands are winning. And we want thousands and thousands more -- thousands and thousands every week.

Here's all you have to do. Write on a postcard the three songs you think will rank 1 - 2 - 3 - just like that - on Your Hit Parade of next week and mail the card to us, postmarked not later than Sunday midnight -- that's tomorrow. If you list the songs correctly we'll send you, absolutely free, a regular carton of 200 Lucky Strike Cigarettes. So - gather round and listen carefully tonight -- Notice how the songs rank this week - and then, send in your entry.

Now for this week's songs. On with the show. We'll tell you more about the SWEEPSTAKES later.

Filed
6/15/36
J mail
No. 7950

this is Your Hit Parade ... America's fifteen most popular songs this week, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And, for an added thrill, Your Hit Parade brings you - Your Lucky Strike SWEETSTAKES ... that fascinating, new cigarette game that hundreds of thousands of Lucky listeners are enjoying. And for every winner there's a regular carton of 200 Lucky Strike Cigarettes, absolutely free. You'll want to hold a winning ticket in next week's great cigarette SWEETSTAKES, so listen carefully to the simple rules:

ONE: Fill in on a postcard the date and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1 - 2 - 3 - just like that - and print your name and address clearly on your postcard.

TWO: Your postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and, for customs reasons is restricted to residents of the United States.

Get your friends to come in with you. Folks tell us they add to the sport by forming their own groups to play the SWEETSTAKES and share the Luckies they win. Naturally the more there are of you the better your chances are to win. And every adult is entitled to ONE entry every week. But be sure to listen to the rest of Your Hit Parade tonight. Then we suggest that each of you make your selections from the fifteen song-hits you hear. A song isn't likely to break into the first three places unless it has first

appeared on Your Hit Parade. And, in spite of this week's upset in the case of "She Shall Have Music", experience shows that it's usually those near the top that have the best chance to place among the winners. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES. Remember - there's a new SWEEPSTAKES every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES come to you regularly twice each week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs so be sure to consult your local newspaper for full details on the Wednesday broadcast. Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry for next week's race must be postmarked not later than midnight Sunday - that's tomorrow midnight. So make up your mind how the songs will rank next week. Then, when you've decided, just print the first three songs on a postcard - 1 - 2 - 3 - just like that -- and mail the card to us. Any kind of a card will do -- but if you prefer -- you can get from your retail tobacco dealer -- absolutely free - special entry cards which have been printed for Your Lucky Strike Sweepstakes. They're free for the asking. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES -- copyright 1938 by The American Tobacco Company.

June 8th, 1936

*Filed by mail
6/8/36
No. 7921*

Your Hit Parade is on the Air! ... The fifteen top-ranking songs in America this week, played by Freddie Rich and the Lucky Strike Orchestra ... presented for your pleasure by the manufacturers of Lucky Strike cigarettes. The fifteen songs the nation likes best ... your choice as revealed by the nation-wide survey we make each week checking the sheet music and records you buy ... the tunes you request of orchestra leaders ... the melodies you enjoy over the big radio networks. That's Your Hit Parade.

But that's not all! With Your Hit Parade comes Your Lucky Strike SWEEPSTAKES - that grand new cigarette game that hundreds of thousands of you are finding loads of fun. So - if you haven't entered yet - well, you'd better "get aboard" and join the fun. There's no entry fee, nothing to buy, no complicated rules. Just list on a postcard the songs you think will rank - 1 - 2 - 3 - on Your Hit Parade next week and mail it to us not later than tomorrow midnight. If you list them correctly - and literally thousands have been able to do so - we'll send you a regular carton of 200 Lucky Strike Cigarettes, absolutely free ... Thousands of winners! That's just what we want and more thousands of winners will make other thousands of winners - because every winner stimulates more entries that make more winners ... and there's no limit ... no limit each week to the number of winners. So ... look the musical thoroughbreds over tonight. It's your last chance before next week's race. Now - on with the show - we'll tell you more about the Sweepstakes later.

On we go with Your Hit Parade ... the nation's FIFTEEN most popular songs this week. And that smart, new, exciting cigarette game that has America guessing ... Your Lucky Strike SWEEPSTAKES! And is it

fun! ... this great new cigarette game! Yes! You bet! ... is the nation's overwhelming answer as thousands upon thousands of entries pile in from every State in the Union. And back to thousands the country 'round ... are going cartons of Lucky Strike Cigarettes ... prizes for the lucky winners. Can you play? Of course you can! Can you win? Yes, indeed you can. Listen ... here's how it's done ... here are the rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs; 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... 111 Fifth Avenue, New York ... and must be postmarked not later than Sunday midnight ... that's tomorrow night. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week ... more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

And remember ... only one entry each week per person. BUT ... that DOES NOT mean only one entry from each family. All the adults in a family CAN try their skill every week. You're all welcome, the more the merrier, and the better your chances are. So gather round and listen carefully to the rest of tonight's program. Then, when you make your choice ... list your songs 1 - 2 - 3 -- just like that -- in the order you think they will rank next week, and mail your entry card to us ... postmarked not later than midnight tomorrow. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES ... There's a new race every week.

Your Hit Parade and Your Lucky Strike Sweepstakes come to you twice a week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember ... your entry for next week's SWEEPSTAKES must be postmarked not later than midnight tomorrow ... that's Sunday midnight. So why not pick your tunes right now -- and here's a lucky tip. Each week for twenty-one weeks the winning songs have been those that occupied the top five or six positions the previous week. Of course, as in any race, a long shot may win -- but it usually doesn't happen. So perhaps it isn't a bad idea to consider the top-ranking five or six songs as having the better chance. Winning songs are announced Wednesdays and Saturdays in Your Lucky Strike SWEEPSTAKES ... copyright 1938 by The American Tobacco Company.

June 3rd, 1936

*Filed by
read 6/9/36
No. 7916*

Your Hit Parade is on the air! — America's FIFTEEN most popular melodies of this week ... presented for your pleasure by the manufacturers of Lucky Strike Cigarettes ... played by Al Goodman and the Lucky Strike Orchestra. Each week Lucky Strike's nationwide musical survey covers the country to find what songs you like best — checks the sale of sheet music and of phonograph records, the tunes you request from orchestra leaders, and your favorites over the air. They've bring you Your Hit Parade ... the FIFTEEN top-ranking songs in America each week. And along with Your Hit Parade — Your Lucky Strike SWEEPSTAKES — that great new cigarette game that has the whole country speculating on what the top three tunes of the following week will be! Because, if you can, in advance, pick them in their proper order, you win a carton of 200 Lucky Strike Cigarettes. Here's how to go about it! Write the songs on a postcard as you think they will rank next week and mail the card to us before next Sunday midnight. If you rank them correctly — 1 — 2 — 3, just like that — we will send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee — nothing to buy! Come one — come all!

Hundreds of thousands of you have already joined in the fun — thousands have won cartons of Luckies — so far as we know there never has been a contest with so many winners all over the country in so short a time.

Your Lucky Strike SWEEPSTAKES is America's newest and smartest thrill. Now — on with the show — we'll tell you more about the SWEEPSTAKES later.

This is Your Hit Parade—the fifteen most popular songs in America this week. And with Your Hit Parade comes that fascinating, up-to-the-minute smart cigarette game — Your Lucky Strike SWEEPSTAKES — a national song hunt that America is going for in a great big way! We have hundreds of thousands of entries — but there's no limit to the number of winners in this modern musical

race -- let us repeat - no limit to the number of winners - no limit to the number of winners - no limit to the number of winners each week -- and to every winner goes a carton of two hundred Lucky Strike Cigarettes, absolutely free. Of course you'll want to be among the "Lucky Strikers" so listen carefully to these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs! 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than this coming Sunday midnight -- that's June Seventh. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week - more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Don't forget -- only one entry each week per person. BUT -- that DOES NOT mean only one entry from each family. All the adults in a family CAN try their skill every week. You're all welcome, the more the merrier and the better your chances are. So gather round and listen carefully to the rest of tonight's program and again on Saturday. Then, when you decide on your predictions send them in to us postmarked not later than this coming Sunday midnight. Be sure to list the songs 1 - 2 - 3 -- just like that -- in the order you think they will rank. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES -- There's a new race every week.

Your Hit Parade and Your Lucky Strike "SWEEPSTAKES" come to you regularly twice a week -- Wednesdays on this station at 10 P.M. Eastern DAYLIGHT Time with Carl Hoff and his Lucky Strike Orchestra and on Saturday night over another station with Freddie Rich and his Lucky Strike Orchestra. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember -- your entry for next week's race must be postmarked no later than midnight this coming Sunday -- June Seventh. So listen in again Saturday for a final view of the musical thoroughbreds before next week's running of Your Lucky Strike SWEEPSTAKES. The final compilation of the fifteen hit tunes of each week is made at the offices of the American Tobacco Company, 111 Fifth Avenue, New York, on Monday morning -- and NO ONE knows what the tunes are and how they will rank until that Monday's tabulation is made. But now I'll give you a lucky tip. Each week for twenty-one weeks the winning songs have been those that occupied the top five or six positions the previous week. Of course, as in any race, a long shot may win -- but it usually doesn't happen. So perhaps it isn't a bad idea to consider the top-ranking five or six songs as having the better chance. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES -
copyright 1938 by The American Tobacco Company.

May 30, 1936

*Filed by
mail 6/1/36*

No. 7909

Your Hit Parade ... the fifteen most popular songs in America this week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes, played by Freddie Rich and the Lucky Strike Orchestra. Yes, it's Your Hit Parade ... because these are the songs you are requesting most frequently at the places where you dance ... the numbers you purchase most often in sheet music and on records ... the melodies you enjoy over the big radio networks. Each week Lucky Strike surveys the entire nation to find what songs you like the best.

The final compilation of the fifteen hit tunes of each week is made at the offices of the American Tobacco Company, 111 Fifth Avenue, New York, on Monday morning - and NO ONE knows what the tunes are and how they will rank until that Monday's tabulation is made.

Can you predict which three melodies the entire nation will rank ONE... TWO... THREE, just like that, next week ... because if you can you'll win a prize in the thrilling new cigarette game that has the whole country talking ... Your Lucky Strike SWEEPSTAKES.

It's good sound fun ... there's no entry fee ... nothing to buy. And, to each of the thousands of winners we send, absolutely free, a regular carton of 200 Lucky Strike Cigarettes. So listen carefully to tonight's program ... see how the nation's choices rank this week. Then, when you've made your choice as to what the first three ranking tunes next week will be, mail your prediction to us on a card postmarked not later than tomorrow midnight. And now ... on with Your Hit Parade ... there'll be more details on Your Lucky Strike SWEEPSTAKES later in our program and at the end we'll give you a tip that perhaps will help you in your selections.

Lucky Strike presents Your Hit Parade ... the FIFTEEN most popular songs of the country this week. And for your pleasure, also, that latest thrill ...

Your Lucky Strike SWEEPSTAKES ... it's taken the country by storm ... Entries are pouring in by the hundreds of thousands. Does America enjoy playing this fascinating - modern cigarette game? We'll say it does! To each of the thousands of winners goes a prize of a regular carton of 300 Lucky Strike cigarettes ... You'll want to be a winner ... so listen carefully to the rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs, 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... 111 Fifth Avenue, New York ... and must be postmarked not later than Sunday midnight ... that's tomorrow night. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week ... more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Remember ... your entry for next week's musical race ... only one for each person ... must be postmarked not later than midnight tomorrow night. Listen to the rest of tonight's program ... it's your last chance to judge these tunes by their present performances ... then sit down and write on a postcard the songs you think will rank 1-2-3 next week. Winning songs are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPSTAKES. There's a new race every week!

Your Hit Parade and Your LUCKY STRIKE SWEEPSTAKES come to you twice a week...

Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M., Eastern DAYLIGHT time, and on Wednesday nights with Al Goodman and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember, your entry postcard for next week's musical race must be postmarked no later than midnight tomorrow night. And here's that lucky tip we hope will help lucky listeners and lucky smokers in the SWEEPSTAKES ... You'll be wise to make your selections from the songs that are in your Big Fifteen this week ... and are not your chances probably better if you pick a melody from the top ranking five or six tunes ... than if you made your choice from those near the bottom!

Come one ... come all! Join the fun! Mail your entry card so it will be postmarked not later than tomorrow midnight. The winners will be announced next Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES ... copyright 1956 by The American Tobacco Company.

May 27, 1936

Filed by
mail 5/28/36

No 7905

Lucky Strike presents Your Hit Parade -- the FIFTEEN most popular songs in America this week - played by Al Goodman and the Lucky Strike Orchestra. Each week Lucky Strike checks the sheet music and phonograph records you buy, the tunes you request of principal orchestra leaders and the melodies that are your favorites over the air. These factors show what songs you like best each week and how they rank in your favor. Then we bring you the top fifteen as Your Hit Parade.

It's fascinating to watch this ever-changing parade of popular melodies -- and now there's an added new thrill ... Your Lucky Strike SWEEPSTAKES ... the great national cigarette game in which you have the fun of testing your skill in picking the winning songs in advance. Here's how you do it. Write on a postcard the songs you think will rank first, second, and third next week and mail the card to us before next Sunday midnight. If you rank them correctly ... 1 - 2 - 3 -- just like that - we send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee - nothing to buy - and no complicated rules. Many, many, many thousands have joined in the fun and there are thousands of winners -- but we want thousands more. So listen carefully to tonight's program and to next Saturday's -- then mail in your selections before next Sunday midnight. The final compilation of the fifteen hit tunes of each week is made at the offices of the American Tobacco Company, 111 Fifth Avenue, New York, on Monday morning -- and NO ONE knows what the tunes are and how they will rank until that Monday's tabulation is made. Every race is a race -- and there's a carton of Luckies for every single winner. So come in and cash in on your Lucky Strike Sweepstakes. We'll tell you more about the Sweepstakes later.

This is Your Hit Parade ... the fifteen most popular songs of the country this week presented for your pleasure by the manufacturers of Lucky Strike

cigarettes. And Your Hit Parade brings you that great - new - up-to-the-minute cigarette game - Your Lucky Strike SWEEPSTAKES - a modern melody hunt - exciting - stimulating - (with no limit on the number of Lucky winners) -- and for every winner - a regular carton of two hundred Lucky Strike cigarettes absolutely free. You'll want to be among the thousands of winners -- so listen carefully to these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than this coming Sunday midnight -- that's June first. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week - more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Don't forget -- your entry for next week's race -- only one entry for each person - must be postmarked not later than midnight this coming Sunday. So listen carefully to the standings on the rest of tonight's program - and to Saturday's program. Then write on a postcard the songs you think will rank 1 - 2 and 3 next week and mail them in to us. Now here's a tip from Luckies which we hope will help you win. Pick the tunes you think will rank one, two, three next week from the fifteen hit songs played on Your Hit Parade this week. They are certainly the most likely contenders for the winning positions and perhaps the fifth song has more chance to win than the 15th. Winning songs

are announced each Wednesday and Saturday during your LUCKY STRIKE SWEEPSTAKES.

Remember -- there's a new race every week.

Your Hit Parade and Your Lucky Strike Sweepstakes now come to you regularly twice a week ... Wednesday on this station at 10 P.M. Eastern DAYLIGHT time with Al Goodman and his Lucky Strike Orchestra and on Saturday night over another station with Freddie Rich and his Lucky Strike Orchestra. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember, your entry for next week's race must be postmarked no later than midnight this coming Sunday .. June first. So you have another opportunity next Saturday evening for a final look at the musical thoroughbreds before the running of next week's SWEEPSTAKES - and we sincerely hope that that week will be YOUR Lucky SWEEPSTAKES. Be sure to come in. Don't miss the fun and excitement that thousands of other Lucky listeners and Lucky Strike smokers are having. Just list the first three songs on a postcard in the order you think they'll rank next week - 1-2-3 - just like that - and mail to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES -- copyright 1956 by The American Tobacco Company.

LUCKY STRIKE "Your Hit Parade"

May 23rd, 1936

Filed by mail
5/25/36
No. 7913

Lucky Strike presents Your Hit Parade ... America's FIFTEEN most popular songs this week -- played by Freddie Rich and the Lucky Strike Orchestra. You yourselves - the American people -- select the songs that compose Your Hit Parade. Lucky Strike learns your preference each week by means of a huge nationwide survey covering sales of sheet music and phonograph records, the tunes most frequently requested of orchestra leaders at the places where you dance, and your favorite melodies broadcast by nearly 200 radio stations. This nation-wide survey shows which songs you like best each week ... and the top-ranking FIFTEEN are Your Hit Parade.

And now, something new under the sun ... a thrilling new cigarette pastime that is sweeping the country like wildfire -- Your LUCKY STRIKE SWEEPSTAKES! -- A great unusual race in which you pick the songs you think America will rank first, second and third the following week. If you rank the songs correctly -- 1 - 2 - 3 - just like that - we send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee, nothing to buy and it's loads of fun. Just list the songs on a postcard and mail them in to us. Many, many thousands of you joined in the fun this week and a carton of Luckies is on its way to every winner and this is a contest in which the winners are running into the thousands. But whether you win or not, we acknowledge your entry by sending you an entry card for the following week's race. We want you all to come in. Don't miss the fun -- and we want thousands of you to win! So listen carefully to tonight's program. It's your last chance to hear the songs before the next SWEEPSTAKES. Then mail your entry card to us postmarked not later than tomorrow midnight. And now just one caution -- only one entry each week per person. More than one entry in any one week disqualifies you for that week. But, be sure to send in the one entry to which you are entitled.

This is Your Hit Parade ... the FIFTEEN most popular songs of the country this

week ... presented for your pleasure by the manufacturers of Lucky Strike cigarettes. And along with it comes the new thrill Your Lucky Strike SWEEPSTAKES .. an entirely different -- modern cigarette game with no limit on the number of winners -- it's easy to enter -- easy to win -- and for every winner - there's a prize of a regular carton of 200 Lucky Strike cigarettes. There'll be thousands of winners ... and you'll want to be one ... so listen carefully to these simple rules -

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight -- that's tomorrow night. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week - more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Now remember -- your entry for next week's race -- only one entry per person -- must be postmarked not later than midnight tomorrow night. Listen carefully to the standings on the rest of tonight's program -- It's your big chance to hear this week's order of popularity -- then sit down and write on a postcard the songs you think will rank 1 - 2 - and 3 next week. Winners are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPSTAKES.
A new race every week.

Your Hit Parade and Your LUCKY STRIKE SWEEPSTAKES now come to you regularly twice a week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Al Goodman and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember, your entry postcard for next week's race must be postmarked no later than midnight tomorrow night. So why not sit down right now, and write out your selections while the songs are fresh in your mind. Be sure to enter - and get your friends to join in, too. Just list on a postcard the first three songs in the order you think they will rank next week - 1 - 2 - 3 just like that - and mail it to us. Winning songs are announced every Wednesday and Saturday in Your LUCKY STRIKE SWEEPSTAKES -- copyright 1936 by The American Tobacco Company.

LUCKY STRIKE "Your Hit Parade"

May 20th, 1936

Lucky Strike presents Your Hit Parade ... the fifteen most popular songs in America this week ... played by Al Goodman and the Lucky Strike orchestra. Each week Lucky Strike takes the musical pulse of America by a huge survey from Coast to Coast. We learn from radio stations your favorites over the air - we check the sales of sheet music and phonograph records ... and the country's principal orchestra leaders wire us the tunes you most frequently request. Then we analyze this vast fund of information to find what songs America wants most to hear that week - and those songs are Your Hit Parade

And in addition, there's now a new thrill on Your Hit Parade ... a fascinating musical thrill that is taking America by storm ... Your Lucky Strike SWEEPSTAKES. Are you among those up-to-the-minute people who know their popular music? Well, here's how you can demonstrate your skill and have a barrel of fun to boot. Just write on a postcard the songs you think will rank one, two and three next week and mail them in to us not later than this coming Sunday midnight. That's all there is to it. There's nothing to buy, no entry fee, no complicated rules. If you pick the winners - 1 - 2 - 3 - just like that, we'll send you absolutely free a regular carton of 200 Lucky Strike Cigarettes.

We had thousands of entries this week - and a carton of Luckies and our congratulations are on the way to over a thousand winners. Every person who enters this Sweepstakes will receive by mail an entry card for next week's race.

We hope you win -- we want thousands more of you to get a free carton of Luckies! Just this one caution -- only one entry each

Filed by
mail 5/21/36
7895

week per person. More than one entry in any one week disqualifies you for that week. So listen carefully to this week's rankings as given on tonight's program and tune in again this Saturday for a final view of the musical thoroughbreds before next week's race. We'll tell you more about the SWEEPSTAKES later.

This is Your Hit Parade - your FIFTEEN favorite songs of the week -- presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And with it comes a new national pastime -- Your LUCKY STRIKE SWEEPSTAKES! That fascinating game that everyone's playing today. If you win we send you a regular carton of Lucky Strike Cigarettes ... 100 Luckies - absolutely free! You've nothing to buy - there's no entry fee - and all of you, all over the country are invited to join -- Remember -- there's a prize for every winner. And the winners are in the thousands. Here are the rules.

- ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity, as you think they will rank on the week's programs; 1-2-3 just like that; and PRINT your name and address clearly on your postcard.
- TWO: The postcard must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than this coming Sunday midnight. Winning songs will be announced in the programs of next week.
- THREE: Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.
- FOUR: This contest is not open to minors. You must be, and state that you are of legal age to receive the prize. The contest is not open to employees of the American Tobacco Company and its affiliates and for

customs reasons is restricted to residents of the United States.

Don't forget - each entry for next week's musical race ... only one for each person ... must be postmarked not later than midnight Sunday, May 24th. Listen to the rest of tonight's program - and to Saturday's program. It will help you decide how you think the songs will rank next week. Then send in your card, postmarked no later than this coming Sunday midnight, for next week's race. Winning songs are announced each Wednesday and Saturday during your Lucky Strike SWEEPSTAKES. A new race every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week ... Wednesdays on this station with Al Goodman and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and Saturday nights with Freddie Rich and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember your entry card for Your Lucky Strike SWEEPSTAKES of next week must be postmarked no later than midnight this coming Sunday. Be sure to enter -- it's loads of fun -- and a regular carton of 200 Lucky Strike Cigarettes goes to every winner. Just list on a postcard the first three songs in the order you think they will rank next week -- 1-2-3 -- just like that -- and mail it in to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES ... Copyright 1938 by the American Tobacco Company.

LUCKY STRIKE "Your Hit Parade"

May 18th, 1936

Lucky Strike presents Your Hit Parade ... the FIFTEEN song favorites of the nation this week - played by Freddie Rich and the Lucky Strike Orchestra. You yourselves have told us that these are your fifteen favorite tunes - you've told us by the sheet music and phonograph records you are purchasing, by the numbers you request from orchestra leaders when you're out dancing, and by the tunes you enjoy most over radio stations from Coast-to-Coast. Each week Lucky Strike conducts this song popularity survey - and the top-most ranking tunes are YOUR HIT PARADE.

And now a new feature - that every modern music fan will enjoy ... YOUR LUCKY STRIKE SWEEPSTAKES! ... a fascinating entertainment in which you test your skill in ranking, in advance, the three most popular songs of the nation as reported on Your Hit Parade of the following week. Then you compare your choices with the vote of the entire nation. If you hit the nail on the head and pick the three ranking songs in their correct order of popularity - 1 - 2 - 3, just like that, you win a regular carton of two hundred Luckies! Thousands upon thousands of you joined in the fun by sending in your selections for this week ... and you showed a mighty good knowledge of America's hits, too. If you're among the winners, CONGRATULATIONS! And for the rest ... well ... there's a new race every week ... so listen carefully to the program tonight ... and mail in your entry for next week postmarked not later than tomorrow midnight ... and good luck to you. Remember - there's no entry fee, nothing to buy. It's easy to enter. Get your friends to come in with you. You'll have loads of fun. More about the SWEEPSTAKES later!

This is Your Hit Parade ... the FIFTEEN most popular songs of the nation this week ... presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Now, the new musical game that's sweeping the country ...

END OF MESSAGE

Filed 5/18/36
by mail
No. 7890

YOUR LUCKY STRIKE SWEEPSTAKES! It's a fascinating, modern contest, easy to enter, easy to win. And if you're successful ... you receive absolutely free a regular carton of 200 Lucky Strike Cigarettes ... It's loads of fun and everybody's doing it. No entry fee and a prize for every winner.

Here's all you have to do -- just follow these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's program: 1-2-3, just like that; and PRINT your name and address clearly on your postcard.

TWO: The postcard must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York 111 Fifth Avenue, New York...and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week ... more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Remember ... your entry for next week's musical race ... only one for each person ... must be postmarked not later than midnight tomorrow night. Listen to the rest of tonight's program. It's the last parade of the horses before next week's race ... then sit down and write on a postcard the songs you think will rank 1 - 2 and 3 next week. Winners are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPSTAKES. A new race every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week ... Saturdays on this station with Freddie Rich and his Lucky

Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT time, and on Wednesday nights with Al Goodman and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details of the Wednesday broadcast. Remember - your entry postcard for next week must be postmarked no later than midnight tomorrow night ... Sunday May 17th ... So why not write out your selections now while the songs are fresh in your mind. Be sure to enter ... and tell your friends to join in the fun. Just list on a postcard the first three songs in the order you think they will rank next week ... 1 - 2 - 3 just like that -- and mail to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES copyright 1956 by The American Tobacco Company.

LUCKY STRIKE "Your Hit Parade"

May 15th, 1936

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mail 5/14/36
No. 7888

Lucky Strike presents Your Hit Parade -- the fifteen popular songs America likes best this week -- played by Al Goodman and the Lucky Strike Orchestra. These are the melodies that our nationwide survey shows you are buying in greatest numbers on sheet music and phonograph records -- the tunes you most often request of orchestra leaders where you dance -- and the songs nearly 200 radio stations say are "tops" with you right now. Each week Lucky Strike canvasses the nation to determine the fifteen biggest hits and to find their popularity rating... that's Your Hit Parade!

And, here's more fun! Your Hit Parade now brings you a brand new game for your entertainment -- Your LUCKY STRIKE SWEEPSTAKES - in which you test your own skill in picking the first three hits of the week in advance -- and then compare your choices with the nation's choices as shown on Your Hit Parade of the following week. This must be the game that you were waiting for, because since we announced it a few days ago, many thousands of you have sent in your selections - and to you whose entries are in for this, the first week's musical race, our hats are off. You've shown great skill!

So, listen carefully to the rankings tonight. Maybe you've listed the first three ranking tunes in the correct order of their popularity. And if you have, a regular carton of 200 Lucky Strike cigarettes is on its way to you. If you didn't rank them just right - well, there's another running of Your Lucky Strike SWEEPSTAKES next week.

This is Your Hit Parade - all America's fifteen most popular tunes this week - presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And now -- a new feature brings added enjoyment to all-America's program. Your Lucky Strike SWEEPSTAKES! A fascinating

modern game - a contest of skill by which you can win a regular carton of Lucky Strike Cigarettes . . . 200 Luckies . . . absolutely free! It's easy to enter, there's nothing to buy, no entry fee, everybody's doing it and there's a prize for every winner. Listen carefully to these few simple rules:

ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card.

TWO The post card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York - - 111 Fifth Avenue, New York - - and must be post marked not later than this coming Sunday midnight. Winning songs will be announced on the programs of next week.

THREE Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.

FOUR This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember . . . each entry for next week's musical race . . . only one for each person . . . must be postmarked before midnight next Sunday, May 17th. Listen to the rest of tonight's program -- and to Saturday's program. It will help you decide how you think the songs will rank next week. Then send in your card, post marked no later than this coming Sunday midnight for the following week's race. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES. A new race every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly

twice a week ... Wednesdays on this station with Al^l Goodman and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and Saturday nights with Freddie High and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember your entry card for Your Lucky Strike SWEEPSTAKES of next week must be postmarked no later than midnight this coming Sunday. Be sure to enter - it's loads of fun - and a regular carton of 100 Lucky Strike Cigarettes goes to every winner. Just list on a post card the first three songs in the order you think they will rank next week -- 1-2-3 -- just like that -- and mail it in to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES ... Copyright 1956 by The American Tobacco Company.

*Filed by
mail 5/11
No. 7880*

Lucky Strike presents Your Hit Parade -- the fifteen song favorites of the nation this week -- played by Freddie High and the Lucky Strike Orchestra! Yes -- these are the tunes you like best and you, yourselves, have told us so. Each week we check the sales of sheet music and phonograph records -- orchestra leaders from Coast to Coast tell us the tunes you most frequently request -- and nearly 200 radio stations give us your favorites over the air. It is truly YOUR Hit Parade because one hundred and thirty million of you select the songs each week. Many of you have enjoyed trying to pick America's song choices in advance ... well ... here's a fascinating way for everyone to have the fun of trying their skill at a modern musical game.

(TRUMPET FANFARE)

America's newest form of entertainment...Your Lucky Strike -- SWEEPSTAKES! Open to all of you all over the country! We hope millions will join in the fun -- it's easy to enter. Here's all you have to do: Write on a post card in 1-2-3 order, the three songs you think will rank first, second and third in Your Hit Parade of this coming week. Mail the card to us before midnight, tomorrow. If you pick the first three songs in their correct order...1-2-3... just like that...we will send you absolutely free a regular carton of 200 Lucky Strike cigarettes. There is no entry fee -- there's nothing to buy. We hope thousands will win and there's a prize for every winner. But -- remember this important point -- only one entry each week per person -- more than one entry in any one week disqualifies you for that week. The complete rules are given later on in this program.

This is Your Hit Parade...the fifteen most popular songs of the entire nation this week...presented for your pleasure by the manufacturers of Lucky Strike cigarettes. These are the fifteen hits that our huge nationwide survey shows us you like best...the winners of this week's musical race for your favor. Now... for your added enjoyment Your Hit Parade brings you a new modern musical game

that's a barrel of fun...Your Lucky Strikes SWEEPSTAKES! One regular carton of 200 Lucky Strike cigarettes will be sent, absolutely free, to every person in the United States - to every person in the United States who correctly picks the first three ranking songs on Your Hit Parade of this coming week, in their correct order of popularity....1-2-3 -- just like that. Here are the rules:

(TRUMPET FANFARE)

ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card.

TWO. The post card must be mailed to The American Tobacco Co., 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be post marked not later than Sunday midnight, that's tomorrow night. Winning songs will be announced on the programs of next Wednesday and Saturday.

THREE. Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.

FOUR. This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

FIVE. This contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember...each entry...only one for each person...must be postmarked before midnight tomorrow. We already have thousands and thousands of entries. We want thousands and thousands more. Listen to the rest of tonight's program -- make up your mind -- and then send in your card postmarked before tomorrow midnight for the first week's race. We hope you'll win. The more winners there are, the better we'll like it. Winning songs will be announced next Wednesday and Saturday, -- and each Wednesday and

Saturday thereafter during Your Lucky Strike SWEEPSTAKES. A new race will be run every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week...Saturdays on this station with Freddie Rich and his Lucky Strike orchestra at 10 P.M. Eastern DAYLIGHT Time, and Wednesday nights with Al Goodman and his Lucky Strike orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember...your entry card for Your Lucky Strike SWEEPSTAKES must be post-marked no later than midnight tomorrow night. Be sure to enter -- everybody's doing it -- it's loads of fun -- and a regular carton of 200 Lucky Strike cigarettes goes to every winner. Why not write out your entry now while this week's rankings are fresh in your mind. Just list the first three songs in the order you think they will rank next week -- 1-2-3 -- just like that. The winners will be announced next Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES...Copyright 1935 by The American Tobacco Company.

Your Lucky Strike Hit Parade

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ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen song favorites of the nation this week -- played by Al Goodman and the Lucky Strike Orchestra! How do we know these tunes are tops in popularity? By checking sales of sheet music and phonograph records. By learning from orchestra leaders your most frequent requests. By polling nearly 200 radio stations. These nationwide figures -- analyzed and checked -- decide the winners on Your Hit Parade -- an accurate picture of the musical taste of Mr. & Mrs. America this week....We know many of you have enjoyed picking your own favorites to see if you could guess the nation's choice in advance. So now -- Listen carefully!

(TRUMPET FANFARE)

We announce the nation's newest and smartest pastime -- Your Lucky Strike - SWEEPSTAKES! All of you..... all over the United States... are invited to enter and enjoy the fun of this contest. Here's all you have to do.. it's easy to understand.. easy to enter! Write on a postcard in 1-2-3 order the three songs you think will rank first, second and third in Your Hit Parade of next week. Mail the card to us before midnight, Sunday, May 10th... that's next Sunday night. If you pick the first three songs in their correct order... 1-2-3... just like that... we will send you absolutely free a regular carton of 200 LuckyStrike cigarettes. There's nothing to buy...no entrance fee.. and a barrel of fun. No limit to the number of prizes. But.. and this is important... only one entry each week per person... more than one entry in any one week disqualifies you for that week. The complete rules are given later on in this program.

This is Your Hit Parade ... the fifteen most popular melodies in America this week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. These are the big fifteen songs of the nation...the fifteen

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5/7/36

No. 7874

tunes that our countryside musical survey tells us are the winners of this week's all American steeplechase of song. Now ... a new national pastime! ... Your Lucky Strike SWEEPSTAKES! One full carton of Lucky Strike Cigarettes ... 200 Luckies ... will be sent absolutely free to each and every person in the United States who correctly picks the first three ranking songs in the order of their popularity - 1-2-3 - just like that - on Your Hit Parade of next week. Here are the rules!

(TRUMPET FANFARE)

- ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's program: 1-2-3 just like that; and PRINT your name and address clearly on your post card.
- TWO. The post card must be mailed to The American Tobacco Co., 111 Fifth Avenue, New York, -- 111 Fifth Avenue, New York, -- and must be post marked not later than next Sunday, midnight, May tenth, preceding the Wednesday and Saturday that the three leading songs are announced on "Your Lucky Strike Hit Parade".
- THREE. Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.
- FOUR. This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.
- FIVE. This contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember ... each entry ... only one for each person ... must be postmarked before midnight this coming Sunday. Be sure to enter - it's loads of fun - and it's smart to be in the know on America's musical preferences -

everybody's doing it... and here's a TIP. Listen carefully to the song standings tonight and next Saturday night. It will help you in picking your choices for the tunes that will rank 1-2-3 in popularity in Your Lucky Strike SWEEPSTAKES of next week. Winning songs will be announced Wednesday and Saturday, May 15th and 16th - and each Wednesday and Saturday thereafter during Your Lucky Strike SWEEPSTAKES which will be run every week.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week -- Wednesdays on this station with Al Goodman and his Lucky Strike Orchestra at 10 P.M. Eastern DAYLIGHT Time and Saturday nights with Freddie Rich and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry post card must be postmarked no later than midnight this coming Sunday... May tenth. Next Saturday is your last chance to make up your mind about next week's three winners ... the last parade of the horses before the start of the great race. - Your Lucky Strike SWEEPSTAKES. Copyright 1956 by The American Tobacco Company.

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5/2/36

No. 7848
Lucky Strike presents Your Hit Parade. The fifteen most popular songs of this week are played for you tonight by Freddie Rich and the Lucky Strike Orchestra. Lucky Strike canvasses the whole country to be sure that these fifteen songs are the winners in the race for your favor. Sales of sheet music and records show the songs you are buying ... orchestra leaders give us your favorite request numbers .. and nearly 200 radio stations tell us the tunes you like best over the air. These are the factors which determine the fifteen winners each week that make up Your Hit Parade. Ever since Your Hit Parade began thousands of you have enjoyed the fun of picking your own list of favorites each week and comparing it with the nation's choice.

So now, here's thrilling news -- listen carefully (TRUMPET FANFARE)
Beginning now -- tonight -- we inaugurate Your Lucky Strike ... SWEEPSTAKES!
You! - All of you! - all over the United States are invited to enter this contest of skill. Here's all you have to do. Write on a postcard in 1-2-3 order, the three songs you think will rank first, second and third in Your Hit Parade of week after next. Mail the card to us before midnight Sunday May tenth - that's a week from tomorrow. If you pick the first three songs in their correct order ... 1-2-3 ... Just like that ... we will send you absolutely free a regular carton of Lucky Strike cigarettes - 200 Luckies -- with our compliments. There's nothing to buy -- no entrance fee - and a barrel of fun. No limit to the number of prizes. But - and this is important - only one entry each week per person -- more than one entry in any one week disqualifies you for that week. The complete rules are given later on in this program.

This is Your Hit Parade ... the fifteen most popular songs in America this week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. These are the fifteen tunes which win this week's popularity race as determined by Lucky Strike's Coast-to-Coast survey. Now ... a new national pastime!... Your Lucky Strike SWEEPSTAKES! One full carton of Lucky Strike Cigarettes ... 200 Luckies ... will be sent absolutely free to each and every person in the United States who correctly picks the first three ranking songs in the order of their popularity -- 1-2-3 -- just like that -- on Your Hit Parade of week after next. Here are the rules ;

(TRUMPET FANFARE)

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's program: 1-2-3 just like that; and PRINT your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Co., 111 Fifth Avenue, New York, -- 111 Fifth Avenue, New York -- and must be postmarked not later than Sunday midnight, May tenth, preceding the Wednesday and Saturday that the three leading songs are announced on "Your Lucky Strike Hit Parade".

THREE: Only one entry for any one person each week - more than one entry in any one week disqualified you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

FIVE: This contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember ... each entry ... only one for each person ... must be postmarked before midnight Sunday, a week from tomorrow. Join in the fun! We hope thousands will win .. the more the merrier. Listen carefully to the song standings tonight, next

-8-

Wednesday, and next Saturday. It will help you in picking your choices for the tunes that will rank 1-2-3 in popularity in Your Lucky Strike SWEEPSTAKES of the following week. Winning songs will be announced Wednesday and Saturday, May 15th and 16th - and each Wednesday and Saturday thereafter during Your Lucky Strike SWEEPSTAKES which will be run every week.

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Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week - Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10 P.M. Eastern DAYLIGHT Time and Wednesday nights with Al Goodman and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry postcard must be postmarked no later than midnight Sunday May tenth ... a week from tomorrow night. Next Wednesday and next Saturday are your last chances to make up your mind about the following week's three winners - the last parades of the horses before the start of the great race - Your Lucky Strike SWEEPSTAKES. Copyright 1936 by The American Tobacco Company.