

MARCH

(REVISED)

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

() ()
10:00 - 10:30 PM.

MARCH 3, 1937

WEDNESDAY

(OPENING SIGNATURE - "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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!

But here are ... the Lucky Seven! The songs that are
flying high this week ... the tunes you choose as your
favorites from coast to coast!

(FANFARE)

The Lucky Strike Orchestra gets under way with a winner
in the Sweepstakes! Number TWO ... "This Year's Kisses,"
from "On The Avenue," by Irving Berlin. Number TWO the
country round.

("THIS YEAR'S KISSES" - CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LOVE AND LEARN" - DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to Your Hit Parade this week...."Love and Learn"
from "That Girl From Paris".....starting at number SEVEN.
(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE)

NY ANNOUNCER: Tonight, Your Hit Parade is honored to present a noted
and charming guest. Attaining stardom through her portrayal
of the title role of "Bad Girl", this young lady has
maintained her stellar position in a long list of screen
successes. Hollywood knows her also as an ardent lover of
athletics -- golf, tennis, swimming, riding, and polo --
(and what's more a long standing friend of Lucky Strike).
In just a moment you will hear her, Miss Sally Eilers,
coming to you from California. All right, Hollywood!

(REVERSAL -- NEW YORK TO LOS ANGELES)

ANNOUNCER: Ladies and Gentlemen, from Hollywood we introduce Miss
Sally Eilers.

EILERS: Good evening. I am very happy to be here.

ANNOUNCER: Now Miss Eilers, we always try to give the people who are
listening some sort of a picture of you - how you live,
what you like to do, and so forth. Now for the first
question: what is your favorite sport?

EILERS: Acting in pictures.

ANNOUNCER: Oh, come now, you'd hardly call that a sport.

EILERS: That's what you think - but just listen -- the whistle blows and I kick off, that is, the covers, at exactly six thirty A.M. - then make an end run to the shower - over the hurdles to breakfast - a sprint to the studio - a short dash to the make-up room - a broad jump to the hairdresser - a high jump to the wardrobe - a fast gallop to the stage - and then a marathon under those hot lights until six, and, mister, that is not exactly a sit-down job.

ANNOUNCER: I'll have to admit you're right. Favorite sport - acting in pictures. Now to question number two: Miss Eilers, what is your favorite hobby?

EILERS: Acting in pictures.

ANNOUNCER: Perhaps we'd better just stick to pictures.

EILERS: We might just as well.

ANNOUNCER: I've heard you've just finished a picture at Universal, that is extraordinarily good.

EILERS: We're very excited about it. It's called, "We have our Moments".

ANNOUNCER: With Jimmie Dunn?

EILERS: Yes. I may be just superstitious, but ever since "Bad Girl" I've felt it's a lucky combination.

ANNOUNCER: It's a very popular combination.

EILERS: That's very kind of you.

ANNOUNCER: *Miss Eilers we've been talking about "We Have Our Moments"*
~~Would you describe a brief scene from "We have our Moments?"~~
and I feel that the audience would like to know more

EILERS: I'll be glad to try. Chester Lauck, whom you know as the Lum of Lum and Abner, is in the studio, and I'm going to ask him to assist by playing the role of Clem. Will you, Chester?

LAUCK: You bet I will, Miss Eilers.

about the picture could you describe a brief scene for us?

EILERS: That's fine ... The picture is one of those hilarious things, in which anything can happen, and usually does. I play the part of Mary Smith, a grade-school teacher in a country town. I dream of handsome young suitors bringing flowers and little sentimental gifts, but all I actually get is a waste paper basket full of apples, brought by my pupils. I long for a serenade in the moonlight, but all I hear is my class singing "Through all our lives we will be true ... to Public School 102"....I would like to be a June bride, but Clem Porter, the uninspiring man I'm engaged to marry, says that I must wait until September, to give his relatives a chance to look me over. I long to spend a honeymoon in some romantic spot, but Clem insists on going to Sioux City. Most of all, I want to go to Europe..... I've practically devoured the travel folders. I can't interest Clem in a European trip, because it would interfere with his activities on the Battleboro Bowling team. Finally, I decide to go to Europe alone. I withdraw all my savings from the bank, and am preparing to board the train, when Clem catches up with me....

(SOUND: TRAIN STANDING IN STATION - UNDER FOLLOWING)

LAUCK: (BREATHLESS) - Mary! Mary! What's going on here? Where are you going?

EILERS: Didn't you get my letter, Clem?

LAUCK: What letter?

EILERS: The letter I left with my landlady. I was going to write you again from the train.

LAUCK: Huh?

EILERS: I've got to do it, Clem. I've simply got to go away first.

LAUCK: I don't know what you're talking about. Aren't you going to marry me?

EILERS: Of course. I'll be back in September.

LAUCK: Gee whiz! Are you crazy?

VOICE: (DISTANT) - All aboard!

EILERS: I have to get on the train, Clem, but please understand. I just want to have one look at life before I settle down forever in Battleboro.

LAUCK: Well, if you want a vacation, we could go to Jones Lake. We could drive up there in the old bus.

EILERS: That's very alluring, Clem, but ---

VOICE: (DISTANT) - Board! Board!

EILERS: Don't worry, Clem. I'll be back in September.

LAUCK: Back from where?

EILERS: From Europe -- Europe! I've tried to make you understand, but you just won't. Before I settle down in Battleboro, I've got to do the things I've read about and dreamed about all my life.

(SOUND - TRAIN STARTS UP. BELL....PUFF OF ENGINE...ETC.

SLOW AT FIRST. AS IT PICKS UP SPEED FADE EFFECT AND VOICE AT SAME TIME, GIVING ILLUSION THAT MISS EILERS

IS SPEAKING FROM RECEDING OBSERVATION PLATFORM. HER

VOICE RAISES TO CALLING PITCH TO HEIGHTEN THAT EFFECT.)

I want to dance at the Embassy Club in London! I want to eat onion soup in the Flower Market in Paris! I want to see the battle of the flowers in Nice! I want to play roulette at the Sporting Club in Monte Carlo!

(HOLD TRAIN EFFECT TO COMPLETE FADE OUT----)

EILERS: (LAUGHING) I don't suppose I have to tell you that Mary
fines adventures in plenty.

ANNOUNCER: That was splendid, Miss Eilers. It must have been a lot of
fun making a comedy scene like that.

EILERS: It was...the first time we did it...but not the seventeenth
time! Going over and over it becomes an ordeal for your
throat.

ANNOUNCER: Do you mean that you have a sensitive throat?

EILERS: Probably no more than the ordinary person, but my voice is
my stock in trade, you see, so I have to be careful about
it. That's why I'm grateful for Luckies. As you say,
they're a light smoke -- and I ought to know -- I've been
smoking them for six years now.

ANNOUNCER: We're certainly glad to know why you like Luckies, Miss
Eilers.

EILERS: Well, I do enjoy them very much. I get a lot of relaxation
and pleasure out of them, and I know that no matter how
many LUCKIES I smoke, I find them gentle on my throat.

ANNOUNCER: Thank you, Miss Eilers. I know our audience has enjoyed
your visit as much as we have.

EILERS: ~~Good night, ladies and gentlemen,~~ And thanks to Lum of Lum
and Abner, for his appearance this evening and to Lucky

(REVERS Strike for this opportunity to say "hello" -- good night
all.

(REVERSAL -- LOS ANGELES TO NEW YORK)

(APPLAUSE)

("I'VE GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: An extra! "I've Got Rhythm" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number THREE in Your Lucky Strike Sweepstakes ... "When My Dream Boat Comes Home" ... a winner at number THREE!

("WHEN MY DREAM BOAT COMES HOME" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WITH PLENTY OF MONEY AND YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song that takes the number FOUR spot on Your Hit Parade "With Plenty of Money and You."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number SIX tune ... "Moonlight and Shadows."

(MUSIC SWELLS AND FINISHES)

.....C O M M E R C I A L N O. I.....

(COMMERCIAL NO. 1)

ANNOUNCER: In a special broadcast from ^{California} Hollywood a few minutes ago, Sally Eilers -- one of Hollywood's most talented young actresses -- mentioned the fact that she has smoked Luckies for six years, and no matter how many she smokes, she finds them gentle on her throat. Now, hours of rehearsing before the sound camera place a real strain on sensitive throat-tissues -- yet, in spite of this, Miss Eilers says that no matter how many Luckies she smokes, she finds them gentle on her throat. So it simply stands to reason that, since Luckies are easy on her throat, they will be easy on yours, too... and here's why. In the exclusive process known as "IT'S TOASTED", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. Heat purifies, and that's how the "TOASTING" process removes certain harsh irritants naturally present in all tobacco. Miss Eilers enjoys this throat-protection against irritation, against cough -- and you can too, if you will follow her example. Next time you buy cigarettes, remember that Luckies not only give you the taste of fine, rich tobaccos -- the "Cream of the Crop" -- but are genuinely easy on your throat as well. So make sure you, too, get a light smoke -- ask for Lucky Strike.

(FANFARE)

ANNOUNCER: Here's the big winner in the Sweepstakes! Number ONE the nation's top favorite.... "Good Night My Love."

("GOOD NIGHT MY LOVE" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SLUMMING ON PARK AVENUE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another newcomer to Your Hit Parade ... number FIVE "Slumming On Park Avenue" from Irving Berlin's score for the motion picture "On the Avenue."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the LUCKY SEVEN ... the most popular tunes in America this week, played by Abc 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 Carole Lombard.

RUYSDAEL: 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.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE-)

This is the National Broadcasting Company.

ac lh 3/3/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MARCH 6, 1937

10:00 - 10:45 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(..... 30 seconds)

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: 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 Carole 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.

(FANFARE.....)

ANNCR: And tonight we open with a winner in Your Lucky
Strike Sweepstakes ... number TWO ... Irving Berlin's
"This Year's Kisses" from "On the Avenue."

("THIS YEAR'S KISSES" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I WON'T DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Lucky Seven this week ... just a swell tune ... "I Won't Dance" from "Roberta" by Jerome Kern ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A romantic song played in the Number SIX position on Your Hit Parade ... from Coast to Coast they chose ... "Moonlight and Shadows"

(MUSIC SWELLS AND FINISHES)

Segue to

("LOVE AND LEARN"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A newcomer to the Lucky Seven ... "Love and Learn" from "That Girl From Paris" ... number SEVEN in your favor.

(COMMERCIAL # 1 - NEXT PAGE)

("CHEERFUL LITTLE EARFUL"
("ZING WENT THE STRINGS OF MY HEART" ... MEDLEY ... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now two swell tunes in a Lucky Strike Double ...
"Cheerful Little Earful" and "Zing Went the Strings
of My Heart."

(MUSIC SWELLS AND FINISHES)

Segue to

("I'VE GOT MY LOVE TO KEEP ME WARM" ... CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra ... a grand
tune we think you'll like ... "I've Got My Love To
Keep Me Warm", also from the motion picture "On The
Avenue."

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Number THREE and a winner in the Sweepstakes!
"When My Dream Boat Comes Home" ... number THREE the
country round!

("WHEN MY DREAM BOAT COMES HOME" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(CONT'D)

("HE AIN'T GOT RHYTHM" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: The Lucky Strike Orchestra leaves the Lucky Seven to play a swell tune ... "He Aint Got Rhythm", from "On The Avenue."

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - CAROLE LOMBARD)

NY ANNC'R: Tonight, "Your Hit Parade" is privileged to present one of Hollywood's brightest stars -- an artist whom we are proud to list among the friends and users of Lucky Strikes. Motion picture audiences everywhere were unanimous in acclaiming Miss Carole Lombard's brilliant performance in "My Man Godfrey", and observers predict an outstanding triumph for her in her new Paramount Picture "Swing High, Swing Low." She speaks to you now from California -- Miss Carole Lombard!

REVERSAL - NEW YORK TO LOS ANGELES

ANNOUNCER: And from Hollywood, we introduce Miss Carole Lombard to you.

LOMBARD: Good evening and hello everyone.

ANNOUNCER: Miss Lombard, I understand that you sing in your new picture.

LOMBARD: Well, yes ... I do. I sing "I Hear a Call to Arms".

ANNOUNCER: Will you sing just a chorus of it for us this evening?

LOMBARD: (LAUGHING) No, no! You don't know what you're asking for. You see, the character I play in "Swing High, Swing Low" is supposed to be a very mediocre singer, and I fit that description perfectly.

ANNOUNCER: I see. Well, then, Miss Lombard, will you tell us something about the picture?

LOMBARD: I'd be glad to. The picture is one fourth music, one fourth drama, one fourth comedy and one fourth Charlie Butterworth.

ANNOUNCER: The Butterworth comedy sounds promising ...

LOMBARD: Charlie's got one scene in the picture that I think is awfully funny.

ANNOUNCER: What's that?

LOMBARD: You really need a dead pan like Charlie's to do the thing justice. In a restaurant scene, Charlie's girl friend, Ella, persuades him to order a plate of large oysters. He puts one into his mouth. Ella looks at him and asks, "Don't you want the rest of your oysters?" He rises hurriedly to leave the table, mumbling, with his mouth full, "I don't even want this one."

ANNOUNCER: (LAUGHS) Most of us have known that feeling at one time or another. Now, how about telling us, Miss Lombard, about one of the more serious moments of the picture?

LOMBARD: There's one scene that I enjoyed doing. You see, I play the role of a second rate singer working as a hair dresser on a boat in order to get to California. As the ship stops at Panama, through a series of strange circumstances, I meet Skid, a happy-go-lucky character played by Fred MacMurray. He gets into a fight over me in a cafe, and we're both jailed, causing me to miss my boat. We're both stranded so it seems obvious that Skid will have to get a job. Skid's a wonderful trumpet player, but he's afraid to ask Murphy for a job, because Murphy -- a huge, rough woman who smokes big black cigars -- is the terror of the town. Heaven help anyone who calls her Mrs. Murphy! She's just plain Murphy. I go to Murphy for Skid, and, to my surprise, she offers me a job. She doesn't want Skid, because she knows how he wrecked the other cabaret in the fight the night before. I use every device at my command to argue with her, trying to strike some chord of feminine sentimentality under her hard-boiled exterior. I try to reason with her, saying, "A man can't just stand by and not do anything about it, can he? A man can't, and Skid's a man, Mrs. Murphy. Pardon me, Murphy. There I was, and you wouldn't have thought much of him if he hadn't done what he did ... But I guess I don't have to explain that to you. I've heard a lot about you ... enough to know that you'll understand how awful Skid feels about everything. A young man, just out of the Army, with responsibilities and everything! It's hard. You see, Skid and I have known each other since childhood. He ... he sent for me to come down as soon as he got out of the Army. I wouldn't

LOMBARD: marry him as long as he was in the Army, would you? So you can see how a man would feel on his very honeymoon, with his wife working, and him broke and without a job ... (VOICE BREAKING) ... See, Murphy, that's why I can't take the job unless you take Skid, too. And besides, we -- we do a swell number together! Skid and I. I can't do it without Skid, and Skid can't do it without me. Skid and I have always worked together, not in the Army, of course, but -- well, don't you see? (PAUSE) And so Skid and I finally got the job.

ANNOUNCER: That was great, Miss Lombard. It certainly sounds to me like another Lombard hit. Now tell me how you like visiting "Your Hit Parade"?

LOMBARD: Oh, I'm glad to be here. I always listen to the Hit Parade, so it's very interesting to peek behind the scenes. Another reason I'm glad to be here is because I smoke Luckies and I like them better than any other cigarette.

ANNOUNCER: I'm glad to hear you say that, Miss Lombard. Can you tell us why?

LOMBARD: Yes. I like the taste of Luckies, and they're ever so much easier on my throat. Here's something that might interest you, Madeline Field, my Secretary, tells me ^{that in our} ~~the bill of Luckies in the~~ household ~~we use about~~ ^{costs} ~~runs around~~ twenty four ~~dollars~~ a month. So you can see that my friends and I go for Luckies in a big way.

ANNOUNCER: Then you think that Hollywood people know the value of a light smoke?

LOMBARD: Judging by that bill, they certainly do. Picture people realize the importance of keeping the throat in shape.

ANNOUNCER: I can see that a scene like the one you described for us would put a strain on your voice, particularly if in making the picture you had to do it over and over again.

LOMBARD: That's why I am grateful for Luckies ... They give me a lot of
pleasure and yet they never bother my throat at all.

ANNOUNCER: Thank you once more, Miss Lombard. It's been a great pleasure to
have you with us.

LOMBARD: Good night, everyone.

REVERSAL - LOS ANGELES TO NEW YORK

("KEEP YOUR SUNNYSIDE UP"
("OF THEE I SING" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Another double ... a medley of "Keep Your Sunnyside
Up" and the title song from "Of Thee I Sing"
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

ANNCR: And now a brief interlude for station identification,
after which YOUR HIT PARADE will continue.

This is the COLUMBIA ... BROADCASTING SYSTEM.

(S T A T I O N B R E A K)

(LUCKY DAY SWELLS AND FINISHES)

("SLUMMING ON PARK AVENUE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a newcomer at number FIVE on your HIT PARADE..
"Slumming on Park Avenue" ... also from the picture
"On the Avenue".

(MUSIC SWELLS AND FINISHES)

segue to

("I'VE GOT PLENTY OF NUTHIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra ... "I've
Got Plenty of Nuthin'" ... that grand ~~old~~ tune from
"Porgy and Bess".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)
(Next Page)

ANNOUNCER:

A few minutes ago, Carole Lombard personally explained to you, in her own words, her preference for Lucky Strike cigarettes. Now here's why Miss Lombard finds Luckies, as she said, so easy on her throat.

Everybody knows -- heat purifies. In the exclusive process known as "It's Toasted", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. As a result, certain harsh irritants naturally present in all tobacco are expelled, and so Luckies do give you a light smoke, genuinely easy on the throat. Next time you buy cigarettes, follow Carole Lombard's example, get the finest tobacco money can buy -- get the throat protection of the process "It's Toasted". Ask for Lucky Strike.

(FANFARE)

ANNOUNCER: The top winner in Your Lucky Strike Sweepstakes!
Number ONE ... "Good Night My Love" -- FIRST again
from Coast to Coast.

("GOOD NIGHT MY LOVE" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("WITH PLENTY OF MONEY AND YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here is the song you pick for Number FOUR position --
"With Plenty of Money and You"

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: 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
Morivale.

RUYSDAEL: And when you think of smoking, ask for Lucky Strike.
You'll enjoy the taste of the finest tobacco money
can buy -- "The Cream of the Crop." You'll appreciate
the benefits of the Lucky Strike process "It's
Toasted." ... your throat protection ... against
irritation -- against cough.

(CONT'D)

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

This is the COLUMBIA ... BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WAEC NEW YORK

W E A F

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR HIT PARADE"

() ()
10:00 - 10:30 P.M.

MARCH 10, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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!

(FANFARE)

ANNOUNCER: We open with a winner in the Sweepstakes! Number TWO in your favor this week ... "Good Night My Love".

("GOOD NIGHT MY LOVE CLARK AND ORCHESTRA . . .)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'VE GOT MY LOVE TO KEEP ME WARM" DICK AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer takes the number FIVE spot in Your Hit Parade .. "I've Got My Love To Keep Me Warm", by Irving Berlin, from "On The Avenue"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO 1)

COMMERCIAL NO 1.)

ANNOUNCER: In a few minutes we are going to have the pleasure of an interesting "back stage" chat with Philip Merivale -- distinguished actor of the English and American stage. Like the others you have heard on this program in the past weeks -- such famous artists as Barbara Stanwyck and Carole Lombard of the motion pictures, Lauritz Melchior and Mario Chamlee of the Metropolitan Opera -- Mr. Merivale, too, chooses Luckies for his cigarette . Why is it that so many leading artists of the stage, screen, radio, and opera, so many statesmen and other public speakers, insist upon Luckies - a light smoke? .. The answer is obvious. These famous people have found that Luckies do not irritate their precious voices and throats. Despite the vocal strains their careers impose, they can enjoy the taste of Luckie's fine tobaccos -- the Cream of the Crop, plus the throat-protection of the exclusive process "It's Toasted". Remember that this process removes certain harsh irritants naturally present in all tobacco. Remember that these irritants are out of Luckies - because they've been expelled. So, when you buy cigarettes, think of your throat. Be sure you get a light smoke -- Ask for Lucky Strike.

("HALLELUJAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra tune .. and
what a tune ... "Hallelujah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SERENADE IN THE NIGHT" QUARTET AND ORCHESTRA ..)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for number SEVEN .. "Serenade in the Night"..
a newcomer played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE LAUGHING AT ME" CLARK AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another newcomer to Your Hit Parade .. starting in the
number SIX position .. "You're Laughing At Me" .. from
the motion picture "On The Avenue".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number THREE! A Sweepstakes winner from Coast to
Coast ... "When My Dream Boat Comes Home!"

("WHEN MY DREAM BOAT COMES HOME" QUARTET AND ORCHESTRA ..)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE)

(GUEST APPEARANCE - PHILIP MERIVALE)

ANNOUNCER: After several very lean theatrical years, Broadway has definitely struck the upgrade again -- with once-dark theatres now bright with lights, and "Standing Room Only" signs blossoming forth everywhere! During the course of this brilliant season, we have had the pleasure of seeing some of the most distinguished actors of the English-speaking stage -- among them Philip Merivale, well-known to London and Broadway both. Mr. Merivale, long a friend and user of Lucky Strikes, has consented to be present on our program tonight, and it is my privilege to introduce him to you now .. Ladies and gentlemen -- Mr. Philip Merivale!

(APPLAUSE)

MERIVALE: Thank you, and good evening, everyone.

ANNOUNCER: Mr. Merivale, I suppose one of the questions you're most often asked is - what do you think of the future of the legitimate stage?

MERIVALE: I can answer that with just one word - brilliant!

ANNOUNCER: But how about the encroachments of the movies and the radio?

MERIVALE: What encroachments? The theatre is as strong today as it ever was. You see, the movies - the radio - the theatre - are three distinct things. And each has its own place in our life.

ANNOUNCER: Well, that seems a very sensible viewpoint, Mr. Merivale. I, for one, can never see enough plays.

MERIVALE: Nor I ... When I'm not on one side of the footlights, you'll generally find me on the other side -- in the audience!

ANNOUNCER: Tell me -- what one of your own parts have you liked best?

MERIVALE: That's a hard question to answer.

ANNOUNCER: I think that your performance in "Death Takes A Holiday" will always be a favorite memory with most theatre-goers.

MERIVALE: Well, that was a very beautiful play. I enjoyed doing it.

ANNOUNCER: The idea of Death, the grim shadow, taking a human form for a few days - experiencing human emotions and fears - even falling in love - struck me as most ingenious.

MERIVALE: Yes, there were comedy and tragedy both in that play. The whole idea was expressed perfectly in one or two speeches made at the very start by - the Shadow.

ANNOUNCER: I wonder if you'd just repeat a few sentences for us now?

MERIVALE: Well .. For instance, this is what the Shadow says in revealing his plan to his rather definitely startled host, Duke Lambert .. Sitting beside the Duke on a divan, Death explains: "I am about to take a holiday. That sounds incredible, doesn't it? Even to me. Think of it ... for the first time in history there will be no murders, no fatal accidents. No man will even die in his bed. Not a leaf will fall, or a star from heaven. Nothing will decay, nothing crumble.

(MORE)

MERIVALE: (CONTINUED)

There will be only life, and growth ... A sort of cosmic springtime .. (PAUSE .. THEN LAUGHS) .. But don't be alarmed. It can't go on long, or there would be a serious overcrowding. Of course, that could be remedied by another world war, but that gives me so much work. I shall take three days only, and crowd as much as possible into them. After that I must go back."

ANNOUNCER: I remember that. I remember that the Duke could not figure out what the Shadow's purpose was.

MERIVALE: Yes, and the Shadow responds that he wants to discover, for one thing, why men fear him. The Duke asks "Don't you know?" And all the intensity the Shadow is feeling suddenly makes itself felt in his voice. "How should I know?" he bursts forth -- I who have never experienced a mortal sensation? What could terror mean to me, who have nothing to fear? Or pity, when I must not pity? Or kindness, or aspiration, or love? These are only words to me, whose meaning I am curious to discover. (PAUSE .. HIS TONE IS LIGHT) In particular I should like to know something of love. It appears to be a potent force which makes men do quite mad things .. It is the word most often on the lips of man when he goes with me, unless he is old and spent with life. (PAUSE .. THERE IS A SUDDEN RETURN OF HIS INTENSITY.) And there is another reason .. Can you conceive how weary I am of always being misunderstood? ..

(MORE)

MERIVALE: (CONTINUED)

... I see things that are gracious, and young, and fragrant; and sometimes I desire them, with a vague and aching tenderness .. But if I come too near .. if they feel the presence of my shadow, a horror comes upon their minds. Can you conceive how lonely I am, when there is nothing that doesn't shun me, that doesn't shrink as I come near?"

ANNOUNCER: Amazing conception! But I imagine it must have been a very difficult part to act convincingly.

MERIVALE: Yes, very! Beneath a rather quiet and restrained tone, I had to express a world or meaning.

ANNOUNCER: You say -- quiet tone. Yet I remember how clearly your voice rang out in that theatre.

MERIVALE: Well, you know, even an actor's stage whisper must reach the last seat in the gallery.

ANNOUNCER: Isn't that quite a strain on the voice and throat?

MERIVALE: Yes, it is -- but you of all people shouldn't regret it ..
(LAUGHS) ... I've **bought** cartons and cartons of Lucky Strike cigarettes as a result.

ANNOUNCER: You do find Luckies easy on your throat, then? A light smoke?

MERIVALE: Rather'... Ever since one of the first plays I acted in over here, I've preferred Luckies. For in every scene of that play, for five full acts, I was onstage talking almost constantly. Yet after the play was over, I found that I could light up a Lucky and enjoy that delicious taste of fine tobaccos -- and believe me, it's very comforting to know that they will never irritate my throat.

ANNOUNCER: Well, thank you very much, Mr. Merivale, for visiting us and also for explaining why you prefer Luckies. We hope that Broadway may have the pleasure of seeing you in more of your great characterizations in the near future.

MERIVALE: Thank you -- and goodnight everyone.

(APPLAUSE)

("TRUST IN ME"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number
FOUR tune .."Trust In Me."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: The top winner in the Sweepstakes! Number ONE this week
is "This Year's Kisses", by Irving Berlin, also from
the motion picture "On The Avenue."

("THIS YEAR'S KISSES"CLARK AND ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: 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.

ANNOUNCER: A few minutes ago, Philip Merivale -- the distinguished actor -- told you something about the many strains on an actor's voice and throat. And he explained that because his voice is all-important to him, he prefers Lucky Strike, a cigarette that is genuinely easy on his throat. Now it stands to reason that, since Luckies are easy on his throat - they will be easy on yours, too. Next time you buy cigarettes, for your throat's sake, follow Mr. Merivale's example. Ask for a light smoke - Ask for Lucky Strike.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN" -)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

rg
3/9/37

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE HIT PARADE

SATURDAY, MARCH 13th, 1937
10:00-10:45 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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!

Here we go with the number FIVE song this week
... a newcomer from the motion picture "On the
Avenue" ... "I've Got My Love to Keep Me Warm".

("I'VE GOT MY LOVE TO KEEP ME WARM".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SENTIMENTAL GENTLEMAN FROM GEORGIA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Sentimental Gentleman from Georgia". It's an extra ... and it's a crackorjack of a tune.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Ready for a Sweepstakes winner? Number TWO in your favor ... "Good Night My Love".

("GOOD NIGHT MY LOVE".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("ONE, TWO BUTTON MY SHOE".....NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another extra tune played by the Lucky Strike Orchestra ... "One Two Button My Shoe".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

RUYSDAEL: When you think of smoking remember that independent survey that was recently made among professional men and women, doctors, lawyers, scientists, etc. Of those who said they smoked cigarettes, an overwhelming majority, over 87%, stated that they personally preferred a light smoke. The wisdom of this preference is borne out by leading artists of radio, stage, screen and opera, statesmen and other public speakers, professional folk whose voices are all important to them. In this group are Lauritz Melchior, Helen Jepson, Gary Cooper, Carlo Lombard, and many others including Sydney Rayner of the Metropolitan Opera, who will later appear in person on this program. All of these are smokers of LUCKY STRIKE. Their voices are their fortunes. That's why they appreciate the advantages of a light smoke -- a LUCKY STRIKE. You, too, can have this throat protection -- the throat protection of a light smoke -- a smoke free from certain harsh irritants that have been removed by the exclusive process "IT'S TOASTED". When you buy cigarettes think of your throat too, ask for LUCKY STRIKE.

("WE'RE IN THE MONEY"
"42ND STREET".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "We're in the Money" and "42nd Street" ... two
swell tunes for a Lucky Strike Double.

(MUSIC SWELLS AND FINISHES)

segue to

("SERENADE IN THE NIGHT".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you pick for number SEVEN on Your Hit
Parade ... another newcomer ... "Serenade in the
Night".

(MUSIC SWELLS AND FINISHES)

segue

("BOO HOO".....NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the Lucky Seven
and plays a typical topical tune: "Boo Hoo".

(MUSIC SWELLS AND FINISHES)

segue to

("YOU'RE LAUGHING AT ME".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Irving Berlin's score to: "On the Avenue" placed
three songs in the Lucky Seven this week.

ANNOUNCER: Here's another of them: "You're Laughing At Me"
... the nation's choice for SIXTH place.

(MUSIC SWELLS AND FINISEES)

(GUEST APPEARANCE)

GUEST APPEARANCE

ANNOUNCER: Tonight we welcome to our program a singer who, though still new to the Metropolitan Opera, has been popular for many years abroad... Sydney Rayner, American operatic tenor. Mr. Rayner carried Luckies with him when he first went to Italy as a student, some ten years ago, and, whenever circumstances-- and Customs tariffs--permitted, he's been smoking them ever since. May I introduce another great friend of Lucky Strike, who has scored one of the outstanding personal successes of this season at the Metropolitan Opera. Ladies and gentlemen, Mr. Sydney Rayner...

(APPLAUSE)

RAYNER: Thank you, and good evening everyone.

ANNOUNCER: Mr. Rayner, I think that when you made your debut at the Metropolitan a few months back, they should have billed it as "The Return of the Native"!

RAYNER: (LAUGHS) It's certainly true that I went pretty far from home to get my start.

ANNOUNCER: We're used to European opera stars coming over here -- but isn't it unusual for an American to reverse things and score a success in Europe?

RAYNER: Well, many American singers go to Europe for their early training. But I stayed longer than most.

ANNOUNCER: You were leading tenor at the Opera Comique in Paris for many years, were you not?

RAYNER: ^{Six}~~Eight~~ years, yes. But I sang in dozens of other places, too...Berlin, Rome, Lyons -- in fact, I pretty well covered the operatic map of Europe. But I'm glad to be back in America now.

ANNOUNCER: And America is glad to have you back, Mr. Rayner. We've seen nothing but the most enthusiastic notices of your work this season at the Metropolitan.

RAYNER: Merci beaucoup--(LAUGHS)--I mean...Thanks a million!

ANNOUNCER: Spoken like a true American, sir. I understand that you are going to sing us something from "Pagliacci" this evening.

RAYNER: Yes, one of the best-known and best-loved arias of them all -- just as much of a "hit" in opera as these tunes I've been listening to are hits in the field of popular music. It's the famous "Vesti la giubba".

(MUSIC.....SINGS)

(APPLAUSE)

ANNOUNCER: Bravo, Mr. Rayner! That was beautiful. I think you must be, as musical people say -- "in good voice" tonight.

RAYNER: Thank you.

ANNOUNCER: Here's something I'd like to ask, Mr. Rayner...How do you opera singers know, when you step out on the stage of the Metropolitan, whether you're going to be "in good voice" or not?

RAYNER: Well, my own personal answer to that is -- no opera singer has any right to ever be in anything but good voice.

ANNOUNCER: I suppose it's a matter of keeping in condition?

RAYNER: Very much the way a prize fighter should keep in condition -- yes! Only we're more interested in our vocal chords than our fists.

ANNOUNCER: Do you find that smoking interferes with your singing?

RAYNER: Not one bit -- as a matter of fact - I got a lot of pleasure out of smoking. You see, I've been enjoying Luckies for fifteen years now, because I like their taste.

ANNOUNCER: But you have found them easy on your throat?

RAYNER: I'll let you judge. Recently, at the Metropolitan, I appeared in three different operas on three successive nights -- without my throat bothering me at all.

ANNOUNCER: That sounds like a real tribute to Luckies' throat-protection, Mr. Rayner.

RAYNER: It is. And I'm glad to tell you about it -- because I really believe in the idea of a light smoke, as you call it.

ANNOUNCER: Thank you, Mr. Rayner. Thank you very much, not only for singing for us, but also for explaining why you prefer Luckies. We all certainly appreciate your joining us this evening, and we wish you continued success in your new home -- the Metropolitan.

RAYNER: Thank you -- and incidentally, I'm getting a real 100% American kick out of Your Hit Parade.
Good night, everyone.

(APPLAUSE)

("RIO RITA"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here comes the Lucky Strike Orchestra with a corking
good tune as an extra ... the title song from
"Rio Rita".

(MUSIC SWELLS AND FINISHES)

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now a brief interlude for station identification,
after which YOUR HIT PARADE will continue.

This is the COLUMBIA.....BROADCASTING SYSTEM

S T A T I O N B R E A K

(LUCKY DAY SWELLS AND FINISHES)

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

(FANFARE.....)

ANNOUNCER: And here's a Sweepstakes winner in the number
THREE spot ... "When My Dream Boat Comes Home" ...
Number THREE the country round.

("WHEN MY DREAM BOAT COMES HOME".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

sogue to

("TRUST IN ME".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song that takes the number FOUR position this
week ... "Trust in Me" ... played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: A few minutes ago, Mr. Sidney Rayner - famous tenor of the Metropolitan Opera - told you that he smokes Luckies because they are a light smoke, easy on his throat. Now Mr. Rayner has to think of his voice and throat in smoking. He has to choose a cigarette that will be easy on his throat and here's why Luckies are the answer. Everybody knows -- heat purifies. In the exclusive process known as "It's Toasted", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. As a result, certain harsh irritants naturally present in all tobacco are expelled, and so Luckies do give you a light smoke, genuinely easy on the throat. Next time you buy cigarettes, follow Mr. Sidney Rayner's example, get the finest tobacco money can buy -- get the throat protection of the process "It's Toasted". Ask for Lucky Striko.

("NO OTHER ONE"
("I'LL NEVER SAY NEVER AGAIN AGAIN"...MEDLEY....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's rhythm for you. The orchestra brings us another Lucky Strike Double ... a medley of "No Other One" and "I'll Never Say Never Again Again".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE!.....)

ANNOUNCER: Hats off to ... number ONE! The top favorite of the week ... "This Year's Kisses", by Irving Berlin, from "On the Avenue".

("THIS YEAR'S KISSES".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: 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.

RUYSDAEL: Next time you buy cigarettes think of your throat.
Luckies OFFER YOU THE SAME ENJOYMENT AND
For ~~throat~~ protection, *it just as important to you*
~~as it is~~ *that give* to the distinguished men and women in all
walks of life who smoke Luckies because their voices
are their fortunes. Lucky Strike is a light smoke,
always kind to your throat because "It's Toasted".

CLOSING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC.....NEW YORK

MB
LT

THE AMERICAN TOBACCO COMPANY

W E A F

"YOUR HIT PARADE"

() ()
10:00 - 10:30 P.M.

MARCH 17, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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!

So here goes the Lucky Strike Orchestra ... with the number FOUR melody .. a newcomer this week .. "Boo Hoo".

("BOO HOO" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: A Sweepstakes winner ... number THREE from Coast to Coast .. "When My Dream Boat Comes Home".

("WHEN MY DREAM BOAT COMES HOME" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 1)

(COMMERCIAL NO. 1)

RUYSDAEL: If you could plant a tobacco seedling in a flower-pot in your own home and actually watch it grow -- you'd soon see why we use the center leaves in Lucky Strike Cigarettes. For -- no matter how carefully you tended that plant -- no matter how fine it turned out to be -- the top leaves would be stunted and under-developed... the bottom leaves, woody and coarse. That's why Lucky Strike insists on the rich, center leaves of the finest tobacco -- the "Cream of the Crop". These fine tobaccos are the reason Luckies taste so good. But here's why they are so gentle to your throat. In the exclusive process known as "IT'S TOASTED", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. Heat purifies, and that's how the "TOASTING" process removes certain harsh irritants naturally present in all tobacco. As a result Luckies are kind to your throat -- truly a light smoke. So next time you buy cigarettes - ask for Lucky Strike. You'll get the finest tobacco money can buy -- you'll get the throat protection of the process "IT'S TOASTED".

("SHINE ON YOUR SHOES"
"LOUISIANA HAYRIDE" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now two grand extras in a Lucky Strike Double...

"Shine on Your Shoes" and "Louisiana Hayride".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODNIGHT MY LOVE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Goodnight My Love"... takes the number SIX spot in Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for number FIVE .. "Little Old Lady" from "The Show Is On"... a newcomer played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Number TWO... "Moonlight and Shadows".. wins SECOND place in Your Lucky Strike Sweepstakes this week.

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

? (GUEST APPEARANCE.....JANE WYATT)

GUEST APPEARANCE -- JANE WYATT

NY ANNOUNCER: "Your Hit Parade" pauses to introduce Miss Jane Wyatt -- a very lovely young lady whose picture career first began in the society pages of New York's newspapers. Still a comparative newcomer to Hollywood, Miss Wyatt succeeded in winning one of the year's most coveted prizes, the role of Ronald Colman's leading lady in Columbia's spectacular production, "Lost Horizon". We are proud to include Miss Wyatt in Lucky Strike's own "Hall of Fame". And we take you now to California, for a short visit with her. All right, Hollywood!

REVERSAL -NEW YORK TO LOS ANGELES

ANNOUNCER: And direct from Hollywood, we present Jane Wyatt!

WYATT: Good evening, ladies and gentlemen.

ANNOUNCER: Miss Wyatt, it's a great pleasure to have you as our guest. Perhaps you can tell us why everyone who has seen "Lost Horizon" calls it a most unusual picture?

WYATT: Well, in the first place, the story itself is a good deal out of the ordinary. Then, our locale is Tibet, and our scenery included all sorts of real native paraphernalia brought back from there by Harrison Forman, the explorer and writer.

ANNOUNCER: That must have made it easy enough to create an authentic atmosphere.

WYATT: It wasn't as easy as you might think. You see, the script called for hundreds of Tibetan natives, and there isn't one within 10,000 miles of Hollywood. Mr. Capra, our director, tested all types of people, but none of them would do. Finally, when the cause appeared lost, one of the casting directors appeared, triumphantly leading a full blooded Eskimo. Mr. Capra was delighted. The Eskimo was a perfect double for the average Tibetan. But just when the staff was about to dance in the streets, rejoicing, and it seemed that the depression was over for the Eskimo colony, our Eskimo sent the whole company into despair.

ANNOUNCER: How was that, Miss Wyatt?

WYATT: Well, he was asked to bring in all his friends, and the studio expected to have hundreds of Eskimos to choose from, but apparently Southern California's advertising hasn't attracted many more Eskimos than Tibetans -- because our Eskimo grunted the information that there are only a half dozen of his countrymen here!

ANNOUNCER: (LAUGHING) That must have been a problem! What was the final solution?

WYATT: They finally found exactly the type they were looking for among the Mission Indians at the Pala Reservation.

ANNOUNCER: Now, Miss Wyatt, will you tell us something about one of the dramatic highlights of "Lost Horizon"?

WYATT: "Lost Horizon" is a difficult picture to describe, but I'll try. The scene is the Lamasery of Shangri-La, a mysterious, magical spot, hidden in the unknown fastnesses of Tibet. In Shangri-La, there is no strife or jealousy or hatred... only peace and contentment. I play the role of Sondra, the protege of the High Lama who rules Shangri-La. I have read the books of Robert Conway, British Vice Consul at Baskul, and in his writings I can see a fine, sensitive man, who has somehow missed happiness. I know that the High Lama is concerned about who shall succeed him at his death, and I convince him that this Conway is just the man. We arrange to have Conway, with four oddly assorted companions in an airplane, kidnapped and brought to Shangri-La. Now, Conway and I fall in love with each other -- two beings from the ends of the earth, brought together by a strange whim of fate. Conway is happy in Shangri-La, until his brother, who was one of the plane's passengers, convinces him that it is his duty to return to the outside world. When the ancient Chang tells me that Conway has gone, I cannot believe it. I run after him, calling "Bob, Bob, come back!" A religious ritual is in progress and I am forced to scream over the din of clashing cymbals, the rumble of drums and the blare of trumpets. I run out of the Lamasery, calling frantically -- "Wait! Wait! Don't go!"....I stumble, blinded by tears, to the top of the mountain pass that is the only entrance to Shangri-La.

(MORE)

SOUND: (SNEAK IN WIND EFFECT AND HOLD UNDER FOLLOWING SPEECH)

WYATT:
(CONT) There the wind howls and whistles, and the snow whirls about in white eddies, but I keep on calling "Bob, Bob! ...can't you hear me?...Come back...You don't understand! ...You didn't give me a chance to explain!....(CHANGE TONE) ...He won't be happy back in the outside world... I know he won't...Why did he have to go?...He promised me he'd stay...He promised!....(CHANGE TO INDICATE NEW THOUGHT STRIKING HOME) ..He'll never be able to get through the mountains in the storm! The passes will be blocked!....(CALLING MORE FRANTICALLY)... "Bob! Bob! Come back! You'll be killed! Can't you hear me? Come back! Oh, please hear me!....Come back!....(END OF SOBBING)

SOUND: (WIND EFFECT UP TO DROWN FINAL WORDS AND SOBBING)
(FADE OUT)

WYATT: (BACK TO NATURAL)...But the fury of the storm drowns my voice, and he cannot hear me...

ANNOUNCER: I'm certain that will be one of the outstanding scenes of the season, Miss Wyatt. But I don't suppose that all your scenes were as difficult.

WYATT: Well, they seemed so at first. You see, I was naturally a little nervous beginning my most important assignment. I was anxious to make good in the part.

ANNOUNCER: And I guess that meant plenty of overtime work for your voice and throat, didn't it?

WYATT: It certainly did.

GUEST APPEARANCE - JANE WYATT

ANNOUNCER: Do you find that smoking puts any added tax on your vocal chords, Miss Wyatt?

WYATT: No. As you know, I smoke Luckies, and I find them always gentle on my throat. Now a scene like the one I just described really does put a heavy strain on the vocal chords, so naturally it's important that I be careful in the choice of my cigarettes.

ANNOUNCER: Then you do find Luckies an enjoyable light smoke?

WYATT: Indeed I do, and I can tell you a little story about that. About five years ago, when I was on Broadway in the play "Give Me Yesterday", the script called for me to smoke a cigarette -- and I can remember it all so well as I had to juggle a cup of coffee, eat nuts and smoke, all at the same time. Now when the director asked what brand of cigarettes I liked, I hesitated, because at that time, actually I hadn't started smoking yet. Then I said "Luckies", because I remembered hearing so many other actresses, when offered a cigarette, say, "No, thanks, I'd rather have one of my own -- Luckies." I enjoyed that Lucky so much that I've smoked them ever since. You see- they please my taste and, as I told you before, they are good to my throat.

ANNOUNCER: Thank you, Miss Jane Wyatt! We'll be looking forward to seeing your new picture, and looking forward also to having you with us again.

WYATT: Thank you -- I've enjoyed it so much. Good night.

REVERSAL - LOS ANGELES TO NEW YORK.

("WHAT WILL I TELL MY HEART" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another song new to Your Hit Parade.. begins in the
Number SEVEN position... "What Will I Tell My Heart"?

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: America's Number ONE melody... the champion of champions
in the SWEEPSTAKES this week... "This Year's Kisses" by
Irving Berlin, from "On the Avenue".

("THIS YEAR'S KISSES" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: A few minutes ago, Miss Jane Wyatt, gave us some idea of the strenuous work that goes into filming a picture. In particular, she emphasized what a constant strain it is on her voice and throat. Yet, in spite of this, Miss Wyatt finds that Luckies are always gentle on her throat. Now it stands to reason that, since Luckies are easy on her throat-- they will be easy on yours, too. So next time you buy cigarettes, follow Miss Wyatt's example. For your throat's sake, ask for a light smoke-- Lucky Strike -- "IT'S TOASTED".

(CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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!

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs
3/16/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MARCH 20, 1937

10:00 to 10:45 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN"*)

ANNOUNCER: 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 Margot 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. And we're away
to a fast start with the tune the nation is crying
for ... "Boo Hoc" ... Number FOUR in YOUR HIT PARADE.

("BOO HOO".....NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: A winner, in the Sweepstakes! Returning to Your Hit Parade in SECOND place ... "Moonlight and Shadows"!

("MOONLIGHT AND SHADOWS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("ALEXANDER'S RAGTIME BAND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Time out for an extra! The Lucky Strike Orchestra plays the tune that was Irving Berlin's first great musical hit. The granddaddy of all jazz ... "Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

segue to

("WHAT WILL I TELL MY HEART.....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now a new favorite ... "What Will I Tell My Heart" ... It's Number SEVEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: Many years ago, down in the tobacco country, they coined a phrase to describe the tobacco Lucky Strike buys. They called it the "Cream of the Crop". And that description holds doubly good today. For Lucky Strike - and so far as we know, only Lucky Strike - now makes scientifically sure that it gets the best tobacco by providing for chemical analysis of selected samples before purchase. That's one reason why Luckies taste so good. But Luckies offer you another big advantage that you get in no other cigarette. For, in the exclusive process known as "It's Toasted", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. As a result, certain harsh irritants naturally present in all tobacco are expelled, and Luckies give you a light smoke, genuinely easy on the throat. Next time you buy cigarettes, think of your throat. Ask for Lucky Strike - a light smoke.

("TOP HAT"
("NO STRINGS".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Top Hat" and "No Strings" ... two sparkling extras in
a Lucky Strike double.

(MUSIC SWELLS AND FINISHES)

segue to

("GOODNIGHT MY LOVE".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you chose for Number SIX on Your Hit Parade
... "Goodnight My Love".

(MUSIC SWELLS AND FINISHES)

segue to

("OH SAY CAN YOU SWING".....NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the Lucky Seven to
play a grand swing tune ... "Oh Say Can You Swing".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: A Sweepstakes Winner at Number THREE ... "When My
Dreamboat Comes Home" ... THIRD again the country
'round.

("WHEN MY DREAMBOAT COMES HOME".....QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(Guest appearance)

- 5 -

N.Y. ANNOUNCER: This evening we have as our guest on "Your Hit Parade" a brilliant actress who, although not long removed from her native England, is an enthusiastic friend of Lucky Strikes. Forty-one English-made pictures in the brief space of two and one-half years established Miss Margot Grahame as the most popular actress in the British Empire. She made her American debut in "The Informer" and she is now featured in "The Soldier and the Lady", RKO's spectacular adaptation of Jules Verne's immortal novel "Michael Strogoff". "Your Hit Parade" is privileged to present Miss Margot Grahame. Ready California?

(REVERSAL - NEW YORK TO LOS ANGELES)

ANNOUNCER: From Hollywood, we introduce, Miss Margot Grahame.

GRAHAME: Good evening, ladies and gentlemen.

ANNOUNCER: I saw "The Soldier and the Lady" the other evening, Miss Grahame, and I'd like to tell you how much I enjoyed it.

GRAHAME: Thank you. I enjoyed the role of Zangarra, even though she is an unsympathetic character. You know, I consider myself very fortunate that I haven't been made a "type". In one picture I'm the pure, prim heroine, and in the next a double-dyed villainess.

ANNOUNCER: Well, Miss Grahame...we all hope your good fortune continues.

GRAHAME: Maybe I'd better knock on wood, because I have been very lucky. It was really a wonderful break to make my first American appearance in an Academy Award picture...

ANNOUNCER: You mean "The Informer"?

GRAHAME: Yes - with Victor McLaglen!

ANNOUNCER: I know the audience will be glad to learn that you've agreed to do a dramatic excerpt from that picture for us tonight.

GRAHAME: I'll try, if Mr. _____ and Mr. _____ will assist me. But first, suppose we set the stage. I play the part of Katie, a girl of the streets, in love with Gypo Nolan, a dull-witted outcast, at the time of the uprising in Ireland. In the first part of the picture, Gypo comes upon me as I'm talking to a chance acquaintance in the doorway of a travel bureau. As I take the stranger's arm and am about to leave with him, Gypo seizes the man in anger and hurls him into the street. He stares at me dully as I try to explain ...

(SOUND.....TRAFFIC RECORD LOW UNDER FOLLOWING)

GRAHAME: Ah, Gypo, what's the use? I'm hungry and I can't pay my room rent. You ... have you got the price of a room on you....? No ... don't look at me like that, Gypo. You're all I got. You're the only one...you know that. But what chance have we got to escape?... (PAUSE).....Money!.....Some people have all the luck! Look at that poster in the window.....passage to America for both of us for twenty pounds.....look at that' thing.....handing us the ha-ha! Twenty pounds and the world is ours.

GYPO: (ANGRY) ... What are you sayin' that for?

GRAHAME: (SLIGHT SCREAM)....Stop it Gypo! Let go of my arm! Twenty pounds might as well be a million!

GYPO: Go on....get your twenty pounds from that bum I threw in the gutter!

GRAHAME: Saint Gypo! Too good for me, eh? Well, let me tell you something... you're no better than any other man! You're all alike!

GYPO: (CONFUSED) ... Ah, Katie....I didn't mean that...

GRAHAME: (BITTERLY).....Go along with your fine principles! I can't afford 'em! Goodbye!

GYPO: (CALLING) Katie!.....Katie!

(SOUND.....OUT)

GRAHAME: Hurt and stung by what I've said, Gypo gets twenty pounds in the only manner he can think of - by revealing to the constabulary the hiding place of his best friend, Frank MacPhillip. Frankie is killed and Gypo is trapped and court-martialed by the Republicans. He confesses, but manages to escape before sentence of death can be carried out. With every man's hand against him, I know it can only be a matter of time before he is recaptured and executed. In a desperate effort to save him, I seek Dan Gallagher, Commandant of the Republican Army. I find him at the MacPhillip home, comforting Mary, the sister of the slain Frankie.....

(PAUSE)

GRAHAME: I'm Katie Fox. I'm Gypo Nolan's girl.....

DAN: Shut the door!

(SOUND.....DOOR CLOSE)

GRAHAME: Commandant, I've come to beg of you on my knees! Gypo didn't know what he was doing! Ah, you can't hurt him, if you knew how it was!

DAN: You know what he did. There is a boy lying dead across the hall.

GRAHAME: And I know why he did it - though he didn't know what he was doing. For me... for me, I tell you! Oh, Almighty Father, forgive me for saying the words I did, in anger, and shaming him for his poverty, and blaming him for mine, and putting the idea into his head! Ah, forgive him, for he didn't know what he was doing!.....(PLEADING) ... let him go, Commandanthe'll be punishing himself to the day he dies... and I with him....

DAN: You're asking for something that's not within my power.

GRAHAME: He'll never harm you again! I promise you! I'll take him away! I swear by all that's holy I will!

DAN: Please!

GRAHAM: And you, Miss MacPhillip. Ah, you're the one that's wronged! I'm not the kind of a girl you are, but there was a time when I was, and I love Gypo no less for being what I am...I know by your eyes that you love the Commandant....suppose you were begging for his life? Wouldn't you want mercy then? And won't you be giving it now to me... a sinner.....?

(HOLD SOBBING A FEW SECONDS AT END OF TALK)

ANNOUNCER: That was beautifully done, Miss Grahame. I know that a scene like that is very difficult and strenuous.

GRAHAME: I enjoy doing emotional scenes of that sort, even though it is a strain on the voice and throat....
(INTERRUPTING HERSELF)...Oh - by the way - let me tell you something you'll like to hear! That's the very reason I always smoke Luckies....they're considerate of my throat.

ANNOUNCER: That is nice to hear Miss Grahame. You find Luckies a light smoke?

GRAHAME: Indeed I do. I was introduced to Luckies eight years ago by an American motion picture producer in London. He told me that they were the gentlest cigarette in the world on the throat. I told him, "But the only reason I smoke is for the sheer pleasure of it." He replied, "You just try a pack and then tell me if you've ever tasted better tobacco." The answer was, I hadn't.

ANNOUNCER: Thank you, Miss Grahame, we've enjoyed your being here tonight, and we're happy that you choose Luckies for your cigarette.

GRAHAME: Good night, everyone....

(REVERSAL - LOS ANGELES TO NEW YORK)

("CARIOCA".....,ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the Lucky Seven
and plays a rhumba. Listen to: "The Carioca".

(MUSIC SWELLS AND FINISHES)

segue to

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now a brief interlude for station identification,
after which YOUR HIT PARADE will continue.

This is the COLUMBIA.....Broadcasting System

(30 seconds)

S T A T I O N B R E A K

(LUCKY DAY SWELLS AND FINISHES)

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America. The orchestra introduces a newcomer to Your Hit Parade ... "Little Old Lady" from: "The Show Is On" Number FIVE this week.

("LITTLE OLD LADY".....QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I KNOW THAT YOU KNOW"
("YOU'RE OKAY".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double. Here's: "I Know That You Know" ... and: "You're Okay" ...

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: A few minutes ago, Miss Margot Grahame -- lovely motion picture artist -- explained her preference for Lucky Strike cigarettes by saying that she found Luckies a light smoke considerate of her throat. Now this is most interesting in view of a recent independent survey which was made among professional people -- lawyers, doctors, lecturers, scientists, etc. For this survey showed that of those questioned who smoke cigarettes, an overwhelming majority -- over 87% - personally prefer a light smoke. So Margot Grahame's choice of Luckies comes by way of verification. It shows the wisdom of this nationwide trend toward a light smoke. For Miss Grahame has to think of her voice and throat in smoking. She has to choose a cigarette that will be easy on her throat and Luckies are the answer. So, follow her example - and the example of other leading actors of opera, radio, stage and screen - and ask for Lucky Strike - a light smoke. It stands to reason that since Luckies are easy even on their delicate throats, they will be easy on your throat, too.

("RIDIN' HIGH".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: There's rhythm in the air as the Lucky Strike
Orchestra leaves the Lucky Seven and plays: "Ridin'
High" from "Red, Hot and Blue".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Hail, the conquering hero comes! The Grand
Champion of YOUR LUCK STRIKE SWEEPSTAKES ... "This
Year's Kisses" from Irving Berlin's "On the Avenue".
Number ONE again from Coast to Coast.

("THIS YEAR'S KISSES".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: 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.

RUYSDAEL: Remember distinguished people in all walks of life ...
particularly those whose voices are their fortunes ...
choose Luckies for their cigarette because Luckies
are a light smoke easy on the throat. Next time you
buy cigarettes, think of your throat and ask for
Luckies.

(CLOSING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

APPLAUSE

ANNOUNCER: This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

Richter

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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(10:00 - 10:30 PM)

MARCH 24, 1937.

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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 Jepson!

But let's begin with the favorite music of the
week, the seven most popular melodies of the
land . . . the LUCKY SEVEN. We're off with a
tuneful number from "On The Avenue", "I've Got
My Love To Keep Me Warm". Your choice for Number
FOUR this week.

("I'VE GOT MY LOVE TO KEEP ME WARM" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number THREE on "Your Hit Parade" - "When My Dream Boat Comes Home" -- THIRD the country over.

("WHEN MY DREAMBOAT COMES HOME" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER The Lucky Strike Orchestra plays "Moonlight and Shadows" -- number SEVEN in Your Hit Parade this week:

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 1)

COMMERCIAL NO 1

ANNOUNCER: Soon it will be tobacco-planting time down South. And before long tender green shoots will begin shoving upward into the sunlight and air. But it will be three or four years hence, after maturing and aging, before some of these young tobacco plants will fulfill their destiny in your Lucky Strikes. We say only some because Lucky Strike insists upon the finest tobacco grown -- the best leaves from the best plants -- the tender center leaves of the "Cream of the Crop". That's one reason Luckies taste so good. But here's another advantage no other cigarette offers you. Luckies' fine tobaccos are made even finer by the exclusive process, "It's Toasted". Everybody knows heat purifies, and in the "Toasting" process, these tobaccos are exposed to higher degrees of heat than that ordinarily used in the manufacture of cigarettes. As a result, certain harsh irritants naturally present in all tobacco are expelled. So you get, in Luckies, a light smoke, genuinely easy on your throat. Next time you buy cigarettes, ask for Lucky Strike. You'll get the finest tobacco -- the "Cream of the Crop" -- plus the throat protection of the process "It's Toasted".

(FANFARE)

ANNOUNCER: Number TWO in your favor ... "Boo Hoo" played by
 the Lucky Strike Orchestra. SECOND this week from
 coast to coast.

("BOO HOO" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT WILL I TELL MY HEART" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER The Lucky Strike Orchestra plays a song that's
 gaining fast in national popularity Number
 FIVE ... "What Will I Tell My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("GOODNIGHT MY LOVE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER Here's "Goodnight My Love". It's number SIX
 in Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE)

GUEST APPEARANCE - JEPSON

ANNOUNCER: Young America is forging ahead in the arts! At the famous Metropolitan Opera in New York, American-born singers play a more and more prominent part each year. Miss Helen Jepson - radiant young soprano from Akron, Ohio -- is outstanding among these. Famed in opera, radio, and concert alike, Miss Jepson is another celebrity to whom we can point with pride as a friend of Lucky Strike. Ladies and gentlemen, may I introduce Miss Helen Jepson....

(APPLAUSE)

JEPSON: Thank you, and hello, everyone.

ANNOUNCER: Miss Jepson, I've often heard your career referred to as a Cinderella story.

JEPSON: Cinderella?

ANNOUNCER: Yes, didn't you become famous almost overnight?

JEPSON: (LAUGHS) The answer is "No"!

ANNOUNCER: Well, how did you get ahead so fast?

JEPSON: It was a case of work, work -- and more work! I don't believe you can just wave a magic wand and get ahead in the field of music.

ANNOUNCER: How did you get your start, Miss Jepson?

JEPSON: I sold phonograph records in a music store so I could **take** singing lessons. My first real chance came when I won a scholarship at the Curtis Institute in Philadelphia.

ANNOUNCER: From that to the Metropolitan Opera sounds like quite a jump.

GUEST APPEARANCE - JEPSON

JEPSON: Well, quite a lot happened in between. Strangely enough I got into the Metropolitan through a radio program. Gatti-Casazza heard one of my broadcasts and an Opera audition followed.

ANNOUNCER: That audition must have been very thrilling.

JEPSON: Thrilling! -- It was positively terrifying! Just imagine the excitement of it! For years, a young girl has hoped and prayed for this moment -- an audition at the Metropolitan! Now she stands there on the great stage of the "Met" -- a solitary, frightened figure in a little circle of light -- singing into all that vast dark gloom of the empty auditorium -- with no way of telling who may be out there listening and deciding her fate -- and with no applause or comments after her song. And they don't tell you the decision right away. In fact, I waited for weeks, tortured by uncertainty. But then -- at last -- Oh, I shall never forget standing in the offices of the Metropolitan Opera House and Mr. Gatti-Casazza himself taking me by the hand and saying: "You have a very lovely voice, my dear ..."

ANNOUNCER: The critics have been saying that, ever since, Miss Jepson

JEPSON: Thank you.

ANNOUNCER: I'm glad to see that you have decided to sing us something from opera this evening.

JEPSON: Yes, I've chosen the "gavotte" from Manon -- because -- well, because it's one of my favorites.

(MUSIC ---- SINGS)

(APPLAUSE)

GUEST APPEARANCE -- JEPSON

ANNOUNCER: That was very beautiful, Miss Jepson. I suppose that's the result of the training -- of all the "work" that you mentioned a minute ago.

JEPSON: Well, I still sing about four hours a day to keep in good voice.

ANNOUNCER: Miss Jepson, we know that you have been smoking Lucky Strike cigarettes for a number of years.

JEPSON: Ever since I started smoking, yes.

ANNOUNCER: Well, when you work so hard and use your voice so much, do you find Luckies easy on your throat?

JEPSON: Oh, yes -- I wouldn't smoke them if they weren't. I just couldn't afford to take any chances - and Luckies never irritate my throat. I might add that I think they're a fine-tasting cigarette, too!

ANNOUNCER: Thank you, Miss Jepson. We're very grateful to you for your song and for telling us how well Luckies get along with your throat.

JEPSON: Thank you, too -- and goodnight, everyone.

(APPLAUSE)

("I WANT TO BE HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER On with the dance! The Lucky Strike Orchestra
 plays a bright and rhythmic extra, "I Want To
 Be Happy", from "No, No, Nanette".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER Here's the top favorite -- the song all America
 is humming and whistling -- "This Year's Kisses"
 from "On The Avenue"! Number ONE again from
 Maine to California.

("THIS YEAR'S KISSES" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

COMMERCIAL NO 2

ANNOUNCER: A few moments ago we learned first-hand what Miss Helen Jepson - one of America's outstanding singers believes about smoking. You will recall that she said "Luckies never irritate my throat". Now, as a singer, Miss Jepson must be extremely careful in her choice of cigarettes -- so the fact that she smokes Luckies should be of the utmost significance to you. Doesn't it stand to reason that if Luckies are easy on her sensitive throat -- they will be easy on your throat, too?

(LUCKY DAY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER 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, the charming star of stage
 and screen, Miss Margaret Sullavan.

(CLOSING SIGNATURE "HAPPY DAYS")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, MARCH 27, 1937
10:00 - 10:45 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

(OPENING SIGNATUREHAPPY DAYS ARE HERE AGAIN)

ANNCR: 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 Sullavan! 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.

(FANFARE.....)

ANNCR: And Your Hit Parade gets under way with ..."Boo Hoo"
... the Number TWO song hit from the Statue of Liberty
to the Golden Gate.

("BOO HOO".....QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("MOONLIGHT AND SHADOWS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN! ... "Moonlight and Shadows" wins seventh place in Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("THE CONTINENTAL".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a spirited extra ... "The Continental" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

("WHAT WILL I TELL MY HEART".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The song that takes the number FIVE spot on YOUR HIT PARADE this week ... "What Will I Tell My Heart".

(MUSIC SWELLS AND FINISHES)

ANNCR: With the coming of Spring in our Southland, tobacco farmers are hard at work. They know that their efforts will be rewarded later on when Lucky Strike buyers will pay richly for the finest tobacco they can produce -- the "Cream of the Crop." They know that Lucky Strike makes no compromise with quality -- they know that Lucky Strike will make sure scientifically that it gets the choicest tobacco by backing up the judgment of its skilled buyers with chemical analysis of selected tobacco samples before purchase. And Lucky Strike, so far as we know, is the only cigarette to guarantee the high quality of its tobacco with this scientific safeguard. That's why Luckies always taste so good. But there is yet another big advantage that only Luckies offer you. In the exclusive process known as "It's Toasted", the fine tobaccos used in Luckies are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. This means that certain harsh irritants naturally present in all tobacco are expelled -- and so Luckies give you a light smoke, truly gentle on the throat. Next time you buy cigarettes, ask for Lucky Strike. You'll get the finest tobaccos money can buy -- "The Cream of the Crop"...you'll get the throat protection of the process "It's Toasted."

("DRUMS IN MY HEART"
("THERE'S SOMETHING ABOUT A SOLDIER" ...MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: On with the show! Two stirring extras blended in a
Lucky Strike Double! "Drums in My Heart" from
"Through the Years" and "There's Something About a
Soldier".

(MUSIC SWELLS AND FINISHES)

Segue to

("GOODNIGHT MY LOVE".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The song you pick for number SIX this week ... "Goodnight
My Love" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

("SWING HIGH, SWING LOW".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Lucky Seven but a popular favorite ...
"Swing High, Swing Low" played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNCR: A leader! Number THREE on Your Hit Parade again this week. "When My Dreamboat Comes Home."

("WHEN MY DREAMBOAT COMES HOME".....QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES))

(GUEST APPEARANCE - MARGARET SULLAVAN)

MARGARET SULLAVAN - GUEST APPEARANCE

ANN'OR: Tonight once more we open the doors of Lucky Strike's great "Hall of Fame" and present to you another friend and user of Lucky Strikes. You know her as one of America's most talented actresses -- a hit on Broadway -- a hit in Hollywood -- and so, most appropriately, the guest of Your Hit Parade -- Miss Margaret Sullavan.

(APPLAUSE)

SULLAVAN: Good evening, everybody.

ANN'OR: Back in 1933 Miss Sullavan's very first motion picture carried her from screen obscurity to movie stardom overnight. Since then she has scored repeated successes both in Hollywood and on the legitimate stage. Tonight we are going to ask her to repeat for us a delightful scene from her Universal picture "Only Yesterday."

SULLAVAN: Yes - and Mr. Jimmy McHugh has very kindly consented to assist me. He will play the role of the handsome Lieutenant Emerson, and I the part of the little girl from Virginia.

ANN'OR: A part which must have come very naturally to you, Miss Sullavan.

SULLAVAN: (LAUGHS) Yes, I was born and educated in Virginia -- and I still like to think of it as my home.

ANNOUNCER: Every loyal Virginian will be glad to hear that ...
Miss Sullivan. Will you tell us about the scene
you're going to improvise from "Only Yesterday"?

SULLAVAN: Well, it's another case of "Boy Meets Girl", or perhaps
I should say "Girl Meets Boy." Mary Lane, in all the
innocence of her youth and inexperience, literally
throws herself at her secret romantic idol, Lieutenant
Emerson. The scene takes place at a dance during the
Great War ... (FADE IN MUSIC) Lieutenant Emerson is
present with other officers from a nearby camp and
Mary Lane is present, of course, as one of the belles
of the small Virginia town in which the scene is laid.
Mary Lane sees Lieutenant Emerson standing at the edge
of the ballroom floor, and goes up to him ... (MUSIC
UP, then FADE SLIGHTLY)

MARY: Lieutenant James Emerson?

JIM: Yes, I'm Emerson.

MARY: I'm Amy Breckenridge. I was supposed to look after you.

JIM: How nice.

MARY: Shall we dance?

JIM: With pleasure.

(SOUND EFFECT ... CROWD AND MUSIC)

JIM: Well, I'm certainly lucky to have you to take care of me. I wonder how it is I never met you before, Miss Amy Breckenridge?

MARY: Shhh!

JIM: What have I done?

MARY: I have a confession to make. I'm not Miss Amy Breckenridge.

JIM: Huh?

MARY: Uh-huh. You see - my name is Mary Lane, but Amy drew you for a - but I traded her my Captain for you.

JIM: Showing you have no proper respect for rank. Why did you?

MARY: Because I - I - I wanted to be with you. And that isn't all. Last week I wore some flowers - and I told the girls they came from you.

JIM: Well - how long has this been going on?

MARY: Two years.

JIM: Have I been sending you flowers for two years?

MARY: Oh, no! I mean it's two years since we met.

JIM: Say - this is getting interesting. Let's get out of here and go into this.

MARY: All right.

(SOUND EFFECT ... DOOR OPENS AND SHUTS .. FADE MUSIC)

JIM: So we have met before?

MARY: Yes.

JIM: Where?

MARY: At an affair that Mrs. Abbott gave - oh - two years ago. I wasn't seventeen yet, so - oh - of course you didn't notice me. I gave you a sandwich.

JIM: That was nice of you.

MARY: And then, I've seen you since.

JIM: Where?

MARY: When you were campaigning for President Wilson. My aunt from New York was staying with us. She's a-a-a suffragette -- you know, thinks all women should be allowed to vote - and I went with her. You made a speech.

JIM: I did not.

MARY: Why, you did.

JIM: I didn't.

MARY: Oh-ho, yes you did. A beautiful speech. I'll never forget the way you said - "Follow Citizens - we must re-elect President Wilson. It wasn't just your saying it - it was the way you said it. You were so sincere - and handsome, too. I tried to buy a picture of you, but they only had President Wilson's and Vice President Marshall's.

(SOUND OF KISS) Oh! ... You shouldn't have kissed me!

JIM: Huh?

MARY: I said - Oh! You shouldn't have kissed me.

JIM: And I said - Huh?

MARY: Well, because I --

JIM: You can't say it isn't because you haven't known me long enough - two years - two years is surely good for one little kiss - especially such a little one.

MARY: I guess we'd better go back.

JIM: You really want to?

MARY: No ... (PAUSE) No, I don't want to go back.

(MUSIC UP)

ANN'C'R: (SOFTLY) And so Mary didn't - go back to the ballroom, Miss Sullavan?

SULLAVAN: No - no, she didn't. It was spring in Virginia - the moon was full -- the garden beautiful -- and the man - oh, so handsome!

ANN'C'R: I think, Miss Sullavan, that your portrayal of Mary is - a real glimpse into a young girl's heart. May I congratulate you on your playing?

SULLAVAN: Thank you.

ANN'C'R: That first time you went to Hollywood, Miss Sullavan, did you find it strange acting before the cameras?

SULLAVAN: Yes, very. You see, I already had done several plays on Broadway - but the movies are so different. I really don't know which is more difficult to please - a Broadway audience or the movie microphones.

ANN'C'R: I have heard that the movie microphones exaggerate any flaws in the voice. Is that right?

SULLAVAN: Oh, yes - those movie "mikes" are very critical. And it was extra - difficult for me - because I've always had a very sensitive throat.

ANNIC'R: In that case, it seem^s a real tribute to Luckies that you smoke them.

SULLAVAN: Yes, it is - for I've tried many other brands, but to really suit my throat I always come back to Luckies.

ANNIC'R: Then you, too, feel that they are a light smoke?

SULLAVAN: Definitely ... And I like their taste, too. That ought to please you, since I come Virginia - a State where they pride themselves on knowing good tobacco.

ANNIC'R: It does please us very much, and we are very grateful to you, Miss Sullavan, not only for enacting that little scene from "Only Yesterday," but also for telling us why you prefer a light smoke.

SULLAVAN: Well, I've enjoyed being here very much. Goodnight, everyone.

(APPLAUSE)

("LULLABY OF BROADWAY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays another crackerjack
extra tune ... "The Lullaby of Broadway".

(MUSIC SWELLS AND FINISHES)

Segue to

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

ANNCR: And now a brief interlude for station identification,
after which YOUR HIT PARADE WILL CONTINUE.

This is the COLUMBIA ... BROADCASTING SYSTEM

(S T A T I O N B R E A K)

(LUCKY DAY SWELLS AND FINISHES)

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

The Lucky Strike Orchestra steps out with the nation's
choice for Number FOUR this week ... "I've Got My Love
To Keep Me Warm" from "On the Avenue".

("I'VE GOT MY LOVE TO KEEP ME WARM.....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("SING SOMETHING SIMPLE"
("TITINA"
("RUNNING WILD".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Three in one! A Lucky Strike triple ... "Sing
Something Simple", "Titina", and "Running Wild".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL NO. 2 (MARGARET SULLAVAN)

ANNCR: Earlier in this program, one of the nation's great actresses, Miss Margaret Sullavan, explained the care she takes of her throat. Her voice is all important to her, so it is a significant fact that she chooses Luckies for her cigarette. It means she finds that Luckies are always gentle -- always a light smoke. So doesn't it stand to reason that if Luckies are easy on Miss Sullavan's throat -- they will be easy on yours, too. Just notice how many distinguished men and women in all walks of life - doctors, lawyers, statesmen and so forth - choose Luckies for their cigarette. Next time you buy cigarettes, follow Miss Sullavan's good example --and the example of these other distinguished men and women -- for your throat's sake, insist on a light smoke -- Lucky Strike -- "IT'S TOASTED".

("YOU DO THE DARNDDEST THINGS".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's rhythm for you! Another liltng extra played
by the Lucky Strike Orchestra ... "You do the Darndest
Things".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNCR: Stand by for the top favorite! Number ONE .. the
reigning choice from coast to coast .. "This Year's
Kisses" from "On the Avenue"

("THIS YEAR'S KISSES".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: Remember distinguished people in all walks of life ... particularly those whose voices are their fortunes ... choose Luckies for their cigarette because Luckies are a light smoke easy on the throat. Next time you buy cigarettes, think of your throat and ask for Luckies.

("THIS IS MY LUCKY DAY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: 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 Rethberg.

(CLOSING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE COLUMBIA BROADCASTING SYSTEM)

FADE THEME 20 SECONDS

WABC.....NEW YORK

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

(REVISED)

(() ())

10:00-10:45 PM

MARCH 31, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: 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.

(FANFARE)

ANNOUNCER: The Lucky Strike Orchestra sets the airways humming with "I've Got My Love to Keep Me Warm" ... an Irving Berlin melody from On The Avenue and the Number THREE hit from Coast to Coast.

("I'VE GOT MY LOVE TO KEEP ME WARM" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(WHAT WILL I TELL MY HEART" . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR! "What Will I Tell My Heart" wins
FOURTH place in YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SOMETIMES I'M HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Lucky Seven, but a colorful and
unforgettable tune, "Sometimes I'm Happy" from
"No, No Nanotte", played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN THE POPPIES BLOOM AGAIN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with your choice
for Number FIVE ... "When the Poppies Bloom Again".
an English song success first introduced in America
just six weeks ago and now in fifth place the
country over.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: Have you ever stopped to notice how many professional men and women smoke Luckies? .. Lawyers, doctors, statesmen and people like that? Then see how many leading artists of radio, stage, and screen prefer them, too. Surely all of them appreciate the keen enjoyment that goes with the smoking of rich full - flavored tobacco. And yet they must have something more. They want a cigarette that's easy and gentle on the throat. And that's why they smoke Luckies. In the exclusive "Toasting" process, the fine tobaccos used in Luckies are exposed to higher degrees of heat than is ordinarily used in cigarette manufacture. As a result, certain harsh irritants naturally present in all tobacco are expelled. That's why with Luckies you can count on a cigarette that's easy and gentle on your throat ... truly a light smoke. So get the finest tobaccos ... "The Cream of the Crop" .. plus the throat protection of the process "It's Toasted". Ask for Lucky Strike.

("WHO CARES"
"OF THEE I SING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the show! Two gay melodies blended in a Lucky Strike Double, "Of Thee I Sing" and "Who Cares" from George Gershwin's score of "Of Thee I Sing" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TRUST IN ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays your choice for Number SEVEN this week ... "Trust in Me", a song of which more than 130,000 copies have been sold since its introduction a few months ago.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("AS LONG AS YOU'VE GOT YOUR HEALTH" . . . DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Lucky Seven but a song that's gaining fast in popularity ... "As Long As You've Got Your Health" ... from the Broadway revue "The Show Is On".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: A leader!.. Number TWO in YOUR HIT PARADE this week...
and another favorite from the score of "The Show Is
On" ... Hoagy Carmichael's "Little Old Lady".

("LITTLE OLD LADY"..... QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - - - ELISABETH RETHBERG)

ANNOUNCER: Tonight we have as our guest, one who ranks among the greatest sopranos of the Metropolitan Opera Association -- Miss Elisabeth Rethberg. For years, ever since her debut in this country, Miss Rethberg has been enjoying Lucky Strike cigarettes. So it is as an old friend that we welcome her on Your Hit Parade this evening ... Ladies and gentlemen, I have the honor of introducing the world-famous soprano -- Miss Elisabeth Rethberg ...

(APPLAUSE)

RETHBERG: Thank you, and good evening, everybody.

ANNOUNCER: Miss Rethberg, before you sing for us, will you tell us how you started your musical career?

RETHBERG: I should be glad to -- if I could remember.

ANNOUNCER: If you could remember?

RETHBERG: Well, you see, my singing career began practically in the cradle. I was singing little folk songs when I was less than two years old.

ANNOUNCER: You mean, really singing?

RETHBERG: Yes. I couldn't speak the words, but the melodies I evidently sang quite correctly.

ANNOUNCER: I guess that proves you were born musical.

RETHBERG: Well, my mother was a singer -- and my father was a pianist. We children used to quarrel over which one would have the piano to practice on.

ANNOUNCER: (LAUGHS) That's extraordinary!

RETHBERG: You see, we loved music. Sometimes, when I was a young student, I had to choose between eating and listening to a concert. I always chose the concert. (LAUGHS) And that wasn't because I don't like to eat.

ANNOUNCER: I take it that your student days were sometimes difficult.

RETHBERG: Well, it was after the war. And those were hard years in Europe. Often we sang for clothing or food. Sometimes just for some butter or a few lumps of sugar. We used to give what we called "Hunger Concerts" -- a quartet of us traveling from town to town.

ANNOUNCER: That is an extremely interesting experience to have had, Miss Rethberg.

RETHBERG: Yes, it was.

ANNOUNCER: Miss Rethberg, do you think that a person must be born musical, or can a real feeling for music be developed by study and training?

RETHBERG: (WITH FEELING) Well, as to that, let me tell you one thing I feel very strongly. It is about these modern mothers who say it is a bad practice to sing their children to sleep. Now I think the child who is put to bed without a lullaby misses one of the richest experiences in life -- and also misses the opportunity of developing unconsciously a genuine love for music.

ANNOUNCER: That sounds very reasonable. (CHUCKLES) In fact, I'm almost sorry you aren't going to sing us a lullaby tonight, Miss Rethberg. But I understand that you have chosen something from the opera Madame Butterfly.

RETHBERG: Yes, the lovely aria "Un Bel Di" one of the most beautiful passages in my opinion, that Puccini ever wrote.

(MUSIC.SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Miss Rethberg.

RETHBERG: I am glad you liked it. It is a favorite of mine.

ANNOUNCER: Miss Rethberg, you have sung in great opera houses abroad as well as at the Metropolitan. Have you noticed many differences?

RETHBERG: Well, at the Metropolitan, singers work harder than they do abroad.

ANNOUNCER: The American tempo, I suppose.

RETHBERG: Yes, a singer is called upon for more appearances during the season here than at foreign opera houses.

ANNOUNCER: I suppose that means quite a strain on the voice and throat.

RETHBERG: Yes, it's a strain all around. And here's another difference I've noticed, that ought to interest you. Opera singers here smoke a great deal more than they do abroad.

ANNOUNCER: What do you think explains that?

RETHBERG: Well, personally, the first Lucky Strike I tasted explained it to me. And I think it must be the same with the others in the opera. Singers have discovered that they can enjoy the relaxation of a light smoke and still feel perfectly comfortable about their throats.

ANNOUNCER: Then you, too, find that Luckies are easy on your voice and throat, Miss Rethberg?

RETHBERG: Yes, and I'm a good judge because I've smoked Luckies for more than ten years now.

ANNOUNCER: Thank you very much, Miss Rethberg. We have immensely enjoyed this talk with you, and your lovely singing, and of course we appreciate what you said about Luckies.

RETHBERG: Thank you -- and goodnight, everyone.

(APPLAUSE)

ANNOUNCER: After a brief interlude for station identification
YOUR HIT PARADE will continue.

- - - STATION BREAK- - - - -

(INSIDE SIGNATURE LUCKY DAY. . . . FADE FOR ANNOUNCER)

ANNOUNCER: On with Your Lucky Strike Hit Parade -- the Lucky
Seven --- the seven most popular tunes in America.
We strike up the band again with the song you pick
for Number SIX this week ... "Moonlight and Shadows".

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

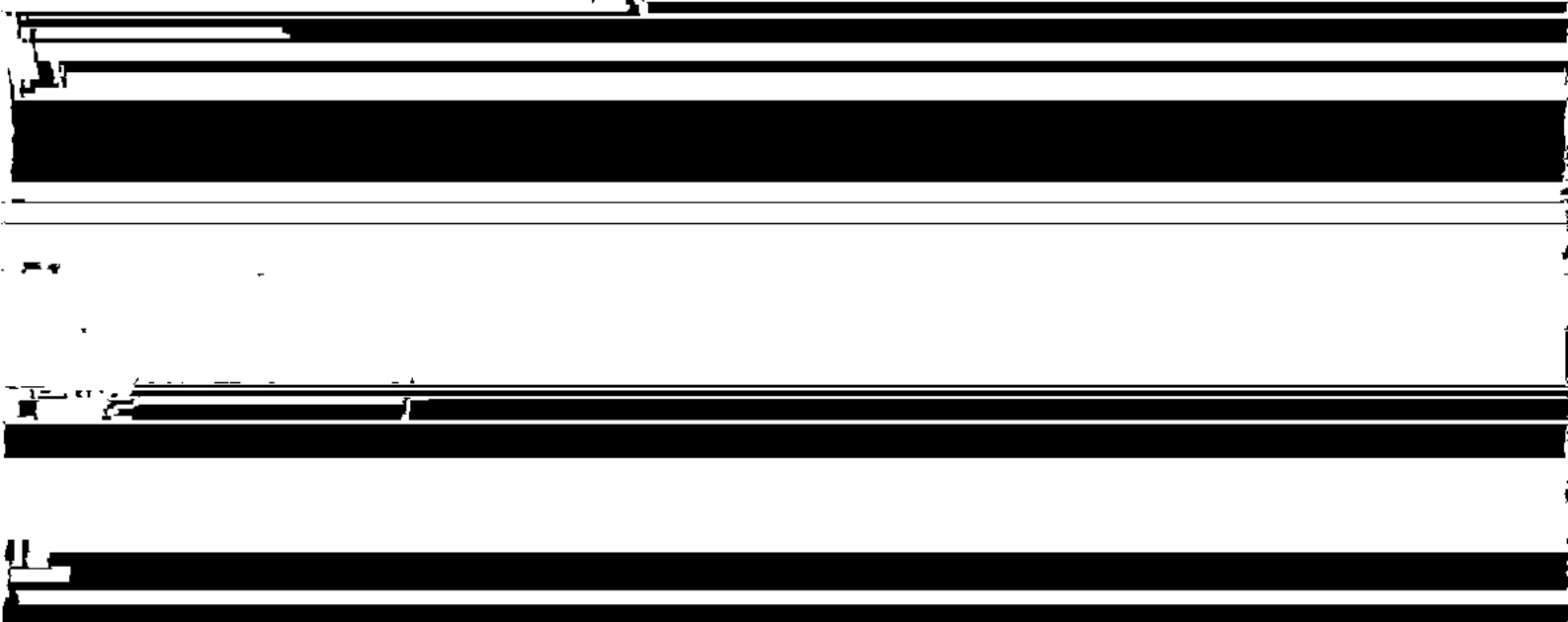
(MUSIC SWELLS AND FINISHES)

(SEGUE TO) (LIMEHOUSE BLUES. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra in a song that's
become a popular classic --- "Limehouse Blues -

(MUSIC SWELLS AND FINISHES)



ANNOUNCER: One of the world's most famous sopranos, Elisabeth Rethberg, sang for you a few moments ago. You must have been impressed by the beauty, richness and clarity of her voice -- perfectly free from strain in spite of the long, hard season she has just finished at the Metropolitan Opera. Naturally Miss Rethberg takes every precaution with her throat. Her voice is her fortune. So the fact that she has smoked Luckies for ten years is important to every smoker. Doesn't it stand to reason that if Luckies are easy on her throat, they'll be easy on your throat, too?

("LADY BE GOOD"
 ("NEW SUN IN THE SKY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Lucky Strike Double ... two grand musical comedy tunes ... "Lady Be Good" from the show of the same name, and "New Sun in the Sky", from "The Band Wagon".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO) (FANFARE)

ANNOUNCER: America's Number ONE melody! On the top rung of the musical ladder ... Carmen Lombardo's great song.

"Boo Hoo" ... played by the Lucky Strike Orchestra.

("BOO HOO" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

RUYSDAEL:

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" ... Next Sunday, April 4th, 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 April 4th, 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, to be broadcast every morning except Saturday and Sunday, will be heard next Monday, April 5th in Eastern and Central Time Zones. Mountain and Pacific Coast stations 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.

("THIS IS MY LUCKY DAY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: 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 Warnow and our guest of the
 evening, the celebrated screen star, Mr. Conrad Nagel.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

WL/JH

3/31/37