

APRIL

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE HIT PARADE

SATURDAY, APRIL 3rd, 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....the
most popular tunes in America. And as our guest
of the evening, we are happy to present the
celebrated stage and screen **personality**, Mr. Conrad
Nagel. But right now the orchestra is ready to
begin with the songs the ~~nation~~ likes best....the
music of the week "YOUR HIT PARADE!"

(PANFARE))

ANNOUNCER: Here we go with this week's Number THREE hit
Irving Berlin's great song from "On the Avenue" ...
"I've Got My Love to Keep Me Warm."

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! The Lucky Strike Orchestra plays a song success of two continents... "When the Poppies Bloom Again"...an English number introduced to America just six weeks ago and now in fifth place from Maine to California.

(MUSIC SWELLS AND FINISHES)

segue to

("PICCOLINO"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not on the Hit Parade but a bright and rhythmic favorite...the "Piccolino" from Fred Astaire's picture, "Top Hat", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for Number FOUR on Your Hit Parade... "What Will I Tell My Heart."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: We've all heard the old expression about "reaching for the moon" - and that's far-fetched, of course. But reaching for the sun is quite a different matter. In fact, after the long winter we've been through, most of us are "reaching" for the sun - and for just as much sun as we can get - because we know it's good for us! ... Now sunshine is good for tobacco, too. And Lucky Strike makes more use of this well-known fact than any other cigarette manufacturer. For every choice leaf of Lucky Strike tobacco not only receives its full share of natural sunshine - it is further mellowed by concentrated sunshine through the use of the ultra-violet ray. This extra sunshine goodness is imparted to every shred of Lucky Strike's "Cream of the Crop" tobacco as one step in the exclusive process, "It's Toasted!" The "Toasting" process removes certain harsh throat irritants naturally present in all tobacco. So you get, in Luckies, a light smoke - mellow - genuinely easy on your throat. Next time you buy cigarettes, ask for Lucky Strike. Enjoy the finest tobacco, the "Cream of the Crop" ... enjoy the throat protection of the process "It's Toasted."

("AN EARFUL OF MUSIC"
("THOU SWELL".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the Dance! A Lucky Strike Double ... "An Earful of Music" from Eddie Cantor's picture "Kid Millions" and "Thou Swell" from the score of "The Connecticut Yankee."

(MUSIC SWELLS AND FINISHES)

segue to

("TRUST IN ME"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the nation's choice for Number SEVEN this week ... "Trust in Me."

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra - another swell tune from "On The Avenue" "He Ain't Got Rhythm" played by the Lucky Strike Orchestra,

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: A leader! Number TWO in Your Hit Parade this week...
and a favorite from the current musical revue, "The
Show is On" ... Hoagy Carmichael's "Little Old Lady."

("LITTLE OLD LADY"QUARTET AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE - CONRAD NAGEL

NY ANNOUNCER: Tonight "Your Hit Parade" introduces an actor who has been identified with innumerable hits of screen, stage and radio, and whom we are proud to include in the long list of celebrities who prefer Lucky Strikes - Mr. Conrad Nagel.

(APPLAUSE)

Mr. Nagel has just completed two pictures, "Navy Spy" and "Gold Racket" for Grand National Productions, and in a week or so he enters a new phase of his career when he takes up the director's megaphone for the first time.

For your enjoyment this evening, the scene Mr. Nagel has chosen is the opening one from "Half Gods," an amusing domestic drama by Sidney Howard. And assisting Mr. Nagel in Hollywood will be Laurence Tuttle and _____. The setting is a duplex apartment in the East Seventies in New York. As the play opens Mr. Nagel in the role of the husband, is in the bathroom shaving. Hope, his attractive young wife, lies in her bed, holding on to sleep for dear life.

REVERSAL: NEW YORK TO LOS ANGELES

(PAUSE ... A LITTLE OFF MIKE)

(SOUND: RUNNING WATER IN BASIN)

NAGEL: Eight hours sleep! To do the work I have to do I need
eight hours sleep!

(SOUND: SPLASH AS OF RINSING WATER)

NAGEL: Eight good sound hours! Of course, Napoleon could get
along on four ... but then ... I'm not Napoleon.

(SOUND: OPEN BUREAU DRAWER)

NAGEL: (TO HIMSELF) Need shirts

(SOUND: CLOSE DRAWER)

NAGEL: Not Napoleon ... and ... aren't you getting up this
morning?

HOPE: (SLEEPY) No, darling, I thought I'd rest this morning.

NAGEL: Rest. I see. Might I ask if you're any more tired
than I am?

HOPE: No darling, I don't suppose I am.

NAGEL: You certainly didn't stay up any later than I did.

HOPE: No darling, of course I didn't.

NAGEL: Then I should think you'd get up.

HOPE: All right...I'll get up. Now, are you satisfied?

NAGEL: Remember that going out last night was your idea, not mine.

HOPE: Now, don't bring that up!

NAGEL: I asked you to get up because I've reached a very significant decision.

HOPE: Have you? When? Just a second, till I ring for Ada.

NAGEL: Hope! The breadwinner of the American home is not getting a fair break! As breadwinner of this home, I have decided to assert my rights! From now on! That's ^{what} ~~why~~ I've decided, Hope! Do you hear me? ... (PAUSE) ... Did you hear me, Hope?

HOPE: I suppose you know you've left your razor all over the place in there.

NAGEL: Don't put me off!

HOPE: All right. Get on with your complaining.

NAGEL: Every time the help send my sleeve links to the laundry you take their side against me! Every time I venture a suggestion on the running of this house you ask me why I didn't marry a good housewife with buck teeth! I work, I slave. You take all that for granted. You don't make the least effort to appreciate me. I told you what Elihu Root said about me!

HOPE: You certainly did!

NAGEL: And still you put anything...the children's whims...
the cook's convenience, your own pleasure, not to say
self indulgence, before my comfort. I'm nothing...
I'm a cypher, in my own home. We've heard enough about
the right of women. It's time we took up rights of men!

HOPE: Why don't you take ~~them~~ up?

NAGEL: In a small way, I mean to. From now on....

(SOUND: KNOCK ON DOOR)

HOPE: Come in!

(SOUND: DOOR OPEN)

HOPE: Good morning, Ada.

ADA: Good morning, Ma'am....

HOPE: I rang for breakfast, Ada.

ADA: It isn't ready, Ma'am.

NAGEL: It's a fine state of affairs when breadwinners can get
neither their sleep nor their breakfast.

ADA: There's a difficulty, sir. About the gas.

NAGEL: WHAT about the gas?

ADA: (FALTERING) The gas man's just turned it off, sir.

HOPE: Now that really is tiresome. I'll complain! I suppose they're chopping up the street again, but even so...

NAGEL: (STERN) No, Hope ... they're not chopping up the street!

HOPE: Well, if they're not chopping up the street, I can't think what excuse... I can't think ... I

NAGEL: Ada ... did the gas man say why he turned off the gas?

ADA: (FLOUNDERING) He did ... he did say something, sir.

NAGEL: Something about the bill?

HOPE: No! Why, Steve!

NAGEL: Didn't he say the bill hadn't been paid, Ada?

HOPE: Oh, Steve! I couldn't have! Not again!

NAGEL: It rather looks as though you had, my dear. The gas turned off in my house for non-payment of

ADA: Thirteen sixty four.

HOPE: I'm terribly sorry. I don't know how it happened. Please try not to be angry.

NAGEL: (NOBLE) I'm not angry, Hope ... (CHANGE) ... I'll pay the bill. Then I'll know it's paid. ... (CHANGE TONE) ... Please give the gas man this money, Ada. Tell him to keep the change. Tell him to turn the gas on again. Then dock my breakfast.

ADA: Yes, sir.

(SOUND: DOOR OPEN AND CLOSE)

HOPE: It won't happen again, Steve.

NAGEL: It's happened before.

HOPE: I meant to pay it.

NAGEL: But why did you tell me you'd paid it when you hadn't?

HOPE: You certainly are a lawyer! Please forgive me, Steve.
It isn't that I don't try. Trying just doesn't seem to
do any good.

NAGEL: I don't know what you expect me to do about it.

HOPE: If that's how you feel ... you've no right to make such
a scene, though...

NAGEL: No sleep! No breakfast! And now no right to make a
scene! Will you tell me, please...what do I get out
of this marriage business?

HOPE: I certainly don't know what I get out of it!

NAGEL: You don't put anything into it!

HOPE: We both know what can be done about it, don't we?

(PAUSE.....)

NAGEL: (HORRIFIED) Hope! You can't mean that! We've never said anything like that before!

HOPE: If you knew how I loathe housekeeping!

NAGEL: I do know. But Hope...

HOPE: Let's drop it.

NAGEL: You can't drop a thing like that! I won't be able to think of anything else all day. Please tell me you didn't mean

HOPE: One can't help getting ideas sometimes.

(SOUND: KNOCK ON DOOR)

HOPE: Come in!

(SOUND: DOOR OPEN)

ADA: It's the gas man, ma'am. He says he can't turn the gas on again without an order from the office.

DENNIS: I wish I could oblige, ma'am.

HOPE: How long will the order take?

DENNIS: Not more than a week, ma'am....

HOPE: But I can't go a week without gas!... (LOSING CONTROL)
....I can't bear it! I can't bear it another minute!

DENNIS: Don't take it so hard, ma'am. We turn off the gas every month or so on half the young married couples in this town. Of the better class that is.

NAGEL: (POINTEDLY) Good day.

DENNIS: Yes sir.

SOUND: DOOR OPEN AND CLOSE

HOPE: I can't bear it another minute! I'm going mad!

NAGEL: (SYMPATHETIC) Hope, darling.. it doesn't matter!

HOPE: I'm a rotten wife! A terrible wife!

NAGEL: My precious Hope, you're a perfect wife!

HOPE: No gas for a week! You ought to kick me out, Steve!

NAGEL: Hope, darling, please!

HOPE: You love me, don't you, Steve? Please tell me you love me, Steve!

NAGEL: I love you, darling.

HOPE: Tell me....tell me.

NAGEL: I love you. Really. I'm sorry I was edgy.

HOPE: You were right to be. Forgive? You can get some breakfast on your way down, can't you?

NAGEL: Don't worry about me.

HOPE: Kiss me goodbye.

NAGEL: Goodbye, my darling.

HOPE: And don't be late getting home. Remember, we're dining out and going on to.....

NAGEL: What? Again! After last night, and the night before.. and the night before that and....

HOPE: Don't shout that way, Steve!

NAGEL: I won't go out tonight!

HOPE: You've got to, Steve. We can't back out now.

NAGEL: I tell you, I won't go out! -- I try to make you understand that a man needs eight hours sleep!

HOPE: Rot!

NAGEL: It is not rot! It's a physiological fact of the utmost importance!

HOPE: I've got a right to some amusement!

NAGEL: Look out, now! Look out!

HOPE: I've got a right! I've got a right!

NAGEL: Well, you want to look out, that's all! All you young wives! Do you want to know what your husbands are saying about you? That you're not worth the price! That's what! Not worth the price!

HOPE: Oh, you'll be sorry you said that!

NAGEL: Not worth the price!

HOPE: You'll be sorry!

NAGEL: Marriage!

HOPE: You'll be...

NAGEL: It's a devil of an institution!

SOUND: DOOR SLAMS ANGRILY

(PAUSE)

ANNOUNCER: (LAUGHING) That was great, Mr. Nagel. I'm sure the audience enjoyed the glimpse into that peaceful little home. But it seems like strenuous work.

NAGEL: That wasn't so bad. I put in a really tough day not so long ago. Within a space of 24 hours I spent eight hours on a picture set, acted as Master of Ceremonies in an hour's radio broadcast, and gave a first night performance in a stage play.

ANNOUNCER: Whew! That is a heavy schedule! When you're working that hard, do you cut down on your smoking?

NAGEL: No, I don't. You know, of course, that I smoke Luckies. They're a light smoke, as you say in your advertising. And they certainly seem to get along fine with my throat.

ANNOUNCER: Have you been smoking Luckies very long, Mr. Nagel?

NAGEL: About four years. You see, until then I didn't smoke. But I felt awkward puffing cigarettes in my stage and screen roles, so just as a matter of practice I started to smoke off-stage.

ANNOUNCER: And how did you decide upon Luckies, Mr. Nagel?

NAGEL: I used to have six or seven brands of cigarettes for the friends who'd drop into my beach house at Malibu. It was hard to keep so many different kinds on hand. Then I discovered that if I just kept a good supply of Luckies around, everyone was happy. When I started smoking I tried a number of brands, and decided that my guests were right in choosing Luckies.

ANNOUNCER: Thank you, Mr. Conrad Nagel....for your very human and amusing dramatic sketch...and for what you've had to say about Luckies.

NAGEL: Good night, ladies and gentlemen...it's been a pleasure to be here.

REVERSAL: LOS ANGELES TO NEW YORK

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After a brief interlude for station identification, 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 most popular tunes in America this week. Here's a melody by Leo Robin who wrote "Love in Bloom" and other great hits....it's the song you pick for Number SIX "Moonlight and Shadows".

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

(MUSIC SWELLS AND FINISHES)

Segue to

("BLOW, GABRIEL, BLOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play a favorite of a few seasons ago...."Blow, Gabriel, Blow" from "Anything Goes".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NUMBER 2)

COMMERCIAL #2

ANNOUNCER: One of Hollywood's most experienced actors, Conrad Nagel, appeared on this program a few moments ago. You must have been impressed not only by his acting ability, but by the trueness of his voice as it came through the radio into your home. Now, in Mr. Nagel's career, his voice is a most precious possession - and so he must take every precaution to guard his throat, for in spite of the long hard hours of rehearsal, he must never let his voice lose its trueness, its clarity. So the fact that he has smoked Luckies for four years is important to every smoker. Doesn't it stand to reason that since Luckies are easy on his throat, they'll be easy on your throat too?

("I NEVER KNEW"
"AFTER YOU'RE GONE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Double! Two grand tunes... "I
Never Knew" and "After You're Gone".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Stand by for the top favorite! Number One. The most
popular song in the land this week.... Carmen Lombardo's
"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".... Tomorrow midnight, Your Lucky Strike
Sweepstakes will come to a triumphant close, with the
amazing record of almost 2,500,000 prize winners!

(MORE)

RUYSDAEL:
(CONT'D)

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

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE.....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 basso of the Metropolitan opera, Mr. Ezio Pinza.

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

(APPLAUSE)

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM.

Fade theme 20 seconds

WABC NEW YORK

KP:HE

REVISED

WEAF

THE AMERICAN TOBACCO COMPANY

() () LUCKY STRIKE "YOUR HIT PARADE"

10:00 - 10:30 P M

APRIL 7, 1937

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE .. the most popular tunes in America played by Abe Lyman and the Lucky Strike Orchestra. As our guest of the evening we are proud to add another brilliant name to our Parade of Personalities ... the distinguished basso of the Metropolitan Opera .. Mr Ezio Pinza! But right now ... here's the music of the week ... the most popular songs of the land ... YOUR HIT PARADE.

(FANFARE.....)

ANNOUNCER: The Lucky Strike Orchestra starts America's toes tapping with the nation's choice for Number FIVE this week .. Irving Berlin's latest song success ... "This Year's Kisses" from "On The Avenue".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

REVISED

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... "What Will I Tell My Heart" wins seventh place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("FINE AND DANDY".....ORCHESTRA)

("I FEEL A SONG".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ---- a medley of Fine and Dandy from Joe Cook's show of the same name, and I Feel A Song Coming On from Every Night at Eight

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: A leader! Number THREE in Your Hit Parade this week....

"Moonlight and Shadows"

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

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(RADIO COMMERCIAL NO. 1)

ANNOUNCER: Have you ever seen a tobacco plant in bloom? Few people realize what a beautiful sight that is -- in fact, few even know that tobacco has a flower. But, except for seed purposes, tobacco is not allowed to bloom. For the farmer carefully snips off each swelling bud in order that all the goodness of the plant may go into the precious leaves. Now, by far the most precious of these precious tobacco leaves are the center ones - the leaves Lucky Strike buys. Fully developed, yet tender - rich, yet not strong - they command an extra price at every auction. For many years Lucky Strike has paid this premium in order to ensure you in Luckies the flavor of the finest tobacco grown, the "Cream of the Crop". But here's another big advantage that only Lucky Strike offers you. In its natural state, all tobacco -- even the finest -- contains certain harsh throat irritants, and that's why the exclusive Lucky Strike process, "It's Toasted" is so important. In this "Toasting" process, Lucky Strike's fine tobaccos are exposed to higher degrees of heat than that ordinarily employed in the manufacture of cigarettes. Heat purifies, and as a result certain harsh irritants are expelled, making Luckies truly gentle to your throat -- truly a light smoke. For your throat's sake -- for your taste's sake -- ask for Lucky Strike - a light smoke.

("YOU".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Abe Lyman and the Lucky Strike Orchestra continue the dance with a grand tune .. "You" .. from "The Great Ziegfeld".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for Number EIGHT. The Lucky Strike Orchestra plays "When the Poppies Bloom Again" ... It's in EIGHT place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: Number TWO! Here's the Lucky Strike Orchestra with the song that's second in countrywide popularity....
"Little Old Lady" from the current Broadway musical.
"The Show Is On".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TOO MARVELOUS FOR WORDS".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays one of Dick Whiting's songs from the Warner Brother's Film "Ready,Willing and Able" "Too Marvelous For Words" NINTH in your favor from coast to coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America picked it for Number TEN and here it is played
by the Lucky Strike Orchestra"When My Dreamboat
Comes Home"TENTH from Maine to California.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - EZIO PINZA)

ANNOUNCER: Lucky Strike smokers include celebrities in every field .. but perhaps nowhere is the preference for Luckies more overwhelmingly evidenced than amongst the great singing geniuses of our generation. Tonight we have with us in the studio one of the most famous of all these personalities ... Italy's magnificent basso-cantante, Ezio Pinza ... (APPLAUSE) .. Mr. Pinza, before you sing for us, will you tell us how you came to choose your career?

PINZA: (LAUGHS) Well, I didn't exactly choose it. I had quite a different ambition at first.

ANNOUNCER: What was that?

PINZA: I wanted nothing more than to be a great ... bicycle racer!

ANNOUNCER: (CHUCKLES) I see. As a young man, you would rather have made your American debut in the Six Day Bicycle Races at Madison Square Garden than at the Metropolitan Opera?

PINZA: Yes, much rather!

ANNOUNCER: Well, I know I speak for music-lovers everywhere when I say .. the world was fortunate that you changed your mind, Mr. Pinza.

PINZA: Thank you.

ANNOUNCER: But tell me ... since you've tried both singing and bicycle-racing, which do you consider the easier career?

PINZA: For either, one must keep fit. I am constantly in training for my voice.

ANNOUNCER: Just how do you mean that, Mr. Pinza?

PINZA: Well, every day I must vocalize, for one thing. You know what that is ... We exercise our voices. For instance, most singers go (SINGS) "Mi-mi-mi-mi-mi-mi .. mi-mi-mi" My way is to sing "Carolina", which you would pronounce "Carolyna" .. (SINGS CAROLINA) .. (LAUGHS) .. That may sound funny, but it is excellent for my voice.

ANNOUNCER: I suppose in all ways you are careful to keep your voice and throat in condition?

PINZA: Since my voice is my fortune, yes! That is simply common sense,

ANNOUNCER: Well, I am interested to know more about your training scheme, Mr. Pinza. But first, you are going to sing for us "Deep River", is that right?

PINZA: Yes, I thought I should sing one of your own American songs. And I personally enjoy the beautiful negro spirituals so much.

(PINZA SINGS,)

(APPLAUSE)

ANNOUNCER: Bravo, bravissimo, Mr. Pinza! I remember reading how well your bass voice adapts itself to different kinds of singing. It's a long jump from Grand opera to spirituals but your voice, as the critics say, is as flexible as any tenors.

PINZA: Yes, that does surprise the critics. But I have told you. I keep my voice and throat always in condition.. (LAUGHS ...exactly as I used to keep my legs in condition when I was a bicycle racer.

ANNOUNCER: And you find that Luckies go well with your throat?

PINZA: Very well indeed.

ANNOUNCER: How long have you been enjoying Luckies, Mr. Pinza?

PINZA: Oh, I should say at least eleven years ... for it is ever since I first came to this country. You see, like most singers, I prefer what you call a light smoke.

ANNOUNCER: And you find that Luckies are a light smoke?

PINZA: Yes. They suit my throat perfectly. In fact, after I have made a good performance, one of the first things I do when I get back to my dressing room ... even before I take off my make-up .. is to light up a Lucky. I count it one of the rewards of victory.

ANNOUNCER: Thank you, Mr. Pinza, for your song, and for the nice things you said about Luckies. We're happy you joined us this evening.

PINZA: It has been a great pleasure. Goodnight, everyone.

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

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

. (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 most
popular tunes in America. Abe Lyman lifts his baton
and the Lucky Strike Orchestra is all set to go with
the song you pick for Number SIX this week ... another
favorite from "On The Avenue" ... "I've Got My Love to
Keep Me Warm".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TRUST IN ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play your choice
for Number FOUR this week ... "Trust in Me".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: A few minutes ago, the world-famous singer -- Ezio Pinza -- gave you his reasons for smoking Luckies. He explained that, because his voice is all-important to him, it's simply common sense for him to choose a cigarette that is easy on his throat - a light smoke. Now, isn't it common sense for you to consider your throat in smoking? Just notice how many distinguished men and women in all walks of life - especially doctors, lawyers, statesmen, and other professional people - smoke Luckies. Then see how many leading artists of radio, stage, screen, and opera, whose voices are their fortunes, find Luckies the best for their throats. Doesn't it stand to reason that, since Luckies are easy on their throats - then Luckies will be easy on your throat, too?

{ "SWEET SUE"
{ DINAH" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a lively double of two popular swing songs ... "Dinah" and "Sweet Sue"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number ONE! "Boo Hoo"! Carmen Lombardo's great song is top notch favorite in Your Hit Parade again this week.

("BOO HOO" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: Here's something important to remember. In addition to "Your Hit Parade," Lucky Strike has inaugurated a new program ... "Your News Parade" with Edwin C. Hill. This program is broadcast over another station every morning except Saturday and Sunday in Eastern and Central Time Zones. Stations in Mountain and Pacific Coast time zones will receive the program starting May 3rd. Watch for announcements of "Your 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 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 charming screen star, Miss Miriam Hopkins.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

PY/HF/MZ
4/7/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, APRIL 10, 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 ... the most popular tunes in America, played by Mark Warnow and the Lucky Strike Orchestra. And tonight we have a real treat ... for our guest of the evening is none other than the lovely and charming screen star, Miss Miriam Hopkins. But let's begin with the favorite music of the week ... the most popular melodies of the land ... YOUR HIT PARADE!

(FANFARE.....)

ANNOUNCER: Here we go with the song that finished in NINTH place this week ... "Too Marvelous for Words", from "Ready Willing and Able".

("TWO MARVELOUS FOR WORDS".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN THE POPPIES BLOOM AGAIN".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! The Lucky Strike Orchestra plays, "When the Poppies Bloom Again", an English number that sold a half million copies abroad and has become the most successful British importation since "Red Sails in the Sunset" and "Isle of Capri".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song you pick for Number SIX this week ... one of Irving Berlin's hits from "On the Avenue" ... "I've Got My Love to Keep Me Warm".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow and the Lucky Strike Orchestra play this week's Number TEN favorite ... "When My Dreamboat Comes Home".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: Science is taking the element of chance out of more and more of our business transactions. The housewife today prefers tested foods. The businessman, big or little, likes to see chemical proof of a product's superiority before he buys. Now Lucky Strike follows these same scientific methods in buying tobacco. In fact, so far as we know, Lucky Strike is the only cigarette manufacturer to make scientifically certain of highest-quality tobacco, by chemical tests of selected samples before purchase. This means a lot to you as a smoker. It means that, in Luckies, you can always enjoy the rich taste of the world's finest tobaccos, the "Cream of the Crop". But here's another thing science guarantees to you in Luckies -- and in Luckies only ... It is the throat-protection of the exclusive process, known as "It's Toasted". By this process, the tobaccos used in Luckies are exposed to higher degrees of heat than is ordinary in cigarette manufacture. This purifying heat drives out certain harsh irritants naturally present in all tobacco. The result is that Luckies not only taste good -- but are a light smoke, easy and gentle on your throat. Take the element of chance out of your cigarette buying by asking for Lucky Strike -- a light smoke with the taste of "Cream of the Crop" tobaccos -- a light smoke genuinely easy on your throat.

("LADY OF SPAIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the Dance! The Lucky Strike Orchestra plays a rhythmic favorite that's not on "Your Hit Parade" - "Lady of Spain".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE! "Moonlight and Shadows", a leader on Your Hit Parade in Third place from coast to coast.

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! The Lucky Strike Orchestra with an Irving Berlin favorite that takes fifth place in Your Hit Parade this week ... "This Year's Kisses" from "On the Avenue".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with the song that's
Number SEVEN in "Your Hit Parade" ... "What Will I Tell
My Heart".

(MUSIC SWELLS AND FINISHES)

segue to

("TURKEY IN THE STRAW"
("OH SUSANNA".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A medley of two great American
folk songs ... "Turkey in the Straw" and "Oh Susanna".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - MIRIAM HOPKINS)

NY ANNOC'R: Tonight "Your Hit Parade" pauses to present an honored guest who is known to all of you, and whom we are proud to include among the friends and users of Lucky Strikes. When Miriam Hopkins first arrived in Hollywood, she was already a star of the New York stage. Soon Miss Hopkins became a reigning star of the screen as well. You will see this beautiful Samuel Goldwyn star, soon in two vastly different types of films -- one a drama, RKO's "The Woman I Love", and second, Samuel Goldwyn's hilarious comedy "Woman Chases Man." We take you now to California to hear her. All right, California.

REVERSAL: NEW YORK TO LOS ANGELES

ANNOC'R: From Hollywood we are privileged to introduce Miss Miriam Hopkins.

HOPKINS: Good evening, ladies and gentlemen.

ANNOC'R: Miss Hopkins, can you suggest any formula to follow to become an actress?

HOPKINS: Well, there's one that worked pretty well in my own case, though it's a little drastic for general use.

ANNOUNCER: What is that recipe, Miss Hopkins?

HOPKINS: Break both ankles.

ANNOR: That is rather drastic ... what do you mean?

HOPKINS: You see, I had ambitions to become a dancer, and managed to break an ankle in one of my first school productions. That set me back for quite some time, but I was still determined to dance. Then I broke the other ankle just as I was preparing to make a tour with a ballet, and that convinced me that perhaps I should concentrate on the legitimate drama.

ANNOR: Do you ever regret that you gave up dancing, Miss Hopkins?

HOPKINS: No, I don't, because frankly, I enjoy the work I'm doing very much. I particularly enjoyed my newest picture, which I am just finishing for Samuel Goldwyn "Woman Chases Man", because it's a comedy, and I hadn't played in anything as light for a long while.

ANNOR: I know it will be good news to the audience to hear that you've consented to do a scene from "Woman Chases Man" this evening.

HOPKINS: I'll do my best ... with the help of _____.

As the picture opens, J. B. Nolan, an eccentric, middle-aged real estate operator, is besieged in his office by bill collectors and process servers. I arrive on the scene, and rehearse at the elevator door the speech I intend to make to Mr. Nolan, I cause the collectors to think that their prey has escaped, by way of the elevator, and they run down stairs, trying to catch him on the main floor. I enter the office

SOUND: DOOR OPEN AND CLOSE

HOPKINS: Here I am, Mr. Nolan!

NOLAN: All right, I'll take the summons.

HOPKINS: Huh? Oh ... it's ... it's a letter ... Read it ...

NOLAN: I haven't got my glasses. You read it.

HOPKINS: All right. (READING) Mr. J. B. Nolan ...
President, Nolan Heights. Dear Mr. Nolan: This will introduce a graduate of Pitt and the Beaux Arts, a young architect of broad vision and fine artistic background. I heartily recommend her to you for your fine project, Nolan Heights. With kindest personal regards, I am, Sincerely, V.
Travis.

NOLAN: Just who is V. Travis?

HOPKINS: That's me. The V. is for Virginia.

NOLAN: And who is the remarkable young architect?

HOPKINS: Oh, that's me, too.

NOLAN: No jobs open.

HOPKINS: I know what you're thinking. That I'm a girl. Yes, Mr. Nolan, but I have a man's courage, a man's vision, a man's attack! For seven years I've studied like a man, researched like a man! There's nothing feminine about my mind. Seven years ago I broke off a perfectly nice engagement with a charming wealthy old man because I chose a practical career. I left him at the church to become an architect. And today I'm ready and he is dead. Here I am, Mr. Nolan, with the key to Nolan Heights. I've found a way to make us both rich. I've got the theme of Nolan Heights, the dream of Nolan Heights. Nolan Heights needs me ... I can make you a fortune ... why, I've got a million dollars here in my hand ... I
(FAINTLY) ... I feel kind of funny ... I think I'm going to

NOLAN: Oh my goodness ... don't do that!

SOUND: DIAL PHONE ONCE

NOLAN: Hello ... hello ... send a doctor ... the little fool's fainted! What? Oh

FADE OUT FOR TIME LAPSE

PAUSE

NOLAN: (FADING IN TO COMPLETE TIME LAPSE) The Doctor said you hadn't eaten in forty-eight hours.

HOPKINS: Forty-nine. But I feel better after that noodle soup.

NOLAN: Where is your home?

HOPKINS: Well, you see ... I don't exactly have a home to go to. I'm a little behind in the rent. If you could let me have a little advance on my salary ...

NOLAN: What salary?

HOPKINS: All right. I'm sorry. I'll go. But this last noodle goes with me.

NOLAN: Finish your noodle. You're going home with me ...

SOUND: FADE IN MOTOR RUNNING FOR TRANSITION

SOUND: MOTOR STOPS ... AUTO DOOR OPENS

PAUSE

(SOUNDS CONTINUED NEXT PAGE)

SOUND: HOUSE DOOR OPEN AND CLOSE ... START WITH KEY IN
LOCK EFFECT ... KNUCKLES RAPPING ON SOLID WOOD

HOPKINS: Good building job here ... not bad! Excuse me
for doing this.

NOLAN: Always the architect.

HOPKINS: Yes ... and a darned good one Wait 'til you see
the houses I've designed for you to build at Nolan
Heights. With my plans and your money, Mr. Nolan,
we'll make Nolan Heights a dream come true.

NOLAN: There isn't going to be any Nolan Heights ... I'm
broke.

HOPKINS: Isn't there anyone who will lend you ... how much
do you need?

NOLAN: Only a hundred thousand.

HOPKINS: (WEAKLY) Well ... you really shouldn't give up.
(DREAMILY) I had a check book once, but my father
came in one day and said, "Virginia, I'm wiped
out." I remember how sad it all was ... I remember ..

NOLAN: My son Kenneth has half a million dollars of his
own,

HOPKINS: (CONTINUING) We had to sell the house .. (TAKING IT
BIG) What? He ... you mean a million?

NOLAN: Hey! Don't faint again! Are you all right?

HOPKINS: (WEAKLY) Yes ... but I keep hearing funny things. A million dollars. A mill--ee--yun doll--ars! (PAUSE) Why won't your own son lend you the money?

NOLAN: Well, he just won't.

HOPKINS: But why?

NOLAN: My son is a conservative.

HOPKINS: Where is he?

NOLAN: He gets in from Europe tomorrow.

HOPKINS: Is he married?

NOLAN: No he's a conservative, I tell you.

HOPKINS: (SIDE OF THE MOUTH EFFECT) Well, we've got to go to work on him ... take him over the hurdles .. make him come across with the dough.

NOLAN: What's the matter with your mouth?

HOPKINS: Huh?

NOLAN: Look at yourself in the mirror?

HOPKINS: Lipstick? (SIDE OF THE MOUTH EFFECT) Oh, it's a habit I got when I was a movie ushor at the Casino Theater, where they showed only gangster and G-men pictures. I saw so many of them I got talking out of the side of my mouth like this ... (GOING FAST) only the manager of the Casion Theater had a habit of talking out of the left side of his mouth ... and my friend Judy ... she had the other aisle ... she talked like this too, so one day he came up and said ... what are you girls doing, mimicking me? And Judy said, No, Mr. Selby, we were only talking, and he said "You're fired ... you're both fired."

NOLAN: (HALTING HER) Wait, wait!

HOPKINS: (BACK TO NATURAL VOICE AND TEMPO) Well, anyway just about then Hunk Williams came up -- Hunk was the ticket taker, only he studied to be a construction engineer -- and so he socked Mr. Selby, and we all landed in the park, and that's how I got in the habit of (SIDE OF THE MOUTH EFFECT) talking out of the side of my mouth, like this.

NOLAN: (SIDE OF HIS MOUTH) I see ...

HOPKINS: (NATURAL) But it was a lucky day after all. Hunk and Judy decided then and there to get married because two could starve as cheaply as one, and I went home and designed all those sketches for Nolan Heights.

NOLAN: Nolan Heights? You're barking up the wrong tree.

HOPKINS: Don't you dare call that conservative son of yours a tree, when he's going to give us a hundred thousand.

NOLAN: I'm sorry, but when he gets home and sees the house in this condition, servants gone because I spent their salaries

HOPKINS: (BREAKING IN) No servants? That's easy. Hunk and Judy will work for nothing. They can wind up their honeymoon here. And they are very loyal.

SOUND: PICK UP PHONE

HOPKINS: Bryant 9-7300 please ...

NOLAN: Put down that telephone young lady. This has gone far enough.

HOPKINS: You're not the B. J. Nolan I expected to work for .. a man of iron ... never say die ... don't give up the ship, boys. No! You're a scaredy cat. You're an old crud.

NOLAN: What's a crud?

HOPKINS: An old man who puts his shoes on backwards and crawls around on newspapers. (CHANGE) Hello? *Think?* This is Virginia. Pack up and move! I've got a job for you and Judy! Listen. Take that Wedding Ring I gave you for a present and hock it at Benny's on Sixth Avenue. He'll give you six dollars for it. Benny knows it's good -- he's had it before. (ASIDE) My Mother's wedding ring. (BACK TO PHONE) Then get my suit cases with my dresses in them out from the check room and thumb yourselves out to Smithport, Long Island, as fast as you can. You're going to spend your honeymoon in a palace!

SOUND: HANG UP PHONE

PAUSE

ANNCR: That was great, Miss Hopkins ... I know the audience is anxious now to see the picture and learn if Virginia raises the hundred thousand dollars.

HOPKINS: Well .. Virginia meets plenty of complications ... romance, with Nolan's son, played by Joel McCrea, isn't the least of them.

ANNOR: I can see that playing a light character isn't always light work. Those long speeches must have been a great tax on your throat.

HOPKINS: Yes ... they were trying. (SIDE OF MOUTH) When you go over a scene time after time - (NATURAL-LAUGHING) I'm sorry .. it gets to be a habit.

ANNOR: Miss Hopkins .. do you find that smoking places any added strain on your vocal chords?

HOPKINS: No, it doesn't, because as you know, I smoke Luckies, and they get along fine with sensitive throats. That's why they've been my favorite and the favorite of the screen colony for years.

ANNOR: You say the screen colony favors Luckies, Miss Hopkins?

HOPKINS: Well, I once asked a property man -- who supplies cigaretttes to the actors -- what the favorite brand is. He answered by opening up a cigarette box. In it were nothing but Luckies. In fact, of all the trends that sweep Hollywood, I think the preference for Luckies is one of the longest lasting. I can understand that too, because I once passed a summer on a tobacco plantation, and heard enough about tobacco to know that only the best grades are used in Luckies.

ANNOUNCER: Thank you, Miss Miriam Hopkins. We enjoyed your amusing characterization, and we're grateful for your remarks about Luckies. We hope you will visit us again on "Your Hit Parade."

HOPKINS: I hope I shall. Good night, everyone.

REVERSAL: LOS ANGELES TO NEW YORK

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After a brief interlude for station identification,
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 most
popular tunes in America this week.

(FANFARE.....)

ANNOUNCER: Number TWO! "Little Old Lady", a topnotcher that was
first introduced by Charles Walters and Mitzie Mayfair
in the current musical revue "The Show Is On".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to Mark Warnow and the Lucky Strike Orchestra
play America's choice for Number FOUR this week ...
"Trust in Me", a song by Milton Ager, whose long list
of hits includes our own Lucky Strike signature song,
"Happy Days Are Here Again".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: From California, the famous actress, Miriam Hopkins appeared on this program a few minutes ago. You could not see her, of course. You could only hear her. Yet did you notice how completely she was able to get across all her emotions, everything she felt, through the one medium of her voice? In Miss Hopkins' career, her voice is just as important as her appearance. She must protect her precious voice and throat in spite of all the strains upon them. And so it should be of interest to every smoker that for her cigarette she chooses Luckies. You will recall that she said "Luckies get along fine with sensitive throats" and she has smoked them for many years. So doesn't it stand to reason that since Luckies are easy even on sensitive throats (PAUSE) on Miss Hopkins' throat -- Luckies will be easy on your throat, too?

("WHY"
("OH! KATERINA"
("ALEXANDER'S RAGTIME BAND"..... ..,ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike triple! Mark Warnow and the orchestra play a gay medley of three songs not on Your Hit Parade - "Why" from "Sons of Guns", "Oh! Katerina" and "Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE..... ..)

ANNOUNCER: Number ONE! Here's the top favorite! "Boo Hoo", a song popularized by Guy Lombardo and his Orchestra, and the grand champion in "Your Hit Parade", again this week.

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

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: A word about Lucky Strike's new program, YOUR NEWS PARADE, with Edwin C. Hill, one of America's greatest news men. This program is broadcast over the Columbia System every morning except Saturday and Sunday in Eastern and Central Time Zones. Columbia Stations in Mountain and Pacific Coast time zones will receive the program starting May 3rd. Watch for announcements of "Your Lucky Strike News Parade" with Edwin C. Hill, in your local paper. But 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 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, Frances
Farmer, lovely and talented young star of the screen.

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

(APPLAUSE)

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HR
AB

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

(REVISED)

() ()
10:00 - 10:45 PM

APRIL 14, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the most popular tunes in America played by Abe Lyman and the Lucky Strike Orchestra. And for a high spot in our program we take you to Hollywood for a visit with the lovely young star of the screen ... Miss Frances Farmer! But right now Abe Lyman is lifting his baton and the Lucky Strike Orchestra is ready to begin with the music of the week ... the favorite songs of the land ... YOUR HIT PARADE.

(FANFARE)

ANNOUNCER: Here we go with Number FOUR this week ... a glowing melody from the talented pen of Irving Berlin ... "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

("TRUST IN ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra with the song
you pick for Number TEN this week ... "Trust in Me".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NOBODY'S SWEETHEART"
"SWEET GEORGIA BROWN" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! Two sparkling old timers, as
popular as ever ... "Nobody's Sweetheart" and "Sweet
Georgia Brown."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number THREE on Your Hit Parade! A leader again this
week! The current favorite ... "Moonlight and Shadows"
... THIRD the country over.

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: Did you ever look out the window in rainy weather and think: "Oh, what wouldn't I give for a place where the sun shines every day!" ... Now it happens that there is such a place - in fact, there are at least three places where the sun shines every day -- the three great modern factories in which Lucky Strike cigarettes are made. For, though it may be raining torrents outside, inside these factories there's always sunshine -- concentrated sunshine in the form of the ultra-violet ray. And every shred of Lucky Strike's choice "Cream of the Crop" tobacco, already sun-ripened in the fields, is further mellowed by this modern scientific ^{ultra-violet ray.} ~~violet ray.~~ Only Lucky Strike offers you this extra sunshine goodness. Only Lucky Strike offers you the many other advantages of the exclusive process, "It's Toasted". Remember that the "Toasting" process expells, drives out certain harsh irritants naturally present in all tobacco. It is your throat-protection against irritation -- against cough. So that's why Luckies are a light smoke - not only fine-tasting, but mellow, genuinely easy on your throat. For the added pleasure that a light smoke can give you -- Ask for Lucky Strike.

("RISE AND SHINE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the show! Abe Lyman strikes up the band with a tune that Ethel Merman introduced in the musical comedy "Take a Chance". The Lucky Strike Orchestra plays "Rise and Shine".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SWEET IS THE WORD FOR YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a melody that's making great headway along the road to popularity and is Number NINE on "Your Hit Parade" this week, "Sweet is the Word for You" from the new Bing Crosby picture "Waikiki Wedding", played by Abe Lyman and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number TWO. The Lucky Strike Orchestra plays a song that's still riding high in the nation's favor . . . "Little Old Lady" from "The Show Is On" . . . SECOND again from Maine to California.

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

SEGUE TO

("TOO MARVELOUS FOR WORDS" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Too Marvelous for Words" from the Warner Brothers film "Ready, Willing and Able", SIXTH in your favor from coast to coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for Number FIVE played by the Lucky Strike Orchestra ... "What Will I Tell My Heart" ... FIFTH in your choice this week.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - FRANCES FARMER)

GUEST APPEARANCE - FRANCES FARMER

NY ANNOUNCER: Now, Your Hit Parade pauses to introduce another celebrated personality, chosen from Lucky Strike's long roster of distinguished users. Coming to Hollywood from her home in Seattle not so very long ago, this slim fair haired girl very soon established herself as one of the newest and brightest young stars of the screen. You will see Frances Farmer soon in the RKO production, "Toast of New York". She speaks to you now from Hollywood -- Miss Frances Farmer!

REVERSAL: NEW YORK TO LOS ANGELES

FARMER: Good evening, ladies and gentlemen.

ANNOUNCER Miss Farmer, it's more or less conventional to ask how you got into pictures -- but really! -- we'd all like to know.

FARMER I came to Hollywood by way of Russia.

ANNOUNCER: By way of Russia?

FARMER: Yes, I was fortunate enough to be sent to Russia by a Seattle newspaper. And in New York, on the way home, I was given the screen test which eventually landed me in Hollywood.

ANNOUNCER: Seattle, to Russia, to New York, to Hollywood! And someone said that a straight line is the shortest distance between two points. -- (PAUSE) -- Miss Farmer, will you tell us something about your new picture?

FARMER "Toast of New York" is the story of one of the most colorful characters in American history -- Jim Fiske, the man who cornered the gold market and brought on Black Friday, one of the worst financial panics.

ANNOUNCER: Remember, you promised to do a scene from the picture for us this evening, Miss Farmer.

FARMER: Oh yes, I'll be glad to, with Mr. Deering to help me. But first, I ought to explain the situation. I play the role of Josie Mansfield, a young actress who has attracted the interest and financial backing of Jim Fiske. Nick Boyd, Fiske's partner, makes no secret of the fact that he mistrusts and resents me. The part of Nick Boyd is played in the picture by Cary Grant. To escape a court injunction, Jim Fiske takes the company's money and books and flees to New Jersey, beyond the jurisdiction of the New York Court, and assigns Nick to act as my unwilling bodyguard in his absence. As the scene opens, Nick has driven me to the park to get away from the deputies who have been following him. We are sitting on a grassy bank at the edge of a pool.

NICK: (YAWNS IN BOREDOM)

FARMER: Are you supposed to be protecting me, or am I protecting you?

NICK: Don't rub it in. I'm not having a good time.

FARMER: I am. I've never run off with a fugitive before. It's fun -- like playing fox and geese when I was a child.

NICK: Do I have to listen to any more of your life history?

FARMER: Be careful, Nick, you're in my power now. I've a good mind to turn you in.

NICK: Go ahead. Jail's better than this.

FARMER: (MOCKING) See how rude you are? A bodyguard should at least have a pleasant disposition.

NICK: Josie, let's declare a truce until we get out of this fix.

FARMER: That's all I've been waiting for. Lay down your arms Nick, and fraternize with the enemy. (PAUSE) -- Now come here and I'll introduce you to my swans. You see that one? He has a terrible disposition. His name is Mr. Boyd.

NICK: And what's the other one's name?

FARMER: (CALLING) What did you say your name is? What? Oh, thank you.

NICK: What is it?

FARMER: I won't tell you if you didn't hear. But she has an angelic disposition. Just the opposite of Mr. Boyd.

NICK: I'll see about that. (CALLING) What did you say, Boyd? -- (PAUSE) -- Really? I thought so all the time.

FARMER: What did he say?

NICK He's been fighting with her all his life. She's impossible. All fine feathers, and no heart.

FARMER: (LAUGHING) So that's what Mr. Boyd thinks --- that I have no heart.

NICK That she has no heart.

FARMER: Do you know what she thinks of him? She thinks he isn't a swan at all -- he's an ostrich -- with his head always buried in the sand.

NICK Remember, the flag of truce!

FARMER: (LAUGHING) All right, Nick. But you can be nice, can't you? I'd almost given up hope.

NICK: (CHANGED TO SERIOUS) Josie, are you in love with Jim Fiske?

FARMER: Of course not.

NICK You know he's pretty crazy about you, don't you?

FARMER Not that way, Nick. You don't understand. He and I have been honest with each other. All that was cleared up before I accepted anything from him.

NICK You expect me to believe that?

FARMER: You'd do anything for Jim, wouldn't you, Nick?

NICK: You can't be around him as long as I have without a crazy sense of loyalty growing up inside of you. You'd do anything for him.

FARMER: I understand.

NICK: I don't want to see him get hurt. He's got a big heart, Josie -- that's the only way he can be hurt.

FARMER: You think I'd hurt him?

NICK: Why do you suppose he's helping you?

FARMER: Not for the reason you think.

NICK: Talk reality, Josie. There's only one reason a man does anything for a woman.

FARMER: Jim is investing his money in me the same as he would in any other business. What's wrong with a woman going into business with a man -- the same as you do.

NICK: Because it isn't business. A man's on guard with other men -- he isn't with a woman.

FARMER: You won't believe in me, will you?

NICK: You're too ambitious. You don't realize what you're doing to Jim.

FARMER: He gave me the courage to be ambitious. If it wasn't for him I'd still be working for ten dollars a week in a dressing room. Instead of that I'm going to be a star.

NICK: There are strings on that star, Josie ...

FARMER: Truce, Nick Truce.....

NICK: All right. I'll take you home

FARMER Nick, I'm having fun. You're really human after all.
What a pity you've been fighting with me all these months.

NICK (LAUGHING) I'm still against you, Josie. --(FADING
FOR TIME LAPSE) -- I'm just fulfilling the obligations
of a bodyguard ...

(PAUSE)

SOUND (CLOCK CHIME TO ESTABLISH NEW LOCALE)

NICK You know, Josie, I don't blame Jim for losing his
head about you

FARMER: Let's not talk about Jim again or we'll be quarrelling.

NICK Is the house still being watched?

FARMER: There are three men ... on the corner. I'm afraid we're
besieged.

NICK It's a new situation for two enemies to be together
behind the barricades.

FARMER: Are we enemies, Nick?

NICK Well, there's still a temporary truce.

FARMER: Let's make it permanent.

(PAUSE ... FARMER GIVES LITTLE GASP OF SURPRISE)

FARMER: Nick! You ... you kissed me!

NICK Yes ...

FARMER: I love you Nick ... I love you. Say that you love me.
You do, you do! That's why you've been fighting me --
because you're afraid of yourself. You're always thinking
of Jim.

NICK Jim!

FARMER Nick! Where are you going!

(SOUND: DOOR OPEN)

NICK Good night!

FARMER: Nick! You can't go! Not now!

NICK You don't mean anything to me Josie. Forget it.

(SOUND: DOOR CLOSE)

FARMER: Nick! Nick! Come back ... oh, come back ... (FADE)

(PAUSE)

ANNOUNCER You're not going to leave us in suspense, are you, Miss Farmer? Doesn't Nick come back?

FARMER: Well, if you know your movies, you might guess that I finally get him. But there's a lot that happens in between.

ANNOUNCER: You've made me anxious to see the entire picture.

FARMER: I hope you do see it, because I think you'll find Edward Arnold's portrayal of Jim Fiske a really outstanding characterization.

ANNOUNCER: Tell me, Miss Farmer, do you find such scenes more strenuous than the dramatic work you did before entering pictures?

FARMER: Indeed I do! In fact, I never realized until I came to Hollywood, what a strain acting can be -- particularly on the vocal chords.

ANNOUNCER Miss Farmer, has that extra strain on your throat caused you to alter your smoking habits?

4-H

FARMER: No. You see, when I was working in a dramatic production at the University of Washington, I found that Luckies got along very well with my throat and I've been smoking them ever since. I never have to give smoking a second thought, as far as my throat is concerned.

ANNOUNCER: In other words, you find Luckies a light smoke.

FARMER: Yes, I do. I enjoy the taste of Luckies of course, but, if I may say something rather obvious, my throat means everything to me, and a light smoke means everything to my throat ... in fact, it should to anybody's.

ANNOUNCER: Well, thank you, Frances Farmer, both for your enjoyable scene from "Toast of New York" and for what you said about Luckies. It's been a rare treat to have you with us.

FARMER: It's been fun. Good night, ladies and gentlemen.

REVERSAL: LOS ANGELES TO NEW YORK

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

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

- - - - STATION BREAK - - - -

(LUCKY DAY SWELLS AND FINISHES)

ANNOUNCER: On with Your Lucky Strike Hit Parade ... the most
popular tunes in America this week. Abe Lyman and
the Lucky Strike Orchestra swing on with Irving
Berlin's latest song sensation ... "This Year's Kisses"
from "On the Avenue", Number SEVEN on "Your Hit Parade".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHERE ARE YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for Number EIGHT. The Lucky Strike
Orchestra plays a tune from the new Universal picture
"Top of the Town" ... "Where are You".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: In a special broadcast from California a few minutes ago, one of the brightest of Hollywood's new stars, Miss Frances Farmer, pointed out in her own words how important her voice is to her career. So the fact that she said she smokes Luckies should mean a lot to you, as a smoker. For certainly the same cigarette, which is easy on her throat, should be easy on yours, too. Just notice how many professional men and women -- lawyers, doctors, statesmen, etc. -- smoke Luckies. Then see how many leading artists of radio, stage, screen and opera also prefer Luckies for their throat's sake. Doesn't the trend toward a light smoke tell you something? Miss Frances Farmer says: "Luckies please my throat as well as my taste." Can you think of two better reasons for preferring any cigarette?

("SOMEBODY LOVES ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with a melody by
George Gershwin ... "Somebody Loves Me".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number ONE!! Again at the top of the musical heap.
The reigning choice from coast to coast ... that
sparkling jingle ... "Boo Hoo".

("BOO HOO" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

RUYSEALE: Just a word about Lucky Strike's new program...
YOUR NEWS PARADE, with Edwin C. Hill. Your News Parade
is broadcast over another station every morning except
Saturday and Sunday in Eastern and Central Time Zones.
Stations in Mountain and Pacific Coast time zones will
receive the program starting May 3rd. 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 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 famous star of radio, screen and concert, Mr. Lanny Ross.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jh
3/14/37

COLUMBIA BROADCASTING SYTEM

LUCKY STRIKE - HIT PARADE

SATURDAY, APRIL 17, 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 ... the most popular tunes in America played by Mark Warnow and the Lucky Strike Orchestra. Later you'll hear one of the best loved voices in radio as we proudly present as our guest of the evening, the great singing star ... Mr. Lanny Ross! But right now let's climb on the bandwagon with Mark Warnow and the Lucky Strike Orchestra who are all set to go with the favorite music of the week ... the most popular melodies of the land ... YOUR HIT PARADE.

(FANFARE.....)

ANNOUNCER: We're off to a melodious start with America's choice for number SEVEN this week ... "This Year's Kisses" from "On the Avenue".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE. Here's the Lucky Strike Orchestra with a song by Jack Lawrence who wrote "Play Fiddle Play" and other great hits ... "What Will I Tell My Heart".

(MUSIC SWELLS AND FINISHES)

segue to

("FIESTA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a popular and spirited rhumba that's not on Your Hit Parade.. ."Fiesta".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE! Here's Mark Warnow and the Lucky Strike Orchestra with another leader on Your Hit Parade ... "Moonlight and Shadows".

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

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: Way back in hoopskirt days -- long before there were any telephones -- the underlying principle of the telephone was known. All that was necessary was for someone to make the proper application of it. And with motion pictures -- with radio -- with a thousand other necessities and luxuries of our modern world it's been the same. Now -- ever since cigarettes were made -- it has been known that heat purifies tobacco -- drives out certain harsh irritants. But it remained for Lucky Strike to make the fullest application of this principle -- through our exclusive process "It's Toasted". In the "Toasting" process, Lucky Strike's fine tobaccos are exposed to higher degrees of heat than is ordinary in cigarette manufacture. This purifying heat drives out certain harsh irritants naturally present in even the finest tobaccos - makes Luckies a light smoke, truly gentle to your throat. And this same scientific thoroughness, which resulted in the "Toasting" process, has also brought about Luckies' huge investment in air-conditioning equipment and "moisture-control" devices. This is of the utmost importance to you as a smoker. For it explains why Luckies always have exactly the right moisture content for greatest smoking pleasure. Not dry - nor yet too moist - but right. Remember this and the next time you buy cigarettes - ask for Lucky Strike - a light smoke.

("LET'S SWING IT"
("BETWEEN THE DEVIL AND THE DEEP BLUE SEA"..... ..ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! Two bright and rhythmic tunes ...
"Let's Swing It" and "Between the Devil and the Deep
Blue Sea".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play the song that
ranks TENTH throughout the nation ... "Trust In Me."

(MUSIC SWELLS AND FINISHES)

segue to

("TOO MARVELOUS FOR WORDS"..... ..DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a current picture tune
that is SIXTH on Your Hit Parade this week ... "Too
Marvelous for Words" from "Ready, Willing and Able".

(MUSIC SWELLS AND FINISHES)

segue to

("SWEET IS THE WORD FOR YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer on Your Hit Parade. From Bing Crosby's new picture "Waikiki Wedding" America selected "Sweet Is The Word For You" ... Number NINE from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO! The Lucky Strike Orchestra with a high ranking favorite on Your Hit Parade ... "Little Old Lady" from "The Show Is On".

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

(MUSIC SWELLS AND FINISHES)

G U E S T A P P E A R A N C E

(LANNY ROSS)

GUEST APPEARANCE - LANNY ROSS

ANNOUNCER: Tonight we have as our guest one of radio's favorite singers -- and favorite personalities -- Lanny Ross. Lucky Strike "knew Lanny Ross when" -- when, as a matter of fact young Mr. Ross was already famous -- as a track star at Yale. And he has been a friend of Lucky Strikes ever since -- and that means for over 10 years. Ladies and gentlemen, I take great pleasure in introducing one who needs precisely no introduction -- Lanny Ross ...

(APPLAUSE)

ROSS: Thank you, and good evening everyone. (LAUGHS) I must say I feel a little strange arriving in a parade rather than by boat.

ANNOUNCER: You miss the familiar "show-boat" atmosphere of your own program?

ROSS: Well, the microphone looks the same -- and I've listened to Your Hit Parade enough, so I ought to feel at home.

ANNOUNCER: Lanny, when you were a student at Yale, did you have any intention of a radio career?

ROSS: No, I firmly intended to become a lawyer.

ANNOUNCER: (CHUCKLES) You would have wasted that tenor voice of yours pleading before judges and juries.

ROSS: Well, I really am a lawyer, you know. I've even passed my New York bar examinations.

ANNOUNCER: Then how did you get into radio?

ROSS: It may have been heredity.

ANNOUNCER: Heredity?

ROSS: You see, my father was an actor -- my mother a musician. She was accompanist for the great Pavlowa -- he prominent in Shakespearian productions. All my very earliest associations were with the theatre.

ANNOUNCER: A fascinating life. I should think.

ROSS: Yes, traveling from place to place - living out of a trunk - getting my lessons backstage from a tutor. It was fun! You know, I made my first appearance before the footlights at the age of four.

ANNOUNCER: Some children's play, I suppose?

ROSS: No, Shakespeare, no less! - in "As You Like It" over in England.

ANNOUNCER: Well, when did you start singing, then? -- At the age of five?

ROSS: No - not quite that early. But I was a boy soloist with a church choir in Seattle before I reached my teens.

ANNOUNCER: And I know that when you got to Yale you were prominent in the Glee Club -- as well as being the track team's best "quarter-miler".

ROSS: Yes, at Yale, I pretty well divided my interest between my legs and my voice.

ANNOUNCER: I think everyone's very happy that you finally concentrated on your voice, Lanny - even at the sacrifice of your law career. And now I'm going to let you tell the audience of the special treat you have in store for them tonight.

ROSS: Well - for my song - I've decided to sing a real favorite of my own -- a song that was number one on Your Hit Parade for many weeks last year ... Jerome Kern's beautiful melody - "The Way You Look Tonight".

("THE WAY YOU LOOK TONIGHT".....LANNY ROSS)

(APPLAUSE)

ANNOUNCER: That was swell, Lanny - swell!

ROSS: Thanks. Don't you agree that that's a grand number?

ANNOUNCER: I certainly do -- but let's talk about you just for an instant -- your radio work. I'd like to ask you how much time it takes to rehearse a program such as "Show Boat?"

ROSS: Well, it takes plenty. As you well know, for one hour on the air, you must have hours and hours of rehearsal. And, besides that, of course, I have to vocalize and rehearse on my own account every single day.

ANNOUNCER: That must be quite a strain.

ROSS: It is -- but I like it. Working hard makes me appreciate my moments of relaxation all the more. I can't tell you how much pleasure I get just out of sitting down and lighting up a Lucky and forgetting all about work for a while.

ANNOUNCER: Tell me, when you're using your voice so much, do you find that Luckies are easy on your throat?

ROSS: They never bother my throat in the least. I think it must be because they're a light smoke, as you say...

ANNOUNCER: After smoking them for 10 years as you have, Lanny, that's a real tribute to Luckies. And now let me thank you for appearing on our program tonight -- and thank you for the nice things you've said about Luckies.

ROSS: I've enjoyed it thoroughly. Goodnight everyone.

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After a brief interlude for station identification,
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 most
popular tunes in America. Mark Warnow and the Lucky
Strike Orchestra continue with this week's Number FOUR
hit.....the cheerful tune that Dick Powell sang in "On
the Avenue"....."I've Got My Love To Keep Me Warm".

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

MUSIC SWELLS AND FINISHES)

Segue to

("WHERE ARE YOU".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! The Lucky Strike Orchestra plays a new-
comer to Your Hit Parade....."Where are you", from
"Top of the Town".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: One of radio's greatest favorites, Lanny Ross, sang for you just a few moments ago. Those of you, who remember Lanny from his earliest days on the air, must marvel at the never-failing charm of his singing. In spite of the strains of constant rehearsals and broadcasts, his voice never loses its richness, beauty and clarity. Now obviously one reason is that Lanny Ross takes every precaution with his throat. So the fact that he just told you he has smoked Luckies for ten years is of significance to every smoker. For naturally Lanny Ross's singing throat is unusually sensitive. The same cigarette, which is easy on his throat, certainly should be easy on your throat, too. So follow his example. Ask for Lucky Strikes.

"GOOD NEWS"

"I LOVE LOUISA"

"SING YOU SINNERS". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A bright medley of three great tunes not on Your Hit Parade...."Good News" from the musical comedy of the same name, "I Love Louisa" and "Sing you Sinners",

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: And now....Number One! America's first favorite... "Boo Hoo"....still the reigning champion in all forty eight states.

("BOO HOO". DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: Just a word about the Lucky Strike program...YOUR NEWS PARADE, with Edwin C. Hill. Your News Parade is now heard each morning except Saturday and Sunday over Columbia stations in Eastern and Central time zones. And beginning May 3rd, Columbia stations in Mountain and Pacific Coast time zones will receive the program. Watch for announcements of "Your Lucky Strike News Parade" with Edwin C. Hill in your local paper. And don't forget to listen in as usual to Your Hit Parade every Wednesday and Saturday evening.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE.....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 eminent star of concert and opera, Mr. Rene Maison.

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

APPLAUSE

This is the COLUMBIA.....BROADCASTING SYSTEM

Fade theme 20 Seconds

WABC NEW YORK

HR
SP

THE AMERICAN TOBACCO COMPANY

{SECOND}
{REVISE}

WEAF

LUCKY STRIKE "YOUR HIT PARADE"

() ()
10:00 - 10:45 PM

APRIL 21st, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the most popular tunes in America played by Abe Lyman and the Lucky Strike Orchestra. And later in the program, we present another celebrated star of the Metropolitan Opera ... the distinguished Belgian tenor ... Mr. Rene Maison! But right now Abe Lyman and the Lucky Strike Orchestra are ready to set the air lanes humming with the favorite music of the week ... the most popular songs from Maine to California ... YOUR HIT PARADE. We begin with the melody that's Number SEVEN this week ... Irving Berlin's "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)

("WHERE ARE YOU" QUARTET AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! "Where Are you" from the film "Top of the Town" takes the EIGHTH spot on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Danceable rhythm played by Abe Lyman and the Lucky Strike Orchestra! One of Jerome Kern's everlasting favorites... "Who" from "Sunny".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: The Lucky Strike Orchestra keeps things humming with another leader on "Your Hit Parade" ... "Little Old Lady" from "The Show Is On" ... Number TWO in America's favor.

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

ANNOUNCER: An old Kentuckian once remarked: "We take pride in our horses for speed - in our women for beauty - and in our tobacco for its flavor" ... And certainly, as far as tobacco is concerned, he mentioned the great essential. The flavor of fine tobacco is one of the truly exquisite pleasures of this earth - and in Luckies you get it at its very best. Here's why. Lucky Strike insists upon the center leaves of the finest tobacco plants -- the leaves that Nature itself most highly favors. Rich, yet tender -- full flavored, yet delicate - these are the leaves whose flavor and aroma you enjoy in your Lucky Strike ... truly the "Cream of the Tobacco Crop". Next time you buy cigarettes, remember; it's the tobacco that counts. Make sure of enjoying the finer flavor of rich center-leaf tobacco by asking for Lucky Strike - a light smoke.

("LOVE IS GOOD FOR ANYTHING THAT AILS YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Music by the Lucky Strike Orchestra! From the new Republic picture "The Hit Parade" comes a great tune... "Love Is Good For Anything That Ails You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SEPTEMBER IN THE RAIN". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX! A Warren and Dubin song that's climbing rapidly up the musical ladder and is now SIXTH from coast to coast ... "September in the Rain" from the Warner Brothers film "Melody For Two".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Here's a melodious picture tune that's a real top notch favorite on Your Hit Parade this week ... "Too Marvelous For Words"... Number THREE the country round.

("TOO MARVELOUS FOR WORDS" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CARELESSLY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's choice for Number NINE! Nick Kenny's new song
... "Carelessly".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE LOVE BUG WILL BITE YOU IF YOU DON'T WATCH OUT". QUARTET & ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! A lilting newcomer to Your Hit Parade....
Pinky Tomlin's latest musical advice "The Love Bug Will
Bite You If You Don't Watch Out".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE _ RENE MAISON)

ANNOUNCER: Some six years ago the Chicago Civic Opera Company introduced a new great tenor to the American public - Rene Maison. Mr. Maison, who is a Belgian, first made the acquaintance of Lucky Strike cigarettes at that time, and he has been a friend of Luckies ever since. Tonight, Mr. Maison, who recently completed a triumphant season at the Metropolitan Opera, is with us. Ladies and gentlemen, it is my privilege to introduce the world-famous tenor, Rene Maison.....

(APPLAUSE)

MAISON: Thank you, and good evening, ladies and gentlemen.

ANNOUNCER: Mr. Maison....may I describe you to our radio audience?

MAISON: Of course!

ANNOUNCER: Well, in the first place, Mr. Maison is extremely tall. You must be at least six feet three, Mr. Maison?

MAISON: Six feet three and a half.

ANNOUNCER: I'm a good guesser. And besides being tall, Mr. Maison has a physique which -- well, I wouldn't like to start an argument with him!

MAISON: Maybe then, you had better not continue describing me.

ANNOUNCER: On the contrary, I feel quite safe in doing it. For if I may say so, Mr. Maison is as handsome as he is tall.

GUEST APPEARANCE
RENE MAISON

4-b

MAISON: Well, in that case, I guess we will not fight.

ANNOUNCER: Tell me, Mr. Maison, how did you develop that physique?
Not by singing?

MAISON: Why not. Believe me, singing in opera is real exercise.
But I think some of my muscles go back to the time when
I made a little venture into coal mining.

ANNOUNCER: Coal-mining?

MAISON: Yes, it was in Belgium during the war and at that time
we all had to do a number of things that we perhaps
didn't want to. Though I was only sixteen at the time,
I had to spend a year and a half underground mining
coal. I was very glad when the war ended.

ANNOUNCER: And what did you do when the war was over?

MAISON: My family sent me to Brussels, then to Paris, to
study voice. At the age of twenty I made my operatic
debut in Geneva.

ANNOUNCER: Success came to you very early.

MAISON: Well -- I think that when one dreams hard about something
it generally comes true.

ANNOUNCER: Music lovers have reason to be thankful, Mr. Maison,
that you held on to your dreams.

MAISON: Thank you.

ANNOUNCER: I understand that you are going to sing an aria from
one of your most famous operatic roles this evening.

GUEST APPEARANCE - RENE MAISON

4-C

MAISON: Yes, I have sung the "Flower Song" from "Carmen" here and abroad many times, and I also sang it this past season at the Metropolitan. I think the aria is one of the most beautiful in all opera.

(MUSIC SINGS)

ANNOUNCER: Bravo, Mr. Maison - or "bis" as I believe they say at the Paris opera.

MAISON: "Bis" means "do it again" -- so you had better not say that.

ANNOUNCER: I only wish we had time to hear you in that same aria all over again, but I suppose it would be a great strain on you to repeat it.

MAISON: Not at all. I could sing that aria over and over. In fact, I did rehearse it several times this evening, just before the broadcast.

ANNOUNCER: But isn't that a great strain on your voice and throat?

MAISON: Yes, it is.

ANNOUNCER: A singer has to be careful of his throat, doesn't he?

MAISON: Of course - naturally - but so should every one!
In my opinion, that's one reason so many people are following the singers' example nowadays and choosing - how do you say it ... a light smoke.

ANNOUNCER: You're speaking of the trend toward Luckies, Mr. Maison?

MAISON: Yes, I have noticed it -- not only at the opera, but outside as well.

GUEST APPEARANCE -- RENE MAISON --

ANNOUNCER: You have smoked Luckies ever since you came to this country, haven't you?

MAISON: Yes, you see, being a singer, I had always wanted a light smoke. Well, when I came to this country I found it in Luckies. That was about six years ago and Luckies and I have been friends ever since.

ANNOUNCER: Thank you very much, Mr. Maison, not only for singing for us but also for telling us your very interesting views about Luckies.

MAISON: I have truly enjoyed being here. Thank you and good night.

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

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

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 most popular
tunes in America. Abe Lyman and the Lucky Strike
Orchestra take the spotlight with the Nation's choice
for Number FOUR this week ... "Moonlight and Shadows".

("MOONLIGHT AND SHADOWS" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A red, hot medley from the
musical comedy "Flying Colors" ... "Shine On Your Shoes"
and "Louisiana Hayride".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

ANNOUNCER: Everybody knows that a famous singer like Rene Maison - whom you just heard on this program - must be careful of his voice and throat. That's just why Mr. Maison's views about smoking are so important. You heard him say - in his own words - that Luckies are a light smoke - the perfect cigarette for a singer's throat. Now, here's why: Luckies are the only cigarette from which certain harsh throat irritants have been removed by the exclusive process "It's Toasted". That's why Mr. Maison finds Luckies so easy on his throat. And just notice how many other distinguished people in all walks of life prefer Luckies - not only those whose voices are all important to them - but professional men and women - lawyers, doctors, statesmen and others! Now put two and two together. You'll see that the same cigarette that is easy even on singers' delicate throats, must be easy on your throat, too. Ask for Lucky Strike.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: O.K! Roll back the rugs for dancing because here goes the Lucky Strike Orchestra with this week's Number FIVE favorite... "What Will I Tell My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Stand by for Number ONE! Still ace high in all America's favor! Carmen Lombardo's ... "Boo-Hoo"!

("BOO HOO" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LUCKY DAY)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE ... 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 famous star of the screen, Mr. Cary Grant. And don't forget to tune in tomorrow morning to "Your News Parade" and hear the latest up-to-the-minute news with Edwin C. Hill. News that's thrilling accurate, impartial and with the human side that has made Mr. Hill so famous.

(CLOSING SIGNATURE HAPPY DAYS ARE HERE AGAIN)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

N. Y. O. 156



BUILDING DELIVERY

Deliver to

Dept. Floor

Remarks:

.....

.....

From Floor

(USE REVERSE SIDE FOR REPLY)

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, APRIL 24, 1937

10:00 to 10:30 P.M.

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

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the most popular tunes in America played by Mark Warnow and the Lucky Strike Orchestra. Once again we span the continent to Hollywood -- and for your enjoyment we present that famous star of the screen ... Mr. Cary Grant! But first here comes Mark Warnow who is ready to strike up the Lucky Strike Orchestra with the favorite music of the week ... the songs all America is humming and whistling ... YOUR HIT PARADE.

(FANFARE.....)

ANNOUNCER: And right off the bat comes a top notcher ... your Number TWO favorite ... "Little Old Lady" from the "Show Is On".

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

(MUSIC SWELLS AND FINISHES)

segue to

("SEPTEMBER IN THE RAIN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX! The latest of the long list of Warren and Dubin hits ... "September in the Rain" from the Warner Brothers' picture "Melody for Two."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BROADWAY RHYTHM".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not on Your Hit Parade, but a great rhythm number from the "Broadway Melody of 1936" ... "Broadway Rhythm".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play the song that's Number FOUR in nationwide popularity ... another picture favorite ... "Moonlight and Shadows" from "The Jungle Princess".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL No. 1

ANNOUNCER: Did you chance to hear this on "Your Hit Parade"
last year?...

(FADE IN)

BOONE: 31 dollars bid 31 dollars bid 31 31 31 dollars bid,
32 dollars bid 32 dollars bid 32 doo doo didy doo
dollars bid ...

(FADE OUT)

ANNOUNCER: People who have once listened to that chant of the
tobacco auctioneer rarely forget it. For it is among
the strangest of American traditions, handed down
from generation to generation. And that is why we
have asked the auctioneer whose voice you have just
heard -- Mr. F. E. Boone -- to appear on our program
once more tonight. Among the best known members of
his profession in the country, Mr. Boone has been
auctioning on the tobacco market for 25 years, and
in that time has sold millions and millions of
dollars' worth of tobacco. We ask you to imagine a
scene in one of the vast tobacco warehouses. Mr.
Boone, accompanied by a little group of some 20
tobacco buyers representing as many different
companies, moves between the long rows of tobacco
piled in baskets. The buyers make their bids in
competition and Mr. Boone watching their silent
signals, continually sings his song ... listen!

BOONE: A. (32 dollars bid 32 dollars bid 32 DOO DOO DOO
DIDY DOO DOLLARS BID.

1ST SALE (33 dollars bid 34 dollars bid 34 and 4 and 5
dollars bid.
(35 dollars bid 35 dollars bid 35 and 5 and 5
dollars bid. SOLD AMERICAN.

B. (37 dollars bid 37 dollars bid 37 and 7 and 7
dollars bid.

2ND SALE (38 dollars bid 38 dollars bid 38 Nate Nate
Nate Nate dollars bid.
(39 dollars bid 39-9-9 39 dollars bid 39 39
9 9 9 9 SOLD AMERICAN.

C. (41 dollars bid 41 dollars bid 41 1 42 dollars
bid.

3RD SALE (42 dollars bid 42 dollars bid DIDY DOODOODOO
DIDYOOO dollars bid.
(43 dollars bid 44 dollars bid 44 and 4 and 5
dollars bid.
(45 5 5 45 5 5 all done - SOLD TO AMERICAN
TOBACCO COMPANY.

ANNOUNCER: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers of
Lucky Strike cigarettes - has come to be a genuine
mark of merit at tobacco auctions everywhere. For
Lucky Strike instructs its buyers to pick out only
the best tobacco grown - the rich center leaves of
~~the~~ finest plants - the leaves that nature itself most
highly favors.

(MORE)

COMMERCIAL #1
(CONT'D)

- 5 -

ANNOUNCER:
CONTINUED:

Rich, yet tender - full flavored, yet delicate -
these are the leaves that command an extra price at
every auction. Next time you buy cigarettes, make
sure of enjoying the finer flavor of rich center-
leaf tobacco by asking for Lucky Strike - a light
smoke.

("OLD MACDONALD HAD A FARM"
("ARKANSAS TRAVELER".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! Mark Warnow presents a medley of two good old American folk songs dressed up in real dance time ... "Old MacDonald Had a Farm" and "Arkansas Taveler".

(MUSIC SWELLS AND FINISHES)

segue to

("CARELESSLY".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Coming up with Number NINE ... The country round they picked a newcomer! ... ~~"Carelessly"~~ ... Number NINE on Your Hit Parade *is "Carelessly."*

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE! Here comes the Lucky Strike Orchestra with another song that's riding high in the nation's favor ... "Too Marvelous for Words".

("TOO MARVELOUS FOR WORDS".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for Number FIVE: "What Will I Tell My Heart" is FIFTH from coast to coast this week.

(MUSIC SWELLS AND FINISHES)

segue to

("THE LOVE BUG WILL BITE YOU".....QUARTER AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a gay jingle by Pinky Tomlin that takes the TENTH spot in Your Hit Parade this week ... "The Love Bug Will Bite You If You Don't Watch Out."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE - CARY GRANT

GUEST APPEARANCE --- CARY GRANT

N.Y.

ANNOUNCER: Tonight we turn the pages of Lucky Strike's Roll of Honor, to choose another distinguished name from the long list of noted and talented personalities who prefer Lucky Strike cigarettes -- Cary Grant... (APPLAUSE)Although he has been in pictures for only a few years, Mr. Grant is regarded as one of the screen's top favorites. In an instant we will take you to California where Mr. Grant will appear in a special radio adaptation of one of O. Henry's great stories--"After Twenty Years" from his book "The Four Million". Assisting Mr. Grant in Hollywood will be Cy Kendall and Lou Merrill. (PAUSE)....Now here is the scene. It is night on a New York street. Few pedestrians are about, for a drizzling rain is falling and the wind blows in chilly gusts. A lonely policeman, walking his beat, stops and looks in suspicion at the figure of a man, standing in the darkened shadow of a doorway. The man, played by Cary Grant, notices the policeman watch him and speaks...

REVERSAL: NEW YORK TO LOS ANGELES

(SOUND: VERY LOW TRAFFIC NOISES. OCCASIONAL AUTO HORN AT APPROPRIATE INTERVALS UNDER ALL OF FOLLOWING DIALOGUE.)

GRANT: It's all right, officer. I'm just waiting for a friend.

JIM: Kind of a funny place to be waiting this time of night,
isn't it?

GRANT: Well, you see, it's an appointment made twenty years ago.

JIM: Twenty years ago?

GRANT: Sounds a little funny doesn't it? But it's all right, officer. I'll explain if you'd like to make certain it's all straight. About that long ago, there used to be a restaurant where this store stands--Big Joe Brady's restaurant.

JIM: Until five years ago. It was torn down then.

(SOUND: SLIGHT TEARING OF PAPER)

GRANT: Have a cigarette, officer?

JIM: No thanks, not on duty.

(SOUND: FLARE OF MATCH....PAUSE)

GRANT: Anyhow, twenty years ago tonight, I dined here at Big Joe's with Jimmy Wells. He was the best friend I had, and the greatest fellow in the world, too.

JIM: Buddies, huh?

GRANT: We surely were! He and I were raised here in New York, just like brothers...always together. I was eighteen, and Jimmy was twenty. The next morning I was to start for the West to make my fortune; but you couldn't have dragged Jimmy out of New York. (LAUGHING) He thought it was the only place on earth.

JIM: What's all this got to do with...

GRANT: I'm coming to that. We agreed that night that we'd meet here in exactly twenty years from that date and time, no matter what our conditions might be, or from what (more)

distance we might have to come. We figured that in twenty years each of us ought to have our destiny worked out and our fortune made, whatever they were going to be.

JIM: It sounds pretty interesting, but it seems to me it's a long time between meetings. Haven't you heard from your friend since you left?

GRANT: Well, yes, for a time we wrote to each other. But after a year or two we lost track. You see, the West is a pretty big proposition, and I kept hustling around over it pretty lively.

JIM: It's a long time.

GRANT: But I know Jimmy will meet me here if he's alive, because he always was the truest chap in the world. He'll never forget. Why, I came a thousand miles to stand in this door tonight, and it's worth it if my old partner turns up. (PAUSE) Have you the time, officer?

JIM: If I can see in this light. It's.....it's almost ten o'clock.

GRANT: It was exactly ten o'clock when we parted here at the restaurant door.

JIM: Did pretty well out West, didn't you?

GRANT: You bet! I hope Jimmy has done half as well. He was kind of a plodder, though. I've had to compete with some of the sharpest wits going to get my pile. A man gets into a groove in New York. It takes the West to keep him on his toes.

JIM: I guess you're right. (PAUSE) Well, I'll be on my way. Hope your friend comes around all right. Going to call time on him sharp?

GRANT: Of course not. I'll give him half an hour at least. If Jimmy is alive on earth he'll be here by that time. So long officer...

JIM: Good night, sir...

(PAUSE)

(SOUND: CLOCK CHIME. BEGIN TO FADE ON THIRD CHIME. FADE OUT COMPLETELY ON ABOUT SIXTH TO INDICATE TIME LAPSE BEGINNING.)

(PAUSE)

(SOUND: TRAFFIC NOISES LIGHTLY TO INDICATE TIME LAPSE COMPLETED.)

(SOUND: CLOCK CHIME ONCE TO INDICATE THAT A HALF HOUR HAS PASSED.)

(SOUND: GRANT GIVES SLIGHT YAWN OF BOREDOM.)

(SOUND: FOOTSTEPS APPROACHING ON PAVEMENT.)

MAN: Is that you, Bob?

GRANT: Is that you, Jimmy Wells!

MAN: Well, bless my heart, it's Bob, sure as Fate. I was certain I'd find you here if you were still in existence.

GRANT: You knew I wouldn't miss...

MAN: Well, well, well! Twenty years is a long time!

GRANT: The old restaurant's gone, Jimmy. I wish it had lasted so we could have had another dinner there.

MAN: How has the West treated you, old man?

GRANT: Great! It's given me everything I asked it for. But you've changed a lot Jimmy. You're a good two inches taller than I remember you.

MAN: Oh, I grew a bit after I was twenty.

GRANT: I sure want to get a good look at you in the light. Are you doing well in New York Jimmy?

MAN: Fairly well, I have a position in one of the city departments. Come on, Bob, we'll go around to a place I know of, and have a good long talk about old times.

GRANT: Swell! Let's go!

(SOUND: FOOTSTEPS ON PAVEMENT UNDER FOLLOWING.)

MAN: Tell me about yourself, Bob...

GRANT: I don't want to brag, Jimmy, but I've been lucky... mighty lucky. Not that it wasn't tough going at first, mind you. I've had ups and downs, and downs and ups, but in the end the ups won out, and now I'm really set. Yes, sir!

MAN: Glad to hear that, Bob.

GRANT: I'm glad they've got this drug store here lit up, so
I can finally get a look at you, you old son of a---

(SOUND: OUT)

GRANT: (cont.) Say! You're not Jimmy Wells! Twenty years is
a long time, but not long enough to change a man's nose
from a Roman to a pug!

MAN: Long enough to change a good man into a bad one, though.
You've been under arrest ever since I spoke to you,
Silky Bob.

GRANT: Silky Bob!

MAN: Yes, Silky Bob! Chicago thought you might have dropped
over our way. They wired us they wanted to have a chat
with you.

GRANT: I see. (PAUSE) Okay.

MAN: Going quietly, are you? That's sensible.

GRANT: There's just one thing. How did you...?

MAN: Oh yes. Here's a note I was asked to hand you, before
we go to the station.

GRANT: Can I read it here at the window?

MAN: Sure. It's from Patrolman Wells.

GRANT: Patrolman Wells. Here let me read that- hmmm...(READING...HINT OF EMOTIONAL TURMOIL TOWARD END) Bob...I was at the appointed place on time...I was the cop you were talking to. When you struck the match to light your cigarette, I saw it was the face of the man wanted in Chicago...Somehow I couldn't do it myself... so I went around and got the bearer of this letter - a plain clothes man to do the job...and it's signed... Jimmy...(CHANGE BACK TO NATURAL) (PAUSE) Jimmy! This..after...after twenty years...I get it...It's okay. I - I don't really blame him, I guess...

MAN: Now, let's go!

GRANT: Tell me something Euddy. Is Jimmy Wells down there where we're going?

MAN: I guess so - why?

GRANT: Oh, nothing.

MAN: Let's go - let's go.

GRANT: I'd like to see his face, that's all. I'd just like to see his face.

(PAUSE)

ANNOUNCER: Thank you, Cary Grant. Gee, that story kind of takes your breath, doesn't it? O. Henry certainly had a sense of the irony of fate - and you played the part perfectly.

GRANT: I'm glad you liked it.

ANNOUNCER: Tell me, how long have you been acting, Mr. Grant?

GRANT: Well - I've been in the theatre ever since I was about fourteen - but I didn't start as an actor. As a matter of fact, I came over from England with an acrobatic troupe. After that I was a tumbler...then a stilt walker...then in vaudeville, for a long time. And now, Hollywood. And that reminds me of at least one distinction I have had since I came here.

ANNOUNCER: What's that, Mr. Grant?

GRANT: I don't think many actors can say that the line of dialogue which had the greatest effect upon their careers was a line which they, themselves, never delivered.

ANNOUNCER: I don't understand.

GRANT: Well, I was the man to whom Mae West first said "Come up and see me sometime" in "She Done Him Wrong". That line did a lot to make that picture...and that picture did a lot to make me.

ANNOUNCER: Well,...that is a distinction, Mr. Grant. Working month after month in pictures must place a great strain on your throat, doesn't it?

GRANT: Yes, of course - however, I take all the usual precautions that actors do - including, as you know, a light smoke. Luckies have been my cigarette for over five years now - because they're always good to my throat.

ANNOUNCER: Is that your only reason for preferring Luckies, Mr. Grant?

GRANT: No, it isn't. I'll tell you -- I always rate Luckies a four-star cigarette. You know how pictures are rated by the "Starring system" --4 stars for a smash hit...3 stars, 2, and so on. I rate cigarettes the same way. And Luckies get four stars because they please both my throat and my taste.

ANNOUNCER: Thank you very much, Cary Grant-- not only for your fine interpretation of O'Henry's story, but for what you've said about Luckies. We hope you'll be our guest again.

GRANT: I'd like it. Good night, ladies and gentlemen.

REVERSAL: LOS ANGELES TO NEW YORK

'

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After a brief interlude for station identification,
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 most
popular tunes in America this week. Mark Warnow and
the Lucky Strike Orchestra continue with this week's
Number SEVEN favorite ... "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

("WHERE ARE YOU".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! Listen to the Lucky Strike Orchestra
with "Where Are You" from "Top of the Town". It's
EIGHTH in America's favor this week.

(MUSIC SWELLS AND FINISHES)

segue to

("GREAT DAYS"
("THREE LITTLE WORDS"
("HALLELUJAH"... ..MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike triple ... Mark Warnow and the Lucky Strike Orchestra with three knockout tunes not on Your Hit Parade. Call the roll! ... "Great Day" from the show of the same name, "Three Little Words", and "Hallelujah" from "Hit the Deck".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number ONE! The favorite song from Maine to California is still ... "Boo Hoo!" Congratulations Carmen Lombardo!

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

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: A few moments ago we learned first hand what Cary Grant - one of America's outstanding actors - believes about smoking. You will recall that he said that he had smoked Luckies for over five years and had found them a light smoke, easy on his throat. Luckies are easy on the throat because of the exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco.

(MORE)

RUYSDAEL:
(CONT'D)

These irritants are out of Luckies - and since they're out - well, obviously Luckies are more gentle. So follow Cary Grant's example, ask for a light smoke - Lucky Strike.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

And that's YOUR HIT PARADE ... 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 star of the Metropolitan Opera, Mr. Lauritz Melchior.

And don't forget to tune in every morning - Monday through Friday - to "Your News Parade" and hear the latest up-to-the-minute news with Edwin C. Hill. News that's thrilling accurate, impartial and with the humor side that has made Mr. Hill so famous.

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

(APPLAUSE)

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HR
MBH

WEAF

THE AMERICAN TOBACCO COMPANY

(REVISED)

LUCKY STRIKE "YOUR HIT PARADE"

() ()
10:00 - 10:45 PM

APRIL 28th, 1937

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the most popular tunes in America played by Abe Lyman and the Lucky Strike Orchestra. And later in the program the Lucky Strike spotlight will reveal our guest of the evening, the world renowned Wagnerian tenor, Mr. Lauritz Melchior. But meanwhile Abe Lyman and the Lucky Strike Orchestra are ready to begin with the favorite music of the week ... the songs played, sung and danced to by all America ... YOUR HIT PARADE.

O. K. Roll back those rugs for dancing because here's tonight's opener ... the coast-to-coast choice for Number NINE ... Pinky Tomlin's merry jingle ...

"The Love Bug Will Bite You If You Don't Watch Out".

("THE LOVE BUG WILL BITE YOU" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ..)

("SEPTEMBER IN THE RAIN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays your choice for Number
SIX ... "September In The Rain" from the Warner
Brothers' picture, "Melody For Two".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

("I GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: More music by Abe Lyman and the Lucky Strike Orchestra!
Here's the dazzling "I Got Rhythm" from "Girl Crazy".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

(FANFARE)

ANNOUNCER: Up near the top ... this week's number THREE favorite...
"Too Marvelous For Words", THIRD on Your Hit Parade
again this week.

("TOO MARVELOUS FOR WORDS" NORMAN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(C O M M E R C I A L #1)

COMMERCIAL NO. 1

ANNOUNCER: Did you chance to hear this on "Your Hit Parade"
last Saturday night?

(FADE IN)

BOONE: 31 dollars bid 31 dollars bid 31 31 31 dollars bid.
32 dollars bid 32 dollars bid 32 doo doo didy doo
dollars bid ...

(FADE OUT)

ANNOUNCER: People who have once listened to that chant of the
tobacco auctioneer rarely forget it. For it is among
the strangest of American traditions, handed down
from generation to generation. And that is why we
have asked the auctioneer whose voice you have just
heard -- Mr. F. E. Boone -- to appear on our program
once more tonight. Among the best known members of
his profession in the country, Mr. Boone has been
auctioning on the tobacco market for 25 years, and
in that time has sold millions and millions of
dollars' worth of tobacco. We ask you to imagine a
scene in one of the vast tobacco warehouses. Mr.
Boone, accompanied by a little group of some 20
tobacco buyers representing as many different
companies, moves between the long rows of tobacco
piled in baskets. The buyers make their bids in
competition and Mr. Boone watching their silent
signals, continually sings his song ... listen!

2-B

- BOONE:
- A. (32 dollars bid 32 dollars bid 32 DOO DOO DOO DIDY
DOO DOLLARS BID.
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dollars bid. SOLD AMERICAN.
- B. (37 dollars bid 37 dollars bid 37 and 7 and 7
dollars bid.
- 2ND SALE (38 dollars bid 38 dollars bid 38 Nate Nate
Nate Nate dollars bid.
(39 dollars bid 39-9-9 39 dollars bid 39 39
9 9 9 9 SOLD AMERICAN.
- C. (41 dollars bid 41 dollars bid 41 1 42 dollars
bid.
- 3rd SALE (42 dollars bid 42 dollars bid DIDY DOODOODOO
DIDY000 dollars bid.
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dollars bid.
(45 5 5 45 5 5 all done - SOLD TO AMERICAN
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ANNOUNCER: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers of
Lucky Strike cigarettes - has come to be a genuine
mark of merit at tobacco auctions. For Lucky Strike
instructs its buyers to pick out only the best tobacco
grown - the rich center leaves of the finest plants -
the leaves that nature itself most highly favors.

(M O R E)

ANNOUNCER:
(CONTINUED)

Rich, yet tender - full flavored, yet delicate -
these are the leaves that command an extra price at
every auction. Next time you buy cigarettes, make
sure of enjoying the finer flavor of rich center-
leaf tobacco by asking for Lucky Strike - a light
smoke.

"WAY DOWN YONDER IN NEW ORLEANS"
"SHINE MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And the dance goes on with a Lucky Strike Double!
A rousing medley of two all time swing favorites ...
"Way Down Yonder In New Orleans" and "Shine".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a current picture
favorite that is Number FOUR on Your Hit Parade this
week ... "Moonlight and Shadows".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

(FANFARE)

ANNOUNCER: Number TWO! ... "Little Old Lady" is again runner-up
for the nation's top musical honor.

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

("CARELESSLY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Abe Lyman directs the Lucky Strike Orchestra in America's
choice for Number FIVE ... a new song by Norman
Ellis and Nick Kenny. It's called "Carelessly".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - LAURITZ MELCHIOR)

ANNOUNCER: So much favorable comment followed the recent appearance of Lauritz Melchoir on "Your Hit Parade", that we have asked him to be our guest again tonight. Mr. Melchoir -- whom you will recall as a good friend of Lucky Strikes - has just achieved one of his greatest personal triumphs in his recently completed season at the Metropolitan Opera. Ladies and gentlemen, it is my great privilege to introduce to you once more the leading tenor of Wagnerian opera, Mr. Lauritz Melchoir.....

(APPLAUSE)

MELCHOIR: Thank you and good evening, everyone. It's a pleasure to be with you on Your Hit Parade once more.

ANNOUNCER: Mr. Melchoir, as I look back on it, you really told us very little about yourself last time.

MELCHOIR: I am glad I was so polite to you. We artists are mostly accused of talking only about ourselves.

ANNOUNCER: But we'd be really interested in hearing about your career, Mr. Melchoir - how you got started and so on.

MELCHOIR: How I got started? I just opened my mouth wide - and - there I was singing! So it was told me, anyhow.

ANNOUNCER: (LAUGHS) That does sound pretty easy, Mr. Melchoir.

MELCHOIR: I'll tell you. I started really singing when I was - what do you say? - grass-high to a knee-hopper. You see, in Copenhagen, Denmark - that's where I come from - my grandfather and father had founded a boys school, the Melchoirs' School - the biggest in town.

ANNOUNCER: And your bent was toward music, of course?

MELCHOIR: Yes, my home was full of music. My Father and Family all had voices. I began to study music for the best reason in the world - because I wanted to. I used to sing in the choir of the English Church in Copenhagen. Queen Alexandra of England, our Danish princess who had married Edward VII, was one of my earliest admirers, I like to think. She even once kissed me, but that was, of course, before I was married.

ANNOUNCER: (LAUGHS)

MELCHOIR: And she even told people how much she enjoyed my high soprano singing.

ANNOUNCER: High soprano!

MELCHOIR: (LAUGHS) You are surprised to hear that I was once a boy soprano?

ANNOUNCER: Ye-e-es, I must say I am. Your six-foot-three build doesn't really --

MELCHOIR: I guess I must have grown a little since then. And my voice - well, as a matter of fact - it's gone through several changes. When I first started singing in opera, I sang as a baritone. But several years later my voice developed into a tenor.

ANNOUNCER: No one's doubted you're a tenor since, Mr. Melchoir. I understand you're going to favor us with another song tonight.

MELCHOIR: Yes, last time I was on Your Hit Parade I was afraid to sing something which might seem a little too -- highbrow, and so many people told me how much they enjoyed my familiar selection that tonight I've chosen another very familiar one. It's called "Yeg Elsker Dig" - or in English, "I Love You" - by Grieg with words by the famous fairy tale story writer, Hans Christian Anderson.

(MUSIC: SINGS)

(APPLAUSE)

ANNOUNCER: Mr. Melchoir that was glorious - beautiful.

MELCHOIR: I'm glad you liked it. I've received such a lot of letters after my last Lucky Strike broadcast admiring my work and wondering how it could be possible for me to protect my voice so well with the heavy work I was doing and still smoke as much as I wanted to.

ANNOUNCER: Well, we all know from your last visit with us, Mr. Melchoir, that you have smoked Luckies for a long time - 12 years, I believe you said. But tell me, are Luckies easy on your throat -- even after such tremendous strains as your operatic work imposes.

MELCHOIR: I told you before - Luckies never bother my throat -- and I mean never. It seems I am a very un-original person. I like Luckies' taste, but so does everybody else, as far as I can see. And my discovery that Luckies are easy on my throat - well, there's nothing new about that either. Most of the Metropolitan Opera Company seems to have discovered that long before I did.

ANNOUNCER: (LAUGHS) Well, un-original or not, Mr. Melchoir, we're very proud of your preference for Luckies. And thank you for visiting us again this evening.

MELCHOIR: I've enjoyed it. In fact, I always enjoy Your Hit Parade. Goodnight, everyone!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

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

****STATION BREAK****

("LUCKY DAY" SWELLS AND FINISHES.....)

ANNOUNCER: On with Your Lucky Strike Hit Parade ... the favorite
music of the week ... music that's hummed and whistled
by all America. And here's a melodious newcomer
that enters Your Hit Parade at Number TEN.... "Never
In A Million Years", from the new musical film "Wake
Up and Live".

("NEVER IN A MILLION YEARS" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week the song, "What Will I tell My Heart" is in
EIGHTH place throughout the country.

(MUSIC SWELLS AND FINISHES)

(C O M M E R C I A L # 2)

ANNOUNCER: A few moments ago in a special appearance on this program, one of the world's greatest tenors - Lauritz Melchior -- told you in his own words why he prefers Luckies. Mr. Melchior has smoked Luckies for 12 years. After hearing his good humored description of the strains on a singer's voice and throat, you must have agreed with him that he really has to have a light smoke, easy on his throat. Now here's why Mr. Melchior finds just what he wants in Luckies. Luckies are the only cigarette from which certain harsh throat irritants have been removed by the exclusive process, "It's Toasted". And that's why Luckies are easy on all smokers' throats. Just notice how many other distinguished people prefer Luckies -- not only those whose voices are their fortunes -- but professional men and women -- doctors, lawyers, statesmen, prominent folk in all walks of life, and so on. Make sure of the same throat comfort for yourself. Your throat is important too, so ask for Lucky Strike. For isn't it plain common sense that the same cigarette which is easy on their throats, will be easy on your throat too?

("ANYTHING GOES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Tantalizing rhythm played by the Lucky Strike Orchestra
Abe Lyman sets America's toes tapping with "Anything
Goes" from the musical comedy success of the same
name.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

("SWEET IS THE WORD FOR YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays America's choice
for number SEVEN this week ... "Sweet Is The Word For
You" from Bing Crosby's picture "Waikiki Wedding".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

(FANFARE)

ANNOUNCER: Number ONE! Still riding high on the crest of a musical
wave ... Carmen Lombardo's "Boo Hoo".

("BOO HOO" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO ...)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE ... the most popular tunes in America this week played by Abe Lyman and the Lucky Strike Orchestra. Next Saturday night YOUR HIT PARADE will be heard again over another station. Mark Wannen and the Lucky Strike Orchestra will play the nation's choice in popular music and as our guest of the evening, we will present the celebrated screen comedian, Charlie Ruggles. And remember that each day except Saturday and Sunday, Lucky Strike brings you Your News Parade with Edwin C. Hill. Tune in tomorrow morning and hear Mr. Hill in "Your Lucky Strike News Parade".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.