

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, MAY 1, 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 for the highspot in tonight's program, we cross the country to Hollywood to bring you the celebrated screen comedian, Mr. Charlie Ruggles. But right now Mark Warnow and the Lucky Strike Orchestra are ready to swing into the favorite music of the week ... the songs that all America is humming and whistling ... YOUR HIT PARADE.

O.K.! Let's go. The orchestra gets started with America's choice for Number NINE this week ... "The Love Bug Will Bite You If You Don't Watch Out".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "What will I Tell My Heart" your choice for Number EIGHT.

(MUSIC SWELLS AND FINISHES)

segue to

("SHORTENIN' BREAD".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's rhythm for you ... Mark Warnow directs the Lucky Strike Orchestra in the well-known negro folk song ... "Shortenin' Bread".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO! The Lucky Strike Orchestra plays the song that the nation has opened its heart to ... "Little Old Lady" from "The Show Is On". It's SECOND on Your Hit Parade again this week.

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

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER:

Mushrooms can be grown in cellars. Mushrooms seem capable of developing their delicate flavor quite without benefit of sunshine. But mushrooms are simply the exception that proves the rule. For practically everything else that grows needs sunshine and tobacco needs it most of all. Now Lucky Strike tobacco actually gets more sunshine than any other tobacco grown. 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 ~~the~~ 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 finer taste of "Cream of the Crop" tobaccos ... enjoy the throat protection of the process "It's Toasted".

("EL RELICARIO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow and the Lucky Strike Orchestra play a melodic Spanish two-step ... "El Relicario" -- "The Shrine of Love".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! A melody by Leo Robin and Ralph Rainger, the boys who wrote "June in January" and so many other smash hits ... "Sweet Is The Word For You" from the Paramount picture "Waikiki Wedding".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE! A top flight favorite again this week ... "Too Marvelous for Words" from "Ready, Willing and Able!"

("TOO MARVELOUS FORWORDS".....NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to America's choice for Number SIX this week...
another current picture tune ... "September in the
Rain" from "Melody for Two".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - CHARLIE RUGGLES)

GUEST APPEARANCE - CHARLES RUGGLES

N.Y. ANNOUNCER: Another distinguished friend of Lucky Strikes joins Your Hit Parade this evening. Although a native of Los Angeles, the road which led Charles Ruggles to success in pictures was a long one which carried him across the country with various stock companies, and to a stellar position on Broadway. Since coming to the screen, his long list of brilliant comedy portrayals has added immeasurably to the world's laughter. Your Hit Parade salutes Mr. Charles Ruggles!

(APPLAUSE)

N.Y. ANNOUNCER: Tonight, in a special broadcast from Hollywood, Mr. Ruggles, with the assistance of _____ and _____, will bring us the opening scene from his latest Paramount picture, "Turn Off the Moon". Our locale is the President's office in that great commercial institution, Dinwiddy's -- the Friendly Department Store -- the motto of which is "We Take It Back". A silver jubilee, celebrating twenty-five years of business achievement, is in progress, and Brooks, a reporter, waits to interview the President and Founder, J. Elliot Dinwiddy. Brooks starts to speak, but Mr. Dinwiddy, played by Charles Ruggles, glances anxiously at the clock, notes the second hand climbing to four o'clock and says ----

SWITCH: NEW YORK TO LOS ANGELES

RUGGLES: Hush! It's not quite four.

(PAUSE)

SOUND: CLOCK STRIKE FOUR TIMES

RUGGLES: All right, young man. You will now proceed with your interview.

BROOKS: Beg your pardon, Mr. Dinwiddy, but I don't quite get the drift. You've had me sitting around here for an hour and a half.

RUGGLES: I'm sorry, young man, but what must be, must be. Up to this moment I couldn't talk without a very great risk.

BROOKS: Why?

RUGGLES: For a very simple and logical reason. Today is the 14th.

BROOKS: (DUBIOUSLY) That does sound logical ...

RUGGLES: And I must be careful not to start any statements for publication until four o'clock. It says so right here in my horoscope!

BROOKS: Oh, astrology. Do you go in for that stuff?

RUGGLES: Astrology is not stuff! Do you know anything about stars, Mr. Brooks?

BROOKS: Well, I know the more stars on the label, the more potent the contents of the bottle.

RUGGLES: It is not a laughing matter, my dear young man. It is vital -- it is more than that -- it is important. Take me, for instance. At my birth, the sun, Venus and Neptune were in conjunction with Sagitarious, Mars and Saturn.

BROOKS: They kind of ganged up on you, didn't they?

RUGGLES: Now, you're getting facetious.

BROOKS: No, no, Mr. Dinwiddy. I'm very much interested - or I would be if I knew what it was all about.

RUGGLES: Mr. Brooks, every move we make for good or bad is controlled by some heavenly body. Has that ever occurred to you?

BROOKS: Once ... and her name was Gerty.

RUGGLES: No, no, no! You take Truelove Spencer, my nephew, for example. He's my brother's mistake. He was born under Pisces, the fish. Those people are always impatient.

BROOKS: Well, thanks, Mr. Dinwiddy. Do you give astrology credit for all your success?

RUGGLES: I certainly do. I recognize no other authority.

SOUND: DOOR OPENS

MYRTLE: Tea and macaroons.

SOUND: PUTTING TRAY WITH CUP, DISHES ETC. ON TABLE

RUGGLES: It isn't five o'clock yet, Myrtle.

MYRTLE: I know it, drink it while it's hot.

SOUND: DOOR CLOSE

RUGGLES: Fine girl. She's an Aries person -- very strong minded. Been with me for years.

BROOKS: Your secretary?

RUGGLES: Yes, until next Sunday.

BROOKS: You going to fire her after all these years?

RUGGLES: No -- I'm going to marry her.

BROOKS: Why?

RUGGLES: (ROMANTICALLY) Because it's the proper moment according to the stars. They tell me what clothes to buy and when -- whether I need a haircut or not -- and when they tell me to get married, I get married. I shall propose at precisely 3:15 A.M. on the the 25th instant.

BROOKS: Nice of you to take her into your confidence like that.

RUGGLES: Furthermore, by 1940 I shall be very happy. It says here I shall be the father of twins.

BROOKS: The stars don't overlook a thing, do they? Thanks for the information. I'll give the anniversary a big build-up, and use as much of the other stuff as I can.

RUGGLES: I can see that there is a bit of skepticism here. When were you born, Mr. Brooks?

BROOKS: November 1.

RUGGLES: Oh, Scorpio! Oh, my ... well, that's too bad. Well, it was nice to have known you.

BROOKS: What do you mean ... was nice?

RUGGLES: Oh, this is one of your unfavorable days. Look. Here in the book. If you get by until five o'clock, you'll be all right. But something should happen to you between now and five!

BROOKS: What do you mean -- something?

RUGGLES: Oh, you know. Something may fall on you, or you may fall on something. The beauty of it is, you never know when it's going to happen. Be careful going down in the elevator, won't you?

BROOKS: Well, I've got a date with the Big Dipper. Goodbye Mr. Dinwiddy.

RUGGLES: Goodbye, Mr. Brooks. I hope you haven't any important engagements this evening ...

SOUND: DOOR OPEN AND CLOSE

PAUSE

SOUND: LIGHT BUZZER. TYPE USED TO CALL SECRETARY

PAUSE

SOUND: DOOR OPEN

MYRTLE: Is there something you wanted before I left?

RUGGLES: Yes, Myrtle, there is. You shouldn't have forced me to drink that tea. It's -- it's flying in the face of Providence. My horoscope --

MYRTLE: Elliot, for fifteen years I've been listening to your horoscope -- day by day. How much longer is it going on? I'm turning into an old maid before your eyes Elliot.

RUGGLES: Oh, no you're not. The proper moment is at hand, Myrtle.

MYRTLE: It seems to me I've heard that somewhere before.

RUGGLES: But this time everything is perfect. Nothing can happen, Myrtle. Nothing.

SOUND: PHONE RING. PICK UP RECEIVER

MYRTLE: Mr. Dinwiddy's office. (PAUSE) It's your boy-friend Doctor Wakefield, the astologer.

RUGGLES: Oh my! (PAUSE) Hello, Doctor. Huh ... huh? What'd you say? ... Karma? ... Oh yes ... (ASIDE) ... today I am to act as Karma, Myrtle. (TO PHONE) ~~and~~ a boy and a girl? ... before midnight tonight? ... where?huh? very well, Doctor, just as you say.

SOUND: HANG UP PHONE

MYRTLE: It looks to me like the stars are double-crossing me again.

RUGGLES: Watch for two young people, Myrtle! Watch for them. It is of the utmost importance to both of us. Doctor Wakefield just told me -- according to the stars, I've got to get their romance settled before we can get married.

MYRTLE: Do you suppose it would help any if I went out and dug up a couple?

RUGGLES: Oh, no, Myrtle. That isn't the idea at all. They mustn't have the slightest suspicion that I personally am furthering their romance. I'm Karma to them -- not Dinwiddy. You know how it is with the stars.

MYRTLE: I certainly ought to by this time.

RUGGLES: I'm surprised at you, Myrtle. The stars never fail.

SOUND: AUTO CRASH. DISTANT AS FROM STREET BELOW

MYRTLE: Good heavens! What was that?

SOUND: WINDOW OPENS

MYRTLE: Why -- that newspaper reporter -- that man who was here -- his car turned over.

RUGGLES: You see, Myrtle, the stars never lie -- they even made good for Mr. Brooks

PAUSE

ANNOUNCER: (LAUGHING) Well, Mr. Ruggles, the stars tell me that the rest of "Turn Off the Moon" will be just as amusing as the sample you've given us.

RUGGLES: I think you'll find it entertaining. You see, poor Mr. Dinwiddy, in order to further his own romance, has to act as cupid for Eleanore Whitney and Johnny Downs, and it's a job that gives him plenty of headaches.

ANNOUNCER: And gives the audience plenty of laughs, I'm sure. Tell me, Mr. Ruggles what do you do in private life? Are you one of those very serious minded comedians with a taste for Schopenhauer?

RUGGLES: Schopenhauer -- never heard of it. Personally, I prefer handball and dogs.

ANNOUNCER: I did read somewhere that you held handball championships in both the New York and Los Angeles Athletic Clubs. But what about the dogs?

RUGGLES: We'd better not get on that topic, if you want the program to end on time.

ANNOUNCER: We'll risk it.

RUGGLES: Well, at one time or another, I think I've had every kind of a dog there is, from the finest pedigrees down to the lowliest mutts. And I've been pretty lucky with my entries in dog shows.

ANNOUNCER: Mr. Ruggles, do your dogs bring good prices?

RUGGLES: My books show sales from hundreds of dollars ... right down to ten cents.

ANNOUNCER: Ten cents! You don't mean to say that you have dogs for ten cents.

RUGGLES: No. Perhaps I'd better explain. A little fellow wandered in one day with his heart set on one of our pups, and a dime was the extent of his wealth. There's a thrifty strain in me that won't let a deal get through my fingers, so I let him have the dog for a dime.

ANNOUNCER: That was quite a weighty transaction.

RUGGLES: Yes, but I got outbargained.

ANNOUNCER: What do you mean, Mr. Ruggles?

RUGGLES: Well, the kid convinced me that because he closed the deal on the spot with ten cents cash apyment in full, I should throw in some dog food.

ANNOUNCER: (LAUGHS) I guess you'd better stick to acting, Mr. Ruggles. And speaking of acting, do you feel as so many other actors and actresses do, that your work in pictures results in a strain on your throat?

RUGGLES: Yes, it certainly does. One afternoon while we were making "Turn Off The Moon", for example, I had fifteen different "Takes" on one scene, in addition to rehearsal. That means plenty of exercise for your vocal chords, believe me.

ANNOUNCER: Does that force you to cut down on your smoking, Mr. Ruggles?

RUGGLES: No, but it means I have to be careful what I do smoke. I choose Luckies, as you know. And incidentally, I'd like to say that I agree with everything I've heard about Luckies being easy on the throat. I use at least a pack a day, yet, even when I'm working hardest Luckies always leave my throat in top form.

ANNOUNCER: Have you been smoking them very long, Mr. Ruggles?

RUGGLES: For quite some time. One day, about five years ago, I dropped into the former Lucky Strike exhibit at Broadway and 45th Street in New York, and watched Luckies being made. They looked so inviting, and their aroma was so tempting that I bought a tin of fifties -- and I've been a Lucky smoker ever since.

ANNOUNCER: Thank you, Charles Ruggles, both for your scene from
"Turn Off the Moon", and for what you've said about
Luckies. We hope you'll be with us again.

RUGGLES: I hope so, too, because I've enjoyed being here.
Good night, ladies and gentlemen.

SWITCH: 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 with music by
Mark Warnow and the Lucky Strike Orchestra. Gay songs
... blue songs ... sophisticated songs ... the
favorite music of the week. And now here's America's
choice for Number FOUR ... "Moonlight and Shadows".

("MOONLIGHT AND SHADOWS". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! A song from the Winchell and Bernie musical
picture "Wake Up And Live" ... "Never in a Million Years".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL NO. 2

ANNOUNCER: A few moments ago, we took you behind the scenes in Hollywood for a chat with the popular actor, Charlie Ruggles. He explained to you in his own words that, after five years of smoking Luckies, he has found them a light smoke, always easy on his throat. Now to fully understand why requires another glimpse "behind the scenes" -- this time in a Lucky Strike factory.... a clean factory spotlessly clean and filled with ~~the~~ finer aroma of those center leaf tobaccos. For there in the exclusive process "It's Toasted" we find the scientific reason why Luckies are more gentle. Certain harsh throat-irritants naturally present in all tobacco are expelled by the "Toasting" process. These irritants are out of Luckies -- therefore Luckies are easy on the throat. That's logic, isn't it? By the same logic you can't do better than follow Mr. Ruggles' example. Ask for a light smoke -- Lucky Strike.

("CRAZY RHYTHM"
("LET'S TAKE A WALK AROUND THE BLOCK"
("FARE THEE WELL ANNABELLE".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the dance. Everybody swing your partners to a Lucky Strike triple! A sparkling medley of Crazy Rhythm", "Let's Take a Walk Around the Block" and "Fare Thee Well Annabelle".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Coming up with Number FIVE! ~~Nick Kenny's~~^a melodious *by Nick Kenny and Norman Ellis* tune "Carelessly" takes the FIFTH spot on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: America's Number ONE favorite. Still perched high on the musical pedestal ... "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 Mark Warnow and the
Lucky Strike Orchestra. Listen in next Wednesday night
over another station and hear Your Hit Parade and our
guest of the evening, the talented young singer of
radio and concert, Miss Winifred Cecil. And don't
forget that on every ~~week~~ day except Saturday and
Sunday, Lucky Strike presents Your News Parade with
Edwin C. Hill. Tune in Monday morning and hear
thrilling, up-to-the-minute news flashes brought to
you by this ace American reporter.

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

(APPLAUSE)

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC..... NEW YORK

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THE AMERICAN TOBACCO COMPANY

(REVISED)

LUCKY STRIKE - "YOUR HIT PARADE"

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10:00 - 10:45 P.M.

MAY 5, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

1ST ANNOUNCER: Lucky Strike presents Your Hit Parade - with Mark Warnow and the Lucky Strike Orchestra and an added stellar attraction, Miss Winifred Cecil, famous young opera and concert soprano, who is our guest tonight. Twice each week your Hit Parade brings you the most popular tunes in America - a dance music program that is more than just a program of dance music - it's the only authoritative forum of our national musical taste.

(FANFARE)

2ND ANNOUNCER: Your Lucky Strike Hit Parade is based on a weekly nationwide survey made from Maine to California - and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated.

(more)

2ND ANNOUNCER:
(CONTINUED)

Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade - a composite picture of the week's musical opinion of America - the only authoritative and complete picture of America's favorite tunes today.

1ST ANNOUNCER: So let's go America! Mark Warnow and the Lucky Strike Orchestra get off to a melodious start with tonight's opener .. a rollicking newcomer that enters Your Hit Parade this week as Number TEN ... "How Could You"

("HOW COULD YOU" NORMAN AND ORCHESTRA .)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("MOONLIGHT AND SHADOWS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now, the coast-to-coast choice for this week's Number FIVE ... a song success first introduced by Dorothy Lamour in the Paramount picture, "The Jungle Princess" .. "Moonlight and Shadows".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow and the Lucky Strike Orchestra tonight play a popular extra. It's not one of this week's hits, but it's a grand spiritual that George Gershwin wrote for his American folk opera, "Porgy and Bess" .. "I've Got Plenty of Nuthin'".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(WHERE ARE YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra with a tuneful melody that's
this week's Number SIX on Your Hit Parade...a song by
Jimmy McHugh from the Universal picture "Top of the
Town" ... "Where Are You".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL #1

ANNOUNCER:

The tobacco connoisseur has a much more highly developed sense of taste than most people. Give the average smoker a Lucky to try and he'll simply say: "I like that taste. I can't describe it - I just like it." ... but the connoisseur - well, let him try a Lucky and he'll say: "Boy! That's really fine tobacco -- the Cream of the Crop. I can tell by its finer taste and smoothness that this cigarette is made of the best tobacco grown -- the center leaves". And what the connoisseur can detect simply by tasting, is, in fact, one of the big advantages Lucky Strike offers you. For years Lucky Strike buyers, at thousands of ~~auctions~~, have insisted upon center-leaf tobacco.....the leaves that Nature herself most highly favors. Never runty nor underdeveloped like the top leaves, never coarse nor woody like the bottom leaves, these rich, tender, center leaves are the reason Luckies taste so good. Make sure you enjoy the finer flavor of center-leaf tobacco -- ask for Lucky Strike -- a light smoke.

"MINUET IN JAZZ" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow directs the Lucky Strike Orchestra tonight in another extra - a special selection - the scintillating rhythms of Raymond Scott's "Minuet In Jazz"; a modern dance interpretation based on Paderewski's renowned "Minuet in G".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: This week's Number THREE! A leader in your favor...
"Too Marvelous For Words".

"TOO MARVELOUS FOR WORDS" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"SEPTEMBER IN THE RAIN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play America's choice for this week's number FOUR ... "September In The Rain".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"LITTLE OLD LADY" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with the tune that's this week's Number EIGHT in countrywide popularity... "Little Old Lady" from the current musical revue "The Show Is On".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - WINIFRED CECIL)

GUEST APPEARANCE - WINIFRED CECIL

ANNOUNCER: On the eve of her departure for a concert tour abroad, Miss Winifred Cecil has consented to be the guest of Your Hit Parade tonight. Famed for her concert singing both in this country and in Europe, Miss Cecil rose from an obscure position in a radio chorus to become a featured soprano, not only on the big radio networks in America, but over the air in Germany, Italy and England as well. Ladies and gentlemen, it is my great privilege to introduce to you another in that long list of distinguished personalities who choose Luckies for their cigarette -- Miss Winifred Cecil

(APPLAUSE)

CECIL: Thank you, and good evening everyone.

ANNOUNCER: Miss Cecil, the years you spent abroad are one of the things we're most curious about. Could you enlighten us on some of your interesting European experiences?

CECIL: Well, let's see. There was the time I had to sing for the young Italian Fascists ... from a boat in the Grand Canal in Venice ... I sang their anthem for them, too -- though I didn't at that time know much more than how to say "How do you do" in Italian.

ANNOUNCER: But they liked it?

CECIL: (LAUGHS) I'd hate to say so!

ANNOUNCER: Tell us more.

CECIL: Well, another time I was in Germany, studying. I had come to the very end of my rope, financially. I thought I would have to go back and give up this singing business.

ANNOUNCER: Then

CECIL: Then a German singer who had been scheduled for a concert tour fell ill. I was offered the job, and accepted.

ANNOUNCER: And I suppose you didn't know any German either.

CECIL: (LAUGHS) Exactly. I knew how to say "Ja" and "Nein" and "Ein glas Bier, bitte" -- nothing else.

ANNOUNCER: But that sufficed?

CECIL: Again I'd hate to say so. But I did earn enough money through that concert tour to stay on six months more in Europe.

ANNOUNCER: Well, Miss Cecil, those certainly were grand experiences. Now, tonight, I believe you are going to sing for us "My Hero", from the "Chocolate Soldier".

CECIL: Yes, my own favorite song from my own favorite operetta... and incidentally, the first one that brought me to notice on the air.

(SINGS "MY HERO")

(APPLAUSE)

ANNOUNCER: That was very beautiful, Miss Cecil. But it completely contradicts you -- everything you have said in the way of modesty.

CECIL: Thank you.

ANNOUNCER: Miss Cecil, during all your years abroad I suppose you have sampled lots of different kinds of cigarettes, haven't you?

CECIL: Yes -- but if you could take a look inside my trunk when I leave shortly for Europe -- you'd find the best evidence in the world of my staunch Americanism.

ANNOUNCER: Luckies?

CECIL: That's right. Several very neat cartons of Lucky Strike Cigarettes.

ANNOUNCER: So you carry America's light smoke to Europe with you.

CECIL: Definitely -- but I'm not going on a crusade, I assure you. Those Luckies are for my own personal use -- I hope!

ANNOUNCER: How long have you been smoking Luckies, Miss Cecil?

CECIL: Oh, I don't know -- ever since I began smoking, anyway. Let's say ten years at least, to be on the conservative side.

ANNOUNCER: You prefer their flavor?

CECIL: Ten years speaks louder than words, doesn't it? But I will say this. Luckies not only suit my taste, but as so many other singers have discovered before me -- they're ideal for my voice and throat. You see, I have to choose a light smoke -- so Luckies are the answer.

ANNOUNCER: Do you always find Luckies kind to your throat?

CECIL: Yes. Luckies never irritate my voice or throat -- even during the strain of a long concert tour.

ANNOUNCER: Well, thank you very much, Miss Cecil, for being with us tonight. We wish you "Bon Voyage" and pleasant smoking.

CECIL: Thank you -- and 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 nation's
choice in popular music ... music that's played, sung
and danced to by all America.

(FANFARE)

ANNOUNCER: And now here's Mark Warnow coming up with a bright
tune that has sky-rocketed into this week's SECOND
place on Your Hit Parade ... Pinky Tomlin's "The Love
Bug Will Bite You".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CARELESSLY" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow with your choice for this week's Number
NINE ... the Lucky Strike Orchestra plays the lilting
strains of "Carelessly".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

WINIFRED CECIL

ANNOUNCER: When she leaves for her concert tour abroad this week, Miss Winifred Cecil -- famous concert soprano whom you heard a few moments ago on this program -- will take Luckies with her. Now, anyone will tell you that nothing places a greater strain on the voice and throat than a really strenuous concert tour. That's just why Miss Cecil's choice of Luckies means so much. Miss Cecil -- who has smoked Luckies for at least 10 years -- told you herself -- and I'm quoting her very words "Luckies never irritate my throat" ... Now isn't that the best proof of the effectiveness of Luckies' exclusive "Toasting" process? This process, which removes certain harsh throat irritants naturally present in all tobacco, is every smoker's throat-protection. 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 and prominent folk generally. Follow their example. For if Luckies are easy on a singer's throat, even during a prolonged concert tour, they certainly should be easy on your throat. So ask for Lucky Strikes -- a light smoke.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And the music swings on with a Lucky Strike triple!
Another special extra selection. They're not current
hits, but a sizzling medley of three red hot tunes
blended into one! "Sing Something Simple"! "Titina"!
"Running Wild"!

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week the song "What Will I Tell My Heart" is in
SEVENTH place throughout the nation.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Stand by for America's first favorite! This week's
Number ONE! Again the reigning choice in the U.S. A..
"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 Mark Warnow and the Lucky Strike Orchestra. Next Saturday night Your Hit Parade will be heard again over another station. Al Goodman and the Lucky Strike Orchestra will play the favorite music of this week obtained by a check of the most popular tunes in all America, selected by you through orchestra leaders, records, radio broadcasts and sheet music; a composite picture of the musical opinion of the U. S. A. And as our guest of the evening we will present the famous star of Broadway and Hollywood, Mr. William Gargan. And don't forget that every morning, except Saturday and Sunday, Lucky Strike brings you YOUR NEWS PARADE with Edwin C. Hill. Tune in tomorrow and hear Mr. Hill present lively, up-to-the-minute news flashes in Your Lucky Strike News Parade.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MAY 8TH, 1937

10:00 - 10:45 P.M.

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

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

1ST ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... the most popular tunes in America played by Al Goodman and the Lucky Strike Orchestra. And later in the program the Lucky Strike spotlight flashes westward to Hollywood where it reveals our guest of the evening, the personable screen star, Mr. William Gargan! Twice each week Your Hit Parade brings you the most popular tunes in America - a dance music program that is more than just a program of dance music - it's the only authoritative forum of our national musical taste.

(FANFARE.....)

2ND ANNOUNCER: Your Lucky Strike Hit Parade is based on a weekly nationwide survey made from Maine to California -- and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. (MORE)

2ND ANNOUNCER: (CONT'D) Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade - a composite picture of the week's musical opinion of America - the only authoritative and complete picture of America's favorite tunes today.

1ST ANNOUNCER: And right now, here comes Al Goodman who is ready to strike up the Orchestra with "How Could You" a newcomer at number TEN this week.

("HOW COULD YOU"..... NORMAN AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

segue to

("SEPTEMBER IN THE RAIN".....CLARK AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a Warren and Dubin favorite ... the coast-to-coast choice for this week's Number FOUR ... "September in the Rain".

(MUSIC SWELLS AND FINISHES)

segue to

("LADY IN RED"..... ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Danceable rhythm played by the Lucky Strike Orchestra! Not in the list of this week's favorites, but an extra selection. Swing your partners to the sparkling rhumba... "Lady in Red".

(MUSIC SWELLS AND FINISHES)

segue to

("CARELESSLY".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman directs the Lucky Strike Orchestra in the song you pick this week for Number NINE "Carelessly".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: About this time of year, most of us would like a taste of the "Huckleberry Finn" way of living. We'd like to do a little fishing, a lot of loafing. And perhaps most of all, we'd like to get out in the air, and lie on our backs and just soak up all the sunshine we've been missing out on this winter. For we don't need any scientist to tell us that sunshine is good for us. We know it instinctively ... And it's just as much an accepted fact that sunshine is good for tobacco. One reason Luckies taste so mellow is that you actually get extra-sunshine-goodness in every Lucky Strike cigarette. Because Lucky Strike's fine tobaccos are not only sun-ripened in the fields. Lucky Strike - and Lucky Strike alone -- adds an extra crowning touch of mellowness through the use of concentrated sunshine -- the ultra violet ray. This ultra-violet-ray treatment is one step in the exclusive process, "It's Toasted", which removes certain harsh throat irritants naturally present in all tobacco... Plus this sunshine... minus these irritants... is it any wonder Luckies taste so good? Next time you buy cigarettes, make sure of a light smoke -- mellow - easy on your throat. Ask for Lucky Strike.

("ZING WENT THE STRINGS OF MY HEART"
("DON'T LET IT BOTHER YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: More music by the Lucky Strike Orchestra! Another extra. A Lucky Strike double blending in a superlative Al Goodman arrangement ... "Zing Went the Strings of My Heart" and "Don't Let It Bother You".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: This week's Number THREE! One of this week's top flight favorites ... "Too Marvelous for Words".

("TOO MARVELOUS FOR WORDS" NORMAN AND ORCHESTRA)

(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 takes this week's FIFTH spot on Your Hit Parade ... "Moonlight and Shadows".

(MORE)

(MUSIC SWELLS AND FINISHES)

segue to

("LITTLE OLD LADY". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next ... "Little Old Lady" ... all America's choice
this week for Number EIGHT!

(MUSIC SWELLS AND FINISHES)

(GUEST SPOT - WILLIAM GARGAN)

NY ANNOUNCER: Once more Your Hit Parade takes you across the
continent to Hollywood, California, to meet another
distinguished friend of Lucky Strike - the popular
stage and screen actor - William Gargan.

(APPLAUSE)

Born and raised in Brooklyn, William Gargan was
identified with the New York stage, until his
brilliant portrayal in "The Animal Kingdom" brought
him to Hollywood and to the screen. You will see
him soon in the Universal production, "Wings Over
Honolulu". But for his appearance this evening,
Mr. Gargan has chosen a scene from the famous stage
play, "The Tailor-Made Man".

(MORE)

NY ANNOUNCER: (CONT'D) Mr. Gargan will portray the title role of John Paul Bart, and will be assisted by _____ and _____. We take you now to California, where Mr. Gargan himself will set the scene.

SWITCH: NEW YORK TO LOS ANGELES

GARGAN: Good evening, ladies and gentlemen. The scene is a party at the home of the Stanlaws, wealthy New York society people. Among the guests is the great Abraham Nathan, one of the country's most prominent business men. Also among the guests, though altogether uninvited, is the Tailor-Made Man, John Paul Bart, whom I portray. To really understand Bart's character needs a word of explanation. Though a mere tailor's assistant, he has always dreamed of a great future - has tried to prepare himself for such a future. Yet his belief in himself is not mere self-conceit. He is really a clean-cut, likeable young chap, very human and thoroughly sincere. To get to the party on this night and meet the great Nathan - who, he hopes, may give him a job - he's taken a very long chance. He has not only appropriated another man's dress suit - left at the tailoring establishment for pressing - but has also appropriated a story told to him by this other man's valet. Here is that story just as the valet told it:

(FADE IN)

POMEROY: (Cockney Accent) Well, it was on the day of the Preparedness Parade, and Nathan was just leaving the reviewing stand with the Governor when some cracked idiot of an anarchist up and lets fly a stone right at Nathan's head. Might have killed him like as not, but my master - Mr. Jellicot that is -- seeing the stone coming, jerks off his topper and catches the stone with it very neat and natty-like. Well, sir, what does the great Nathan do then? He grabs Mr. Jellicot's flipper and says: "My dear fellow, I'll never forget this!" And then he steps into *his limousine* — and forgets.

(FADE OUT)

GARGAN: Well, Bart introduces himself to Nathan at the party, tells this same story in a way to let Nathan understand that he, Bart, was the handy man with the topper. The result is that Bart seems really on the inside track with Nathan. Everything in fact is going perfectly for John Paul Bart, until ... he suddenly recognizes in one of the temporary ~~waiters~~ *waiters* hired for the evening, another and very unfriendly employee from his tailor shop. Bart happens to be alone at the moment in the huge reception hall. There is a ghastly pause. Then Bart, trying to put a good face on it, lifts a glass of champagne from the tray.

(MORE)

GARGAN: (CONT'D) He takes a sip while the amazed waiter continues to stare.

(PAUSE)

BART: Very good, this champagne.

PETER: What the - What are you doing here?

BART: I'm a guest of the Stanlaws.

PETER: You can't get away with it as easy as all that, Johnny Paul. I want some explanations

BART: Want some what?

PETER: Where'd you get them clothes? Why, those are Mr. Jellicot's clothes as I was workin' on this afternoon! And you mean to tell me -- ! Oh, Lord, that's good! You mean to tell me you're a guest here?

BART: Ask anyone.

PETER: Know who ye are, do they?

BART: I've never been ashamed of my name.

PETER: And you told them you was a tailor's hand?

BART: I saw no reason for insisting on non-essentials.

PETER: Now, look here, Johnny Paul! I don't understand nothin' about this, but one thing I do know well and good: I've got ye right under my heel like a worm on the sidewalk, and if I want to squash ye, I can!

BART: If I were in your place it seems to me I'd look about for some more lasting, more lucrative way of settling our account.

PETER: As what, for instance?

BART: You happen to be in possession of a secret. That secret is of no value if you tell it. On the other hand, it might be of considerable value if you refrain from telling it. (PAUSE) You know, I'd no idea champagne tasted like that!

PETER: (SULLENLY) So you think I'm a man that can be bought off, do you?

BART: Bigger men than you are bought off every day of the year.

PETER: I'm goin' to tell, I am!
(PAUSE)

BART: Well, why don't you go?

PETER: If I was goin' to take money -- which I don't think I am -- I wouldn't take a cent less than -- fifty dollars.

BART: (STAGGERED) Fifty dollars!

PETER: Yes, and not a cent less.

BAR: (COOLY) It's yours.

PETER: Are you tellin' me you've got fifty dollars in your pocket?

BART: I'm not telling you anything, but if you'll come around again in a little while I'll have it for you.

PETER: How soon?

BART: You must allow me a reasonable length of time.

PETER: Very well! If ye have the money for me the next time I come around with the drinks, well and good! But if not -- !

SOUND: DOOR AD LIB MRS. STANLAW AND JELLICOT

BART: (WHISPERING) I understand you.

SOUND: GLASS ON TRAY

BART: The champagne is exquisite, Mrs. Stanlaw; the best I ever tasted.

MRS. STANLAW: How charming of you!

PETER: Drink, Lady?

MRS. STANLAW: (GREATLY VEXED) Oh, go away! Oh, Mr. Bart, I want you to meet our friend, Mr. Theodore Jellicot.

PETER: (LAUGHS) Oh, Lord!

MRS. STANLAW: What is the matter with that stupid waiter?

JELICOT: He's looking at these clothes. They're borrowed, you know.

MRS. STANLAW: The strangest thing, Mr. Bart! The tailor ran away with his evening clothes.

BART: (LAUGHING) Well, well, well!

(MORE)

JELICOT: (TO BART) Mrs. Stanlaw tells me you're a great friend of Mr. Nathan's. Shake hands. Won't you introduce me to him? I've something very important I want to say to him.

BART: I don't think Mr. Nathan wished any more introductions this evening.

JELICOT: (TO MRS. STANLAW) What's that?

MRS. STANLAW: I suppose Mr. Bart knows. You gentlemen will excuse me?

JELICOT: Of course!

BART: Certainly!

(MRS. STANLAW EXITS)

JELICOT: I say, Mr. Bart, can't you possibly arrange this introduction?

BART: I'd like to but Abe is really tired out tonight.

JELICOT: Abe!

BART: You know, we're being threatened with another strike.

JELICOT: Another strike in the Oceanic Shipyards?

BART: I'm sorry to have to say so.

JELICOT: I say, but look here, Mr. Bart, this meeting I'm after is in a little class all by itself, so to speak, because, you see, I flatter myself I figured rather handsomely in a little incident he'll be glad to have recalled to his mind.

BART: Yes?

JELICOT: It was on the day of the Preparedness Parade.

BART: (LAUGHING) Oh, surely, Mr. Jellicot, you're not going to get off that old one about catching the stone in the silk hat!

JELICOT: Well, what if I was now?

BART: Man alive, that story has been used till it's used up!

JELICOT: Used! What do you mean, used?

BART: That story was told to Mr. Nathan in my own presence.

JELICOT: It was? By whom?

BART: I am not at liberty to tell you that.

JELICOT: But I tell you it was I caught that stone! I! I! I!

BART: My dear chap, don't get excited. I've no doubt it was you, but just look at it from a common-sense angle. How can you expect Mr. Nathan to take your word for it when he has already heard the same story from another man--and a very charming man, too?

JELLICOT: But I tell you the man is an imposter!

BART: I agree with you! I agree with you! But don't you see? Isn't it plain that it would be much wiser to leave the whole matter in my hands?

JELLICOT: In your hands! Why, will you help me?

BART: That's what I'm proposing to do.

JELLICOT: Why, that's terrifically jolly of you, old man! Thanks, a thousand times!

PETER: Drink, gents?

JELLICOT: Thanks.

PETER: Well?

BART: Yes, I will have a glass.

SOUND: GLASS ON TRAY
Ten minutes.

JELLICOT: Eh?

BART: I just told the waiter I'll want another drink in ten minutes.

JELLICOT: I want one every ten minutes.

BART: Well, Jellicot, here's success!

JELLICOT: G ood health!

SOUND: GLASSES DOWN

JELLICOT: I say, do you really think you can swing it for me?

BART: (THOUGHTFUL/Y) I'll try and speak about you at supper tonight.

JELICOT: You're going to have supper with Nathan?

BART: I was planning to take him out with me, yes.

SOUND: SLAPPING HIS POCKETS.

Oh, but, by Jove! Well, well, well!

JELICOT: Why, what's wrong?

BART: Oh, nothing! I'll take him out some other evening.

JELICOT: Oh, I say now, what's wrong?

BART: Would you believe it? I actually came off tonight without a cent of money in my pocket. (LAUGHING)

JELICOT: You did? Now that's really comical, isn't it? Do you know, I did the very same thing myself! (ALSO LAUGHING)

BART: Oh!

JELICOT: I was so upset about that beastly tailor, you know! That's the sort I am! You see, things knock me bing, so to speak, and digging down in my pockets I found there wasn't a red. Say doesn't it give you a silly feeling?

BART: (FAINTLY) Yes, it does!

JELICOT: And the worst of it is, if I was only in my own clothes instead of these borrowed ones, I would be terrifically pleased to oblige you, old chap. You may not believe it, but in that dress suit the tailor ran away with, I had two fifty-dollar bills stowed away in this little thingamajig of a fob pocket.

BART: Where?

JELICOT: This little thingamajig here.
(PAUSE)

BART: You know, that's a most remarkable coincidence!

JELICOT: What's that?

BART: Why, you've just reminded me! I had all I need in my own fob pocket. Two fifty-dollar bills. See.

JELICOT: Really!

BART: If you hadn't mentioned the fact I'd never have thought of looking there.

JELICOT: Then you keep your money in the same pocket I do!

BART: Yes, exactly! In the very same pocket!

JELICOT: By Jove, that's a coincidence. You know it wouldn't happen twice in a lifetime.

BART: No, but once is a great help.

(PAUSE)

ANNCR: (LAUGHING) Mr. Gargan, that was splendid.

GARGAN: That's very kind of you.

ANNC'R: But we'd like to know something of you personally. Mr. Gargan, your reactions to Hollywood, for example, and what you plan to do in the future.

GARGAN: Well, like almost everybody, I hope to make a pile of money some day. I can't tell you just what I'll do with it if I get it, but I can tell you what I won't do with it.

ANNC'R: What's that?

GARGAN: First, I'm not going to build a house in the country. I do like rest and quiet like anyone else, but here's what happens. When your friends learn that you have a house in the country they like it so well, you find yourself sleeping on the davenport--if you sleep at all. Second, I'm not going to build a tennis court. You know when you arrange for a foursome to play over the weekend, you've also got to arrange for a truckload of food, various assorted drinks, tennis shoes in all shapes and sizes, and at least four cartons of Luckies. How do you like that?

ANNC'R: The four cartons of Luckies sound fine--from our standpoint. Then your friends agree with you, Mr. Gargan, in liking Luckies?

GARGAN: They do. And that's a fact. We usually have several brands around the house for the convenience of visitors, but the Luckies always go the fastest.

ANNC'R: Well, how do you explain the preference for Luckies, Mr. Gargan ?

GARGAN: I think most people are finding out what we actors have known for years--that Luckies not only taste good, but are really easy on the throat.

ANNC'R: Do you smoke very much?

GARGAN: Yes, I smoke a good deal. I like the flavor of Luckies a lot, and then too my work makes me smoke a lot.

ANNC'R: Just what do you mean by that, Mr. Gargan?

GARGAN: Well, a picture scene which demands smoking may be shot as often as fifteen times. And in each shot the cigarette must be the same length. It can't be long one minute on the screen and down to the fingers the next. That means smoking before the scene as well as during it -- and that in turn means a lot of smoking. Yet as far as my throat's concerned, I never have to give smoking a thought, so I can second what you say about Luckies being a light smoke.

ANNC'R: Well, thank you, Mr. Gargan. We certainly enjoyed your scene from "The Tailor-Made Man", and we appreciate what you've said about Luckies. We hope you'll visit us again.

GARGAN: I've liked being here. Goodnight, ladies and gentlemen.

SWITCH: LOS ANGELES TO NEW YORK.

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

(FADE FOR ANNOUNCEMENT)

ANNC'R: 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)

ANNC'R: On with Your Lucky Strike Hit Parade with Al Goodman
and the Lucky Strike Orchestra...the favorite music
of this week--obtained by a careful check of the most
popular tunes in all America, selected by you through
orchestra leaders, phonograph records, radio broadcasts
and sheet music - a composite picture of the musical
choice of the U.S.A.

(FANFARE.....)

ANNC'R: And here's this week's runner-up for the nation's top
musical honor....this week's Number TWO..."The Love
Bug Will Bite You".

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNC'R: "What Will I Tell My Heart" is in SEVENTH place this
week throughout the country.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

ANNCR: A few minutes ago in an interesting interlude to Your Hit Parade - we took you to Hollywood. You heard the popular actor, William Gargan, tell you in his own words why he has smoked Luckies for the past three years. Now here are Mr. Gargan's reasons, brought down to their simplest terms. One, he likes Luckies' flavor. Two, he finds Luckies a light smoke, easy on his throat. Now Luckies' good taste is easy to explain for we use only the best tobacco in Luckies - the finer-flavored center-leaves--the Cream of the Crop. . And there's an equally good reason for Luckies' throat comfort. Here it is. The exclusive process, "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco. It stands to reason that a cigarette which is minus these irritants will be easy on the throat. So follow Mr. Gargan's example. For the finer flavor of center-leaf tobacco; for the throat comfort of a light smoke--ask for Lucky Strike.

* ("YOU'RE A BUILDER UPPER"
("SHE'S A LATIN FROM MANHATTAN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Al Goodman presents another Lucky Strike double!--
Another extra! A bright medley of "You're a Builder
Upper" and "She's a Latin from Manhattan".

(MUSIC SWELLS AND FINISHES)

segue to

("WHERE YOUCLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: The Lucky Strike Orchestra plays your choice for this
week's Number SIX....."Where are You" from "Top of
the Town".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNC'R: This week's Number ONE! Sky high in all America's
favor again this week...Carmen Lombardo's great hit..
"Boo Hoo".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR;

And that's YOUR HIT PARADE....Your authority for the most popular tunes in America this week played by Al Goodman and the Lucky Strike Orchestra. Next Wednesday night Your Hit Parade will be heard again over another station with Mark Warnow. And as our guest of the evening we will present one of screendom's most famous stars, Miss Claudette Colbert. Remember that every morning except Saturday and Sunday Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill. Tune in tomorrow and hear Mr. Hill report lively up-to-the minute news events in Your Lucky Strike News Parade.

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

(APPLAUSE)

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

Fade theme 20 seconds

WABC NEW YORK

RTD:HE

WEAF

AMERICAN TOBACCO COMPANY

(REVISED)

"YOUR HIT PARADE"

()
10:00 - 10:45 P.M.

MAY 12, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE . . . All America's choice in popular music . . . played by Mark Warnow and the Lucky Strike Orchestra. And later in the program we will present our guest of the evening, that radiant star of the Metropolitan Opera, Miss Helen Jepson. Twice each week Your Hit Parade brings you the most popular tunes in America - a dance program that is more than just a program of dance music - it's the only authoritative forum of our national musical taste.

(FANFARE)

2nd ANNCR: Your Lucky Strike Hit Parade is based on a weekly nationwide survey made from Maine to California - and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade - a composite picture of this week's musical opinion of America - the only authoritative and complete picture of America's favorite tunes today.

1st ANNCR: Mark Warnow, Lucky Strike's genial batoneer, opens the Hit Parade songbook and the favorite music of the week is on the air!

(FANFARE)

ANNOUNCER: Let's begin with this week's Number TWO: Still a top-notch in your favor ... Carmen Lombardo's "Boo Hoo".

("BOO HOO" NORMAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Coming up ... the coast-to-coast choice for this week's Number EIGHT ... "Blue Hawaii" from Bing Crosby's picture "Waikiki Wedding".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CLAP YOUR HANDS"
("THE GIRL FRIEND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of this week's top tunes, but a rousing Lucky Strike Double ... "Clap Your Hands" and "The Girl Friend".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE ARE YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mark Warnow and the Lucky Strike Orchestra with a tuneful ballad that's number TEN on Your Hit Parade this week ... "Where Are You".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: A man who is an enthusiastic reader of short short stories told us the other day: "Do you know, I can give you the story of all the Lucky Strike cigarettes ever made in just three words - "One grand smoke!" And we think that you, as a smoker, will be interested in some of the reasons why Luckies are "One grand smoke". So here's just one: Luckies are made of the finest center-leaf tobacco. Now there's a world of meaning in that one fact for anybody who knows tobacco. For even the choicest tobacco plants grown are inferior in their top and bottom leaves. Nature lavishes her most precious gifts of flavor and aroma upon the center leaves ... And it is these rich and tender center-leaves that you enjoy in Luckies ... the center leaves of the finest "Cream of the Crop" tobacco. So just remember: that's a requisite for one grand smoke ... center-leaf tobacco. To enjoy its finer flavor, ask for Luckies - a light smoke.

("POLLY WOLLY DOODLE"
"REUBEN REUBEN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Good old American folk music played by the Lucky Strike Orchestra! All dressed up in smart, modern Mark Warnow arrangement... "Polly Wolly Doodle" and "Reuben Reuben".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CARELESSLY" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play a capital tune from the talented pens of Nick Kenny and Norman Ellis ... It's Number FOUR this week throughout the land.. "Carelessly".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE! One of this week's leaders ... an irresistible tune introduced by Jack Haley in the film "Wake Up And Live", "Never In A Million Years".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number NINE favorite...Hoagy Carmichael's grand song... "Little Old Lady".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - - HELEN JEPSON)

GUEST APPEARANCE - HELEN JEPSON

ANNOUNCER: Somewhat after the fashion of Oliver Twist, many of Your Hit Parade listeners have been asking for more, ever since Helen Jepson, radiant young opera star, appeared on this program two months ago. So tonight Miss Jepson - always a good friend of Lucky Strike - has consented to be with us again. Miss Jepson returns with new laurels added to her fame -- laurels from the critical audiences at the Metropolitan Opera -- laurels from concert-goers, too -- and radio listeners. In fact, it is with an even greater sense of privilege than two months ago that we present her to you now....Miss Helen Jepson!

(APPLAUSE)

JEPSON: Thank you and good evening, everyone. It's fun to be back on Your Hit Parade once more.

ANNOUNCER: Even though you're supposed to be on your vacation right now?

JEPSON: (LAUGHS) Yes, even in spite of that ... though I must say, it's wonderful up in the Catskill Mountains at this season!

ANNOUNCER: Tell me, how does an opera singer act on vacation?

JEPSON: Oh, pretty much the same as everyone I guess. Personally, I like to take walks and absorb a lot of sunshine and just generally relax. And then, of course, I have my rabbits.

ANNOUNCER: Rabbits!

JEPSON: Yes -- the Helen Jepson Fairview Rabbitry (ADVERTISEMENT) (LAUGHS) three hundred to four hundred of the finest blooded rabbits in this country, all prize imported stock, ideal for pets, for entry at shows and - including, as far as I know, the only colored Angora rabbits in this country.

ANNOUNCER: Whew! You do sound like a professional -- rabbit fancier, or whatever they're called!

JEPSON: I am -- and I'm crazy about it! I have one special pet rabbit - he really is a darling -- I call him Bosko -- and Bosko goes on all my concert tours with me.

ANNOUNCER: A musical rabbit?

JEPSON: Well, not very as yet, but I think he's beginning to develop an ear for it.

ANNOUNCER: (LAUGHS) Miss Jepson, last time you were with us, you gave us a very vivid picture of the way an opera singer must work. Do you do any singing when you're on vacation?

JEPSON: Oh, yes. An opera singer can never really stop work altogether. And as a matter of fact I don't want to. I've always sung - ever since I was a child. That was back in Akron, Ohio. I used to sing in all the school entertainments and I used to dream....

ANNOUNCER: Yes?

JEPSON: Oh, I used to dream that some day I'd grow up and be an opera singer. You see, I'm really a girl with a one-track mind, I guess. All my life I've worked and studied for just one goal. Every dollar I could earn - every penny I could save -- went right into singing lessons.

(MORE)

JEPSON:
(c o n t)

In fact, I even used to grudge money for clothes - though clothes are practically a passion with me, too. To let you in on a secret, it was a darn in my stocking that helped me to get my first chance.

ANNOUNCER: Please tell us the story.

JEPSON: It was when I first went to Philadelphia to apply for a scholarship at the Curtis Institute. It meant everything to me. Well - I had a darn in my stocking - a very small one - a perfectly neat one. One of the judges noticed it, and.... Well, as I heard later, he said any girl with that good a darn in her stocking ought to make good. So the result was I won the scholarship over 200 contestants.

ANNOUNCER: (LAUGHS) That's a wonderful story, Miss Jepson -- though I really have a sneaking idea that maybe your voice had something to do with the judges' decision too. And now you are going to sing for us "I Love You So", from the "Merry Widow"..... is that right?

JEPSON: Yes, that's right. A charming song that's one of my favorites.

(MUSIC.....SINGS.....)

(APPLAUSE)

ANNOUNCER: That was very beautiful, Miss Jepson..

JEPSON: Thank you.

ANNOUNCER: Certainly the Catskills - and rabbit raising have had no ill effects on your voice.

JEPSON: Oh, as I said, I try never to get out of practice. Even on vacation I often study four hours a day.

ANNOUNCER: As much as that? Then there really is never a time when you aren't using your voice a good deal, is there?

JEPSON: No, singing's an all-year round job, in season and out-of-season.

ANNOUNCER: Miss Jepson, we all know from your last visit with us that you have preferred Luckies ever since you started smoking. But tell me are Luckies easy on your throat - even when your throat never really gets a rest from singing?

JEPSON: Luckies are easy on my throat - always. And I might add they're one of my very favorite vacation pastimes. Mountain air, you know, and sunshine and -- well, Luckies just fit right into the picture.

ANNOUNCER: Thank you very much, Miss Jepson.... for your song ... and for confirming what so many other opera artists say about Luckies.

JEPSON: I've enjoyed my second visit to the Hit Parade even more than I did the first. Good night, 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 HIT PARADE with Mark Warnow and the Lucky
Strike Orchestra ... the favorite music of this week,
obtained by a careful check of the most popular tunes
in all America - the only authoritative and complete
picture of America's favorite tunes today.

("TOO MARVELOUS FOR WORDS" NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now Mark Warnow directs the Lucky Strike Orchestra
in the melody all American picks for Number SIX this
week ... "Too Marvelous for Words".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THERE'S A LULL IN MY LIFE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next .. this week's number FIVE favorite ... another of
the bright tunes from "Wake Up and Live" .. "There's
A Lull In My Life".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CARIOCA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Carioca" ... the sparkling rhumba from "Flying Down To Rio", played as a special selection tonight by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: It means a lot for Helen Jepson to say - as you heard her say a few minutes ago on this program - "Luckies are easy on my throat" ... For, as you well know, Miss Jepson must keep her throat in condition for singing. It is significant that she has smoked Luckies for ____ years and always found them gentle - in other words a light smoke. Our exclusive process, "It's Toasted", which removes certain harsh irritants naturally present in all tobaccos, makes Luckies kind and gentle to your throat. Helen Jepson is typical of many distinguished people who prefer Luckies - not only those whose voices are their fortunes, but professional men and women as well - doctors, lawyers, statesmen - prominent people in every field. Surely it's worth your while to take the same care of your throat. Ask for a light smoke - Lucky Strike. You'll find that since Luckies are easy even on a singer's throat - well, Luckies will be just as easy on your throat, too.

(FANFARE:)

ANNOUNCER: America's FIRST favorite! On the top rung of the musical ladder this week. . . . "September In The Rain".

("SEPTEMBER IN THE RAIN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week, Pinky Tomlin's merry jingle "The Love Bug Will Bite You" is in SEVENTH place throughout the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE. . . . Your nationwide authority for the most popular tunes in America this week, played by Mark Warnow and the Lucky Strike Orchestra. Next Saturday night Your Hit Parade will be heard over another station. Al Goodman and the Lucky Strike Orchestra will play the favorite music of this week, and as our guest of the evening we will present the eminent concert baritone, Mr. Everett Marshall. And remember -- that to give you up-to-the-minute radio news service -- each day except Saturday and Sunday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill. Listen in tomorrow morning and hear Mr. Hill deliver the news in the thrilling fashion that has distinguished him as one of America's ace reporters.

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs-nb-
res-rg-
dlt-5/12/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MAY 15, 1937

10:00 to 10:45 P. M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

1ST ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ...
All America's choice in popular music ...
played by Al Goodman and the Lucky Strike
Orchestra. And later in the program the Lucky
Strike spotlight will play upon our guest of
the evening, the distinguished operatic and
concert baritone, Mr. Everett Marshall. Twice
each week Your Hit Parade brings you the most
popular tunes in America -- a dance program
that is more than just a program of dance music --
it's the only authoritative forum of our national
musical taste.

(FANFARE.....)

2ND ANNOUNCER: Your Lucky Strike Hit Parade is based on a weekly nationwide survey made from Main to California -- and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade -- the only authoritative and complete picture of America's favorite tunes today.

1ST ANNOUNCER: Al Goodman, Lucky Strike's accomplished maestro, is ready to open the Hit Parade songbook, so without further wait, we'll raise the curtain on your favorite music of the week!

(FANFARE.....)

ANNOUNCER: O.K! Start the band, Al Goodman! Tonight's opener is the coast-to-coast choice for this week's Number TWO .. Carmen Lombardo's great song "Boo Hoo."

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

(MUSIC SWELLS AND FINISHES)

Segue to

("CARELESSLY".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with the song you pick for Number FOUR this week .. it's called: "Carelessly."

(MUSIC SWELLS AND FINISHES)

Segue to

("S'WONDERFUL"...
("THAT CERTAIN FEELING"..... .ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman presents a special extra - a Lucky Strike double! Listen to this sparkling medley of two grand George Gershwin tunes ... "S'Wonderful" and "That Certain Feeling."

(MUSIC SWELLS AND FINISHES)

Segue to

("THERE'S A LULL IN MY LIFE"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's Number FIVE! The haunting melody that Alice Fay sings in the picture "Wake Up and Live" ... "There's a Lull In My Life"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: Most of us are already looking forward to vacations - and probably wondering where to go ... the mountains or the seashore? Dude ranch or a cruise abroad? ... One thing is certain .. wherever we go, we want sunshine ... plenty of sunshine .. because we know it's good for us. Now sunshine holds the same magic for tobacco as it does for human beings -- and Lucky Strike offers you more of this magic sunshine than any other cigarette. For Luckies' choice "Cream of the Crop" tobaccos are not only thoroughly sun-ripened in the fields - they are further mellowed by concentrated sunshine. This extra sunshine goodness is imparted to every shred of delicious Lucky Strike tobacco by giant ultra-violet ray machines as one step in the exclusive process "It's Toasted". This process removes certain throat irritants naturally present in all tobacco. It makes Luckies truly a light smoke, easy on your throat. Try Luckies now and, when you do go on your vacation, you'll probably slip a carton of Luckies into your suitcase to take along.

.....
("WHEN YUBA PLAYS THE RHUMBA ON THE TUBA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra in another special selection. They play a distinctive arrangement of that famous rhumba "When Yuba Plays the Rhumba on the Tuba."

(MUSIC SWELLS AND FINISHES)

Segue to

("TOO MARVELOUS FOR WORDS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays your choice for Number SIX this week ... "Too Marvelous for Words."

(MUSIC SWELLS AND FINISHES)

Segue to

("BLUE HAWAII" .. CLARK AND ORCHESTRA)

(FADE FOR A NNOUNCEMENT)

ANNOUNCER: This week's Number EIGHT! A melody popularized
by Bing Crosby in the picture "Waikii Wedding"...
"Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Number THREE this week! A topflight favorite ...
"Never in a Million Years" from "Wake Up And Live"
played by the Lucky Strike Orchestra.

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

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE ... EVERETT MARSHALL FROM NEW YORK)

ANNOUNCER: When a Metropolitan Opera singer makes a phenomenal success in George White's "Scandals" -- that is news! Present in our studio tonight is the famous young baritone who was responsible for that particular piece of news-- Mr. Everett Marshall, Mr. Marshall, whose fine voice has made him as popular with musical comedy fans as with Metropolitan Opera patrons, is another of the many singers who choose Luckies for their cigarette. Your Hit Parade is proud to welcome him as a guest tonight... Mr. Everett Marshall! (APPLAUSE)

MARSHALL: Thank you, and good evening, everyone.

ANNOUNCER: Mr. Marshall, as one familiar with both opera and musical comedy, which do you prefer?

MARSHALL: That's a very dangerous question to answer.

ANNOUNCER: Oh, but you're among friends, Mr. Marshall.

MARSHALL: (LAUGHS) To tell you the truth, I don't know which I prefer. Opera was my first love but -- well, I just like to sing. Any song, if it's good, pleases me.

ANNOUNCER: No one could quarrel with that answer. Have you always liked to sing, Mr. Marshall?

MARSHALL: Oh, yes, ever since I was a boy. I remember back in my home town of Worcester, Mass., I once had a job shovelling potatoes into sacks and barrels in a dark cellar. Pretty dismal work it was -- but singing helped me forget my surroundings.

ANNOUNCER: From potatoes to grand opera is quite a jump -- just what happened in between?

MARSHALL: Well, one year I was a water-boy at the famous Worcester Music Festival. That was where I first got my chance to go to the Cincinnati Conservatory to study. The following summer I came back to the Worcester Festival as a singer rather than as a water-boy.

ANNOUNCER: But the Metropolitan?

MARSHALL: Well, strangely enough, my first actual professional appearance was at the Metropolitan.

ANNOUNCER: That must have been a real thrill.

MARSHALL: But not as big a thrill as my debut in musical comedy. The night I introduced "That's Why Darkies Were Born" in George White's Scandals, I was scared stiff before the curtain went up. You see, I didn't know how the audience would react to an opera singer.

ANNOUNCER: As I remember, they reacted so enthusiastically that it just about brought down the house. And we're to have the pleasure of hearing you sing that same song tonight, Mr. Marshall?

MARSHALL: Yes, I chose it for -- sentimental reasons, I guess.

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: That was grand, Mr. Marshall. It makes me think that more opera singers ought to lend their talents and their voices to popular music.

MARSHALL: You know, I think they should, too. That appearance of mine in George White's Scandals changed my whole career. It made me feel I want to be closer to people -- sing the songs they want most to hear. That's why this year, for instance, I'm not only singing on the air but will play a long return engagement at the Texas Centennial, and then in the Fall I expect to appear in another musical comedy.

ANNOUNCER: That sounds like a busy schedule, Mr. Marshall.

MARSHALL: It is, but I enjoy it. The more work the better -- for me.

ANNOUNCER: Doesn't your voice feel the strain of so much singing?

MARSHALL: No...but like any other muscles of your body that are used a lot, your throat muscles get a little tired once in a while. That's why I try to take good care of them.

ANNOUNCER: Naturally, Mr. Marshall, we're pleased to hear you say that.... because we know you're a Lucky smoker. Have you been smoking Luckies for a long time?

MARSHALL: Yes, for about four years now.

ANNOUNCER: How did you decide on Luckies?

MARSHALL: Well, shortly after that first venture of mine in musical comedy I began to smoke for relaxation in the long hours of rehearsal. But I quickly found that some cigarettes affected my throat differently from others.

ANNOUNCER: And you finally picked out Luckies?

MARSHALL: Yes. I found them easier on my throat, and of course that means a lot to me. Besides, I like the way Luckies taste - I mean, I like the flavor of their tobaccos.

ANNOUNCER: Thank you very much, Mr. Marshall, not only for your song but for what you have said about Luckies.

MARSHALL: I've enjoyed being with you on Your Hit Parade. Goodnight everyone.

(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 HIT PARADE with Al Goodman and the
Lucky Strike Orchestra . . . the favorite music
of this week obtained by a careful check of the
most popular tunes in all America - the only
authoritative and complete picture of America's
favorite tunes today.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now here's the Lucky Strike Orchestra with the
tune you pick for Number NINE this week . . . "Little
Old Lady" from the current musical revue "The Show
Is On".

(MUSIC SWELLS AND FINISHES)

Segue to

("WHERE ARE YOU". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next.."Where Are You"..All America's choice for
Number TEN this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("THREE BLIND MICE"
"GOOD NIGHT LADIES"
"LONDON BRIDGE IS FALLING DOWN". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A rollicking medley of
three overlasting favorites blended into one! The
Lucky Strike Orchestra plays another extra for you -
-- "Three Blind Mice", "Good Night Ladies" and "
"London Bridge Is Falling Down".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL #2

ANNOUNCER:

Everett Marshall's baritone voice is worth many thousands of dollars to him. In fact - literally - his voice is his fortune. So you can just imagine how cautious he is to take the best care of his voice and throat. Now a few minutes ago on this program you heard Mr. Marshall say - in his own words - "Luckies are easier on my throat." And Mr. Marshall knows, for, as he said himself, he picked Luckies after trying several other brands. Here's why Luckies have proved themselves more gentle on his throat during four years of smoking and singing...The exclusive process "It's Toasted" removes certain harsh irritants which are naturally present in all tobacco. These irritants are out of Luckies - so isn't it reasonable that Luckies will be easier on your throat, too? Ask for Lucky Strike - a light smoke.

(FANFARE.....)

ANNOUNCER: Stand by for Number ONE this week. At the top of
the musical heap stands ...Warren and Dubin's
"September in the Rain".

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's Number
SEVEN favorite ... "The Love Bug Will Bite You".

(MUSIC SWELLS AND FINISHES)

Segue to

("THIS IS MY LUCKY DAY". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE...Your nationwide authority for the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Next Wednesday night Your Hit Parade will be heard again over another station. Mark Warnow and the Lucky Strike Orchestra will play the favorite music of the week, and as our guest of the evening we will present an Englishman who is one of America's most distinguished actors, Mr. Leslie Howard. And remember -- that to give you up-to-the-minute radio news service each day except Saturday and Sunday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill. Tune in Monday morning and hear Mr. Hill deliver the news in the thrilling fashion that has distinguished him as one of America's ace reporters.

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

(APPLAUSE)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ
EB

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

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

MAY 19th, 1937

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... All America's choice in popular music ... played by Mark Warnow and the Lucky Strike Orchestra. Later in the program in a special broadcast from Hollywood we will present our guest of the evening, a stage and screen favorite of here and abroad, the celebrated British actor, Mr. Leslie Howard. Twice each week Your Hit Parade brings you the most popular tunes in America - a dance program that is more than just a program of dance music - it's the only authoritative forum of our national musical taste.

(FANFARE)

2nd ANNCR: Your Lucky Strike Hit Parade is based on a gigantic weekly nationwide survey made from Maine to California - and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing.

(M O R E)

2nd ANNOUNCER: (CONTINUED)

Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade - a composite picture of this week's musical opinion of America - the most authoritative and complete picture of America's favorite tunes today.

1st ANNCR: But right now Mark Warnow is ready with the favorite music of the week. The first tune on deck tonight is your choice for this week's Number SEVEN "The Love Bug Will Bite You!" - Number SEVEN....

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO! Runner-up for the nation's top musical honor this week "September in the Rain".

("SEPTEMBER IN THE RAIN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SIBONEY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Siboney" ... the captivating Cuban tango, played as a special selection tonight by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra with this week's
Number SIX favorite....the glowing ballad "Never In A
Million Years" from "Wake Up And Live"...Number SIX.

(MUSIC SWELLS AND FINISHES)

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

3-A

COMMERCIAL #1

Among dozens of fine young thoroughbreds there is only one Kentucky Derby winner. Among many hundreds of charming women, only a few possess true beauty. And the same process of rigorous selection applies to tobacco. Take the entire crop of the finest tobacco plantation in the world and less than a fourth of it would be suitable for Lucky Strikes. For we have made it a rule to insist upon the finest of the finest - the center leaves of the best tobacco - the Cream of the Crop. And you can taste that finer flavor of center-leaf tobacco in every Lucky Strike cigarette. Notice that there is none of the harshness which even the best bottom leaves impart - none of the bite which comes from the immature top leaves - instead, only the full rich smoothness of perfectly developed center-leaf tobacco. To make sure of this greater smoking enjoyment for yourself, ask for Lucky Strike - a light smoke.

("CAMPTOWN RACES"
"POP GOES THE WEASEL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A modern dance interpretation
of grand old American folk tunes - two special extras --
"Camptown Races" and "Pop Goes The Weasel".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the coast-to-coast
choice for NINTH place this week. Number NINE ...
"Little Old Lady", from "The Show Is On".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE! ... one of this week's leaders...another
scintillating rhythm from Gordon and Revel's score for
"Wake Up and Live" ..."There's a Lull In My Life",
in THIRD place on Your Hit Parade...

("THERE'S A LULL IN MY LIFE" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TOO MARVELOUS FOR WORDS" NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Coming up -Dick Whiting's triumphant hit from the picture
"Ready, Willing & Able" .. it's EIGHTH on Your Hit Parade
this week...Number EIGHT "Too Marvelous For Words".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - LESLIE HOWARD from HOLLYWOOD)

GUEST APPEARANCE

4-A

N.Y. ANNCR: In all the long list of stars of stage, screen, radio and opera who have expressed their preference for Luckies, there is no name more distinguished than that of the gentleman we are privileged to introduce to you this evening - Mr. Leslie Howard!

(APPLAUSE)

This brilliant English actor, noted for his portrayals in such outstanding productions as "Berkeley Square", "Petriified Forest", "Romeo and Juliet" and "Hamlet", will soon be seen in a vehicle of a different sort, Warner Brothers hilarious farce, "It's Love I'm After". We take you now to California to hear Leslie Howard!

SWITCH:

NEW YORK TO LOS ANGELES

HOWARD: Hello there! (PAUSE) What are we going to talk about?

ANNOUNCER: We hoped you'd have some ideas on that subject, Mr. Howard.

HOWARD: Did you really? Well, let me see ... when I was on the radio with Eddie Cantor I said something about three pairs of rubbers. It was a gag, and very funny, too. I wish I could remember the rest of it.

ANNOUNCER: That isn't exactly the type of material we use on Your Hit Parade, Mr. Howard.

HOWARD: You see, the whole point of the thing was that "three pairs of rubbers" wasn't the right answer at all. (LAUGHS) Very funny. If I could only remember what it was that Eddie said first

ANNOUNCER: Suppose you tell us instead how you came to be an actor, Mr. Howard.

HOWARD: How I came to be an actor? Well, I blame that on circumstances. When I was a young fellow in London just before the War, I was working in a bank, and running a dramatic club on the side. I suppose you'd call it a Little Theatre over here. I was tremendously interested in dramatics....but not in the acting end of it...in the writing and direction. However, every once in awhile, when I couldn't find the right person to fill a role, I'd have to jump in and play the part myself, even though I'd be frightened half out of my wits. Then when the War came along I received a commission in the cavalry, and served three years. I was invalided out of service before the War ended, and since I'd been married while I was in the Army, I needed a job rather badly. There was a great demand for actors in London at the time...and, well, I've been an actor ever since, Heaven help me.

ANNOUNCER: You aren't trying to suggest that you don't enjoy being an actor, Mr. Howard?

HOWARD: No, I suppose I do, really. It's been great fun most of the time. For example, my current picture...

ANNOUNCER: The title is "He Wouldn't Get Married", isn't it?

HOWARD: That was the title before we started. Now Warners have changed it to "It's Love I'm After".

ANNOUNCER: Didn't I hear that it's a comedy? That's rather a different sort of picture for you, Mr. Howard.

HOWARD: Farce would better describe it. And it is a change of pace for me. You see, I've been so very solemn recently, playing such roles as "Romeo" on the screen and "Hamlet" on the stage. In this I'm a bit gay, a jolly sort. The fellow is an actor and it's rather fun doing him. I used to be able to get laughs. It will be nice to see if I get them again.

ANNOUNCER: (AMAZED) You used to be a comedian?

HOWARD: Certainly. My first parts in America were comedies - "Her Cardboard Lover" and that sort of thing. But the memory of the public is very short. People forget so quickly. I've appeared in role after role where I've suffered and died. Even my friends have been affected by my professional solemnity. I've noticed them regarding me with amazement when I laugh.

ANNOUNCER: That's an interesting observation, Mr. Howard. Then an actor's roles do affect his private life?

HOWARD: They affect the opinions others hold of him. That's easy to understand. Naturally people think of an actor in terms of the characters he portrays, rather than as the type of chap he really is. Of course, I am aware that many actors often vigorously declare to their press agents that "they live their parts". But, personally, I'm always suspicious of their ability when they stress this too strongly.

ANNOUNCER: I gather that you're not a believer in the realist school.

HOWARD: I don't understand the term as applied to acting. If there were complete realism in the theatre, it would cease to be the theatre. For example, an actor is called upon by his part to fall down dead on the stage. Now no one can expect an actor to know how it feels to be dead. All he can do is to close his eyes and lie still, hoping a fly will not land on his nose and make him sneeze.

ANNOUNCER: Let's go back to the subject of the film comedy you are now playing, Mr. Howard. You said that your friends had much to do with your decision to play this farce.

HOWARD: Yes, I think the one who had most to do with it is my daughter Leslie. I began to notice that she was evincing a marked lack of interest in my work. She didn't care much about seeing pictures I appeared in. Finally I said to her, "Look here, have you gone off me?" Her reply brought me up short. She said, "I don't care to see you die again". I got to thinking that there's a lot in that. Children are very keen. They lead the popular vote in what people like. Here am I regarded as a solemn tragic fellow. It was time I changed.

ANNOUNCER: This daughter of yours sounds like an unusual child. Did you say her name is Leslie - the same as yours?

HOWARD: Yes, the same. You see, it's an old family name. She's a very positive individual. I'll never forget the first time she came to visit me in a motion picture studio. She walked in unannounced as we were rehearsing a love scene. She watched for only a moment. Then she uttered her now famous comment, "Amazing business", she said. And turning on her heel, walked out. It was years before we could get her to come near a studio again.

ANNOUNCER: You have a son, too, haven't you, Mr. Howard?

HOWARD: Yes, indeed. Ronald is still in school in England. He's cramming for examinations since he was ploughed in math. From his letters to the Indispensable, he's a bit lonesome.

ANNOUNCER: You're using some English slang that needs explaining, Mr. Howard. I understand the cramming means studying hard, and I gather that ploughed might mean that Ronald didn't pass in mathematics. But I'm puzzled about the Indispensable.

HOWARD: Sorry. I should have said Mrs. Howard. The Indispensable is our nickname for her. We all have nicknames, you know, in our family. Leslie is "Doodie", Ronald is "Winkie", and Mrs. Howard is simply The Indispensable.

ANNOUNCER: For reasons, of course.

HOWARD: Of course, I could spend hours giving you good and valid reasons and not cover half the ground. She sees to our comfort, keeps us fit and happy. And by the way, it should interest you to know that one of her functions as the Indispensable is to make sure that I have plenty of ^{cigarettes} ~~books~~ on hand at all times. She buys them, several cartons at a time, and puts them everywhere in the house. It's just a part of her astounding efficiency.

Announcer: When you say cigarettes, what brand are you talking about?

Howard: Well, what's your guess?

Announcer: I hope Luckies.

Howard: Luckies it is.

ANNOUNCER: Very good, Mr. Howard. And now since you've mentioned Luckies, will you tell us exactly what you think about them.

HOWARD: You really want to hear?

ANNOUNCER: Yes.

HOWARD: You're willing to chance ~~it~~ *what my opinion might be?*

ANNOUNCER: ~~Yes~~. I'll take a chance.

HOWARD: (LAUGHING) Well, you're running no risk at all, because frankly, I like Luckies very much indeed. You see, Luckies were one of the first friends I made in America, and like all good friends, they've stood the test of time. It was really a revelation to me to learn that there was a cigarette I could enjoy completely, without risking throat irritation. You see, working the way I do, on everything from Shakespearian tragedy to radio comedy -- by the way, did I mention the gag I pulled about the three pairs of rubbers?

ANNOUNCER: Yes, Mr. Howard, you did.

HOWARD: So I did. But at any rate, my work does demand a good deal of my vocal chords, and yet Luckies always keep on good terms with my throat. That's why I've taken to recommending them to my friends too. For it seems only simple logic to me that a cigarette that is safe for a person who places an unusual strain on his throat, should be safe for anyone.

ANNOUNCER: Well, thank you, Leslie Howard. We have enjoyed your informal visit with us this evening. This is "Your Hit Parade" any time you wish to call again.

HOWARD: If you'll allow me to come again, I promise to remember the rest of that gag about the three pairs of rubbers. It was really excruciating. Good night, ladies and gentlemen.

REVERSAL: LOS ANGELES TO NEW YORK

(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 HIT PARADE with Mark Warnow and the Lucky
Strike Orchestra...the favorite music of this week,
obtained by a careful check of the most popular tunes in
all America - the only authoritative and complete picture
of America's favorite tunes today.

("LET'S CALL THE WHOLE THING OFF" NORMAN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now Mark Warnow directs the Lucky Strike Orchestra
in this week's Number TEN ... one of the gay and nimble
tunes from George Gershwin's score for the new Astaire-
Rogers picture "Shall We Dance".... Number TEN..."Let's
Call The Whole Thing Off".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE ARE YOU" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with the tune our nationwide survey shows is FIFTH this week...Number FIVE, "Where Are You".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

{ "GREAT DAY"
"THREE LITTLE WORDS"
"HALLELUJAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A Mark Warnow medley of three special selections, played by the Lucky Strike Orchestra.. "Great Day" from the show of the same name, "Three Little Words", and "Hallelujah" from "Hit The Deck".

(MUSIC SWELLS AND FINISHES)

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

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

A few minutes ago, in a special broadcast from Hollywood, Leslie Howard said - I'm quoting his exact words - "Luckies always keep on good terms with my throat". Now during the fifteen years Mr. Howard has been smoking Luckies, he has been acting almost constantly, in movies or on the stage. As he puts it himself, he has had "an unusual strain on his throat". So the fact that he has found Luckies so easy on his throat certainly speaks volumes for that exclusive Lucky Strike process - "It's Toasted". This process, which removes certain harsh irritants naturally present in all tobacco, makes Luckies kind and gentle to your throat - truly a light smoke. Notice how many other distinguished people prefer Luckies - not only those whose voices are their fortunes, but professional men and women as well - doctors, lawyers, statesmen, and others. Follow their example and ask for Lucky Strike. For as Mr. Howard himself pointed out -- it's simple logic that a cigarette that is safe for a person who places an unusual strain on his throat, should be kind to anyone's throat.

(FANFARE)

ANNOUNCER: Number ONE! The top tune - ace high in all America's favor this week "Carelessly".

("CARELESSLY" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BOO HOO" NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the melody you place FOURTH this week - Number FOUR "Boo Hoo".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America this week, played by Mark Warnow and the Lucky Strike Orchestra. Next Saturday night YOUR HIT PARADE will be heard over another station. Al Goodman and the Lucky Strike Orchestra will play your favorite music and as our guest of the evening, we will present the distinguished contralto of the Metropolitan Opera, Miss Bruna Castagna. And remember, each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE - an up-to-the-minute radio news service delivered by one of America's ace newsmen, Edwin C. Hill. Tune in tomorrow morning and hear Mr. Hill's colorful picturization of timely news events from every section of the globe.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MAY 22nd, 1937
10:00-10:45 P. M.

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

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

1st ANNOUNCER: Lucky Strike presents YOUR HIT PARADE... All America's choice in popular music...played by Al Goodman and the Lucky Strike Orchestra. And tonight Lucky Strike adds another illustrious name to the long list of guest stars appearing with Your Hit Parade...we present later in the evening the distinguished contralto of the Metropolitan Opera, Miss Bruna Castagna. Twice each week Your Hit Parade brings you the most popular tunes in America -- a dance program that is more than just a program of dance music -- it's the only authoritative forum of our national musical taste.

(FANFARE.....)

2nd ANNOUNCER: Your Lucky Strike Hit Parade is based on a gigantic weekly nationwide survey made from coast to coast -- and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked.

(MORE)

2nd ANNOUNCER: (CONT'D) Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled -- and the result is Your Hit Parade -- the only authoritative and complete picture of America's favorite tunes today.

1st ANNOUNCER: O.K. Al Goodman! Start the favorite music of the week! Set the airplanes humming with the nation's choice for this week's Number FOUR...
"Boo Hoo" . . . number FOUR.

("BOO HOO" QUARTET & ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

segue to

"WHERE A RE YOU" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with this week's fifth choice .. a great rhythm number from the Universal film "Top of the Town" ...
"Where are You" .. number FIVE.

(MUSIC SWELLS AND FINISHES)

SEQUE TO

("SENTIMENTAL GENTLEMAN FROM GEORGIA"
("PUTTIN' ON THE RITZ" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A smart Al Goodman medley of swing tune classics...two special extras... "Sentimental Gentleman from Georgia" and "Puttin' on the Ritz".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO! The Lucky Strike Orchestra plays this week's second choice ..."September in The Rain".

("SEPTEMBER IN THE RAIN"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1.

ANNOUNCER: Smoking is one of the greatest pleasures in the world.... Smoking brings us contentment, relaxation. Around a campfire at night, men find peace and solace in a cigarette. In moments of gayety - in moments of loneliness -- anytime, anywhere, a cigarette offers welcome companionship. Yes, smoking is one of the greatest pleasures in the world...but it can be utterly spoiled by throat irritation And absence of throat irritation depends upon removal of certain throat irritants.

(MORE)

ANNOUNCER:

(CONT'D) That's exactly the reason why you can enjoy to the full the fine, rich flavor of Luckies - because our exclusive process "It's Toasted" removes certain harsh irritants naturally present in even the finest tobacco. Everybody knows heat purifies. By the use of higher degrees of heat than is ordinary in cigarette manufacture, the "Toasting" process takes certain irritants out of Luckies -- makes Luckies a cigarette you can really enjoy to the full - a light smoke easy on your throat. This is why, for millions, Lucky Strike is their definition of smoking pleasure. Make sure of this same throat-comfort, this same thorough smoking enjoyment, for yourself. Ask for Luckies -- a light smoke.

("RAIN ON THE ROOF"

("SINGING IN THE RAIN". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

And now Al Goodman presents another Lucky Strike Double! A gay and danceable medley of two special selections.. "Rain on The Roof" and "Singing in The Rain".

(MUSIC SWELLS ANF FINISHES)

segue to

("TOO MARVELOUS FOR WORDS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra play the tune
our nationwide survey shows is EIGHTH this week...
"Too Marvelous For Words".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE! Standing high in third place in
your favor this week...."There's a Lull in My Life"
from "Wake Up and Live".

("THERE'S A LULL IN MY LIFE" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LET'S CALL THE WHOLE THING OFF" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In tenth place - a newcomer to Your Hit Parade
this week.. one of George Gershwin's knockout
hits from the picture "Shall We Dance"...
number TEN .. "Let's Call the Whole Thing Off".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - BRUNA CASTAGNAFROM NEW YORK)

ANNOUNCER: Columbus felt not half the thrill in discovering the New World that a musician feels in discovering a new great musical talent. A few short years ago in Milan, the celebrated maestro Toscanini experienced such a thrill when he heard a young Italian contralto - Bruno Castagna - sing for him in a private audition. He signed her instantly for three seasons at the famous "La Scala" Opera House. Since then Miss Castagna has gone to score new triumphs at the Metropolitan in New York. A good friend of Lucky Strike, ever since her first visit to this country, Miss Castagna has consented to be the guest of Your Hit Parade tonight. It is my privilege to present her to you now in person -- Bruno Castagna!

(APPLAUSE)

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

ANNOUNCER: Miss Castagna -- I think everyone is interested in the way an artist gets started on a career. I wonder if you would tell us something of your early experiences.

CASTAGNA: Well - how do you say it in English? I got off to a very early start. I began to study music at the age of seven.

ANNOUNCER: You were already a student of singing when you were only seven years old?

CASTAGNA: No, first I was a pianist. It wasn't until I was twelve that I decided to become a singer.

ANNOUNCER: Twelve years old? -- practically middle-aged!

CASTAGNA: (LAUGHS) Yes - but my parents did not approve. My father wanted me to be a pianist. I wanted to be a singer.

ANNOUNCER: And as usual, daughter won out!

CASTAGNA: Well, I finally had to run away from home to win my point.

ANNOUNCER: You actually ran away to become a singer?

CASTAGNA: **Yes**, it was the only way. I went and sang for the manager of the opera house at Mantova, Italy. I was very frightened, but he gave me a chance. I made my debut as Marina in "Boris Godounoff" at the age of 15.

ANNOUNCER: It must have taken great courage for a young girl to do that.

CASTAGNA: Oh, I wanted to sing -- that was all ... and so after that I went to Buenos Aires. I sang at the opera there for three years.

ANNOUNCER: All this while you were still in your teens?

CASTAGNA: Yes, it was thrilling! Then I came back to Italy and Toscanini heard me and - well - you have already told what happened after that.

ANNOUNCER: A fascinating career, Miss Castagna - and, to judge from what the critics say, there are many more thrills and triumphs in store for you in the future. Tonight, I believe, you are going to sing for us the "Habanera" from Carmen?

CASTAGNA: Yes, "Carmen" is one of my own favorite operas. I have even personally visited Spain to try to make myself familiar with the real background of the opera. So now I will sing Carmen's song, the "Habanera".

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: Bravo, Bruna Castagna, bravo! You make us understand how Toscanini must have felt when he discovered you.

CASTAGNA: Thank you.

ANNOUNCER: Miss Castagna, when you sing that song "Habanera", in the opera, aren't you smoking a cigarette at the same time?

CASTAGNA: Yes, that is one of several places where the plot of the opera calls for Carmen to smoke a cigarette.

ANNOUNCER: Spanish cigarettes?

CASTAGNA: (LAUGHS) No, we opera singers do not carry realism that far. The cigarettes I smoke in "Carmen" are the same I smoke off-stage -- Lucky Strikes.

ANNOUNCER: And even while singing you find them easy on your throat?

CASTAGNA: Yes, perfectly.

ANNOUNCER: Well, that sounds like the hardest possible test for any cigarette - to smoke it when you are in the middle of an opera and using your voice and throat to the utmost.

CASTAGNA: That's just why I was so glad to discover Luckies when I came to America. With Luckies I can smoke and sing.

ANNOUNCER: We might call that your professional reason for choosing Luckies, Miss Castagna. But you prefer them off-stage, too?

CASTAGNA: Yes, you see, the taste of Luckies also pleases me better than other cigarettes. In fact, I think I'd list Lucky Strike - along with the New York skyline - as among the many things that endear America to me.

ANNOUNCER:

Well, thank you very much, Miss Castagna - not only for your song, but for your very interesting remarks about Luckies.

CASTAGNA:

I have enjoyed being here. Goodnight, everyone.

(CONTINUED ON NEXT PAGE)

(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 HIT PARADE with Al Goodman and the
Lucky Strike Orchestra...the favorite music of this
week obtained by a careful check of the most
popular tunes in all America -- the only
authoritative and complete picture of America's
favorite tunes today.

("LITTLE OLD LADY". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the latest song
success by the author of "Lazy Bones" and "Star
Dust"...All America's choice for Number NINE this
week...Hoagy Carmichael's "Little Old Lady" from
"The Show Is On".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next...America's choice for this week's Number SIX
..."Never In a Million Years" from "Wake Up and Live,"
Number SIX.

(MUSIC SWELLS AND FINISHES)

segue to

("BEGIN THE BEGUINE". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra with a special selection..
Cole Porter's dazzling rhumba from the musical
comedy "Jubilee"... "Begin the Beguine".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

(COMMERCIAL #2.

ANNOUNCER: A few minutes ago, the famous Metropolitan Opera Contralto, Bruna Castagna, sang for you the beautiful "Habanera" from Carmen. And afterwards she pointed out that the cigarettes she smokes in the course of this opera are the same she prefers off-stage -- Lucky Strike. Now isn't that the greatest possible tribute to a cigarette? As Miss Castagna herself puts it -- "With Luckies I can smoke and sing." Here's why Luckies are so kind to the throat -- a light smoke that even an opera singer finds gentle. The exclusive process, "It's Toasted" removes certain harsh throat irritants. These irritants, which are naturally present in all tobacco, are not present in Luckies. So there's the reason Bruna Castagna finds Luckies so easy on her throat. By the same token won't Luckies be easier on your throat, too? Ask for Lucky Strike -- a light smoke.

(FANFARE.....)

ANNOUNCER: Number ONE! Riding high on the crest of a musical wave this week... "Carelessly"... in first place from coast to coast.

("CARELESSLY" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the melody you pick for number SEVEN this week... "The Love Bug Will Bite You".

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE...your nationwide authority for the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Next Wednesday night YOUR HIT PARADE will be heard over another station. Mark Warnow and the Lucky Strike Orchestra will play your favorite music and as our guest of the evening we will present the lovely young star of the screen, Miss Ann Sothern. And remember, each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE - an up-to-the-minute radio news service delivered by one of America's ace newsmen, Edwin C. Hill. Tune in Monday morning and hear Mr. Hill's colorful picturization of timely news events from every section of the globe.

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

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cbs
or

(REVISED)

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

() ()
10:00 - 10:45 P. M.

MAY 26, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... All America's choice in popular music ... played by Mark Warnow and the Lucky Strike Orchestra. And later in the program we span the continent to Hollywood where we present our guest of the evening, that lovely young star of the screen, Miss Ann Sothern. Twice each week Your Hit Parade brings you the most popular tunes in America - a dance program that is more than just a program of dance music - it's the only authoritative forum of our national musical taste.

(FANFARE)

2ND ANNOUNCER: Your Lucky Strike Hit Parade is based on a gigantic weekly nationwide survey made throughout the land. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated.

(more)

2ND ANNOUNCER: Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade - a composite picture of this week's musical opinion of America - the only authoritative and complete picture of America's favorite tunes today.

1ST ANNOUNCER: Mark Warnow opens the Hit Parade songbook at Number FOUR ... It's "The Love Bug Will Bite You" ... the nation's choice for this week's fourth place.

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

(MUSIC SWELLS AND FINISHES)

segue to

("SWEET LEILANI" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! "Sweet Leilani" from Bing Crosby's picture "Waikiki Wedding" takes the eighth spot on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

segue to

("LITTLE BROWN JUG"
"BUFFALO GAL"
"SAILOR'S HORNPIPE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A modern dance arrangement of three good old American tunes played by the Lucky Strike Orchestra... "Little Brown Jug," "Buffalo Gal," and "Sailor's Hornpipe."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number TWO! A leader in your favor and second in
nationwide popularity this week ... "Never In a
Million Years" from the picture "Wake Up and Live."
("NEVER IN A MILLION YEARS" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

(COMMERCIAL #1)

ANNOUNCER:

Many of us still are familiar with the old American custom of the "second table" ... and those of us who are will probably remember that the real delicacies - the pick of the banquet - always seemed to disappear at the "first table" ... Now, at tobacco auctions, there are, so to speak, first and second tables - yes, and third and fourth and fifth tables, too. But right at the head of the first table - getting the very pick of the tobacco offered - the Cream of the Crop - invariably you will find the buyers of tobacco for Lucky Strike cigarettes. Why? Because for years Lucky Strike has insisted that our buyers accept only the finest tobacco grown - the tender center leaves of the Cream of the Crop. You can taste this difference in every Lucky Strike cigarette. For notice that there is none of the bite which comes from the immature top leaves - none of the harshness the woody bottom leaves impart - only the rich, full smoothness of the perfectly matured center leaves. To make sure of your place at the "first table" of smoking enjoyment ... to make sure of the finer flavor of center-leaf tobacco - the "Cream of the Crop" ... ask for Lucky Strike, a light smoke.

"ESPAGNA CANI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: An exciting Spanish paso doble ... "Espagna Cani" ...
played as a special selection by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

"THERE'S A LULL IN MY LIFE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! A rhythmic melody from the Ben Bernie -
Walter Winchell picture "Wake Up and Live" is your
choice for fifth place this week ... "There's a Lull
In My Life."

(MUSIC SWELLS AND FINISHES)

segue to

"LITTLE OLD LADY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! ... Here's the melody that's in seventh
place throughout the land this week ... "Little Old
Lady" from "The Show Is On."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE! One of this week's topflight favorites
... "September in the Rain."

"SEPTEMBER IN THE RAIN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - ANN SOTHERN FROM HOLLYWOOD)

NY ANNOUNCER: Guest of Your Hit Parade tonight is a young lady who has been making screen history out in Hollywood. As lovely as she is talented, she richly deserves her place in Lucky Strike's great Hall of Fame, and we are proud to be able to introduce her to you as our friend - Miss Ann Sothern.

(APPLAUSE)

Last week saw the first enthusiastic reviews of the new RKO picture "There Goes My Girl" -- in which Ann Sothern is co-starred with Gene Raymond. Yet already Miss Sothern is hard at work on another picture for RKO. We take you now to the film capitol to hear... Miss Ann Sothern...

(SWITCH NEW YORK TO LOS ANGELES)

SOTHERN: The red light tells me I'm on the air, and....I'm petrified already.

ANNOUNCER: There's really no need to be, Ann. After all...this is just a simple interview.

SOTHERN: Oh, let's not have an interview! Can't we just have a little informal chat together.

ANNOUNCER: All right, Ann...a chat it is. (KIDS)....a chat about the famous Ann Sothern.

SOTHERN: Good! Then may I have a cigarette?

ANNOUNCER: Certainly! Allow me...

SOTHERN: Thanks. I'll feel much more at ease with a Lucky.

(SOUND MATCH STRIKE AND FLARE)

SOTHERN: Ah...that's much better.

ANNOUNCER: Ann -- just between ourselves, of course -- what sort of an example do you think your career would set for a young girl who had ambitions to become a screen star?

SOTHERN: I'm afraid my example would be a pretty hard one to follow, ----- You see, my career, as you call it, is really the result of several big moments that happened quite by accident. Things either happen to you or they don't...and there's not very much you can do about it.

GUEST APPEARANCE - ANN SOTHERN

ANNOUNCER: Well, now Ann ... it is a good thing we decided not to have an interview, because if this were the conventional stuff you'd have to say that you had always dreamed of being a picture star, that you'd worked for it, planned for it ...

SOTHERN: I suppose so, but not much happened in my early life until 1928. Then I passed my Christmas school vacation with my mother. At that time, she was acting as a voice coach in one of the studios. It was the beginning of talking pictures, if you remember. Well, one day, mother suggested that I go to the studio with her. I didn't really want to go. But she insisted. So I went. Sometimes I wonder what might have happened to me, if I'd gone shopping instead.

ANNOUNCER: Old Lady Fate has funny ways of pulling strings, hasn't she?

SOTHERN: She certainly has done strange things to me. No sooner did we get on the lot than a man stopped to speak to mother and I was introduced to him. The man was the Production Manager of the studio. Suddenly he asked me if I'd like to be a motion picture actress.

ANNOUNCER: I'll bet I can guess what you answered.

SOTHERN: Oh, no you can't. Because I didn't answer anything. I just stood there and stared at him. I'd never given a thought to a picture career. Mother and I both believed he was joking. But he finally convinced us that he was serious.

(M O R E)

GUEST APPEARANCE

SOTHERN: A few days later I signed a contract as a stock girl. I
CONT'D was to begin, of course, with very small parts. But all they
ever asked me to do was to take publicity pictures. You
know the kind I mean. Girl at beach. Girl plays tennis.
Girl eats lunch. Girl meets boy. Girl gets photographed.

ANNOUNCER: And all that time you never appeared on the screen. Then
where did you get your acting experience?

SOTHERN: I'd had a little experience in school plays and in concert
work. But I never dreamed that my first professional
opportunity would be given me by Florenz Ziegfeld.

ANNOUNCER: And was this another trick of fate?

SOTHERN: It definitely was. My second big chance came when I met
Mr. Ziegfeld quite by chance at a party in Hollywood ...
He heard me sing ... and I was introduced to him.

ANNOUNCER: Now at last the plot's getting familiar! He said "Young
lady, you're just the type I've been looking for!"

SOTHERN: Don't be silly! He said nothing of the sort! He said,
"How do you do?" But a week later he did wire me from
New York, offering me a part in his production "Smiles".
I took the job, of course.

ANNOUNCER: I remember the big hit you made in "Smiles", Ann.

SOTHERN: I'm afraid your memory is more complimentary than accurate.
I didn't make a hit at all. In fact, I went through some
pretty awful moments in "Smiles".

ANNOUNCER: Awful moments?

SOTHERN: Dreadful! You see, because I stayed out of everyone's way in rehearsals, they thought I knew what things were all about, and they left me alone. And, actually, I was so green! For instance, one of my numbers was called "Blue Bowery". I'd never even seen the Bowery, and they left the costume to me! I shudder everytime I think of that get-up! The only thing I can say for it is that there's never been anything like it, on the Bowery or any place else. I wore a black satin skirt, split up the side, sheer net stockings and high-heeled pumps, a sweater, beret, and all the jewelry I could find. I looked like just what I was .. an amateur giving a bad impersonation of a tough. Then, to make it worse, in the middle of the song, I suddenly realized I didn't know how to get off. That stage look ten miles wide! I tried to be graceful about it but actually I literally sneaked off, step by step. As a result, I got there too soon. I finally ended by practically running off. I don't blame the manager for not keeping me after two weeks. The show had to be cut for Broadway, and mine was one of the acts that was dropped.

ANNOUNCER: That was a tough break.

SOTHERN: No, I deserved it and I think I learned something from the experience. Well - that about covers the important points in my life story.

ANNOUNCER: But that's really only the beginning, Ann ... How about your big successes on Broadway ... your leading role in the big hit "Of Thee I Sing" your success in "Let's Fall In Love" ... and all your other pictures. It's been a long series of ups and down, hasn't it, Ann?

GUEST APPEARANCE

SOTHERN: Yes, _____. But I hope I haven't made it sound as though I didn't have a lot of fun along the way ... Because I have. I manage to have an awfully good time out of life. Now that you've brought me up to the present, may I tell you another thing that has run through my life? Thanks!

Well, it's accidents! I've had all kinds of them since I was two years old. I've fallen down a flight of stairs. At five I set myself on fire. At eight I fell with a milk bottle in my arms and cut myself. I've been thrown from a horse that rolled on me. I've been almost drowned. I've made forced landings in airplanes, and been in about three automobile accidents. Then just a few weeks ago, not content with all that, I fell and cut my lip so badly that I couldn't talk for days.

(O V E R)

ANNOUNCER: Aren't you superstitious about all these things that have happened to you -- good and bad?

SOTHERN: Well, not as much as my friends think I am. Some years ago I started a collection of charm bracelets. I now have more than a hundred and fifty little charms that my friends have given me. And each time I get one, I'm told, "This is for good luck". I guess I'm pretty lucky at that. But I still like to have a little wood handy.

ANNOUNCER: I don't blame you for knocking on wood, Ann Sothern. But I've been wondering about that knapsack you're carrying around. Is it a good luck charm too?

SOTHERN: No. And it's not a knapsack either. It's a knitting bag. I always carry it wherever I go. It holds my needles, my yarn and my cigarettes. Oh, by the way, you gave me a Lucky. Will you have one of mine now?

ANNOUNCER: Thanks. Do you always smoke Lucky Strikes, Miss Sothern?

SOTHERN: Yes, and I have for years. You see, I have to consider my singing voice, as well as my speaking voice. Long ago I discovered that Luckies were the perfect smoke. They're easy on my throat -- and they're so rich and mellow that they taste grand. Most of my friends feel the same way about them. I keep packages of Luckies in my make-up box - and in the pocket of my old rocking chair which I always have on the set -- and also in my knitting bag.

ANNOUNCER: Or Knapsack.

SOTHERN: Oh, all right, knapsack to you. Then I'm sure there will always be a Lucky handy when I want one. And that's often -- for Luckies have never let me down.

ANNOUNCER: I agree with you absolutely, Ann Sothern. They're my favorite smoke for all hours, too.

SOTHERN: And now, if you'll just excuse me, I'll take my little knitting bag - and bid you all good night.

ANNOUNCER: Good night, Ann Sothern, and thank you.

(SWITCH: LOS ANGELES TO NEW YORK)

(APPLAUSE)

(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 HIT PARADE with Mark Warnow and the Lucky
Strike Orchestra . . the favorite music of this week,
obtained by a careful check of the most popular tunes
in all America - the only authoritative and complete
picture of America's favorite tunes today.

("WHERE ARE YOU" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra with the song our
nationwide survey shows is in SIXTH place this week....
Number SIX ... "Where Are You".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In NINTH place another lilting song from "Waikiki
Wedding" is the nationwide choice for this week's
Number NINE "Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

{ "WHY"
"OH KATERINA"
"ALEXANDER'S RAGTIME BAND" ORCHESTRA }

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Triple! A blazing medley of red hot rhythm favorites ... three special extras ... "Why", "Oh Katerina" and "Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

. (COMMERCIAL #2)

LUCKY STRIKE
Commercial #2

ANNOUNCER: What's in a knitting bag? In Miss Ann Sothern's - as we heard from her own lips a few minutes ago - are knitting needles, yarn, and - Lucky Strike cigarettes! Now the fact that this famous Hollywood actress has been smoking Luckies for years should be of real interest to you. For consider the strain an actress's voice undergoes and you'll see how much it means that Miss Sothern finds Luckies - to use her own words - "the perfect cigarette for my throat" -- Luckies are the choice of so many other distinguished people too - particularly those whose voices are their fortunes - that there must be good sound reasons to explain this preference. And here's one. The exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco - makes Luckies, as Ann Sothern says, the "perfect cigarette for the throat" - truly a light smoke. Follow Miss Sothern's example and ask for Lucky Strike. For, since Luckies are easy on her throat - with all the hard picture work she does - Luckies certainly should be easy on your throat, too. And you'll enjoy the finer taste of the center leaf tobaccos in Luckies!

(FANFARE)

ANNOUNCER: Stand by for Number ONE! America's first favorite this week ... "Carelessly".

("CARELESSLY" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BOO HOO" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... coming up ... a triumphant Carmen Lombardo hit that is all America's choice for tenth place this week "Boo Hoo".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE Your nationwide authority for the most popular tunes in America this week, played by Mark Warnow and the Lucky Strike Orchestra. Next Saturday night YOUR HIT PARADE will be heard over another station. Peter Van Steeden and the Lucky Strike Orchestra will play your favorite music and as our guest of the evening, we will present another celebrated star of the Metropolitan Opera, the distinguished American soprano, Miss Helen Gleason. And remember, each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE - with Edwin C. Hill, one of America's ace newsmen.

(MORE)

ANNOUNCER:
(CONT) Tune in tomorrow morning and hear Mr. Hill's thrilling,
impartial description of up-to-the-minute news events
from every corner of the world.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY - "LUCKY STRIKE - YOUR HIT PARADE"

SATURDAY, MAY 29, 1937
10:00 to 10:45 P.M.

REVISED

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

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

1st ANNC'R: Lucky Strike presents YOUR HIT PARADE...All America's choice in popular music...played by Peter Van Steeden and the Lucky Strike Orchestra. And later in the program we present...the charming young American soprano, Miss Helen Gleason. Twice each week Your Hit Parade brings you the most popular tunes in America -- a dance program that is more than just a program of dance music -- it's the only authoritative forum of our national musical taste.

(FANFARE.....)

2nd ANNC'R: Your Lucky Strike Hit Parade is based on a gigantic weekly nation-wide survey made throughout the land. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated.

(continued)

2nd ANNC'R: (continued) Then all these figures are analyzed, assorted, rated, compiled - and the result is Your Hit Parade -- the only authoritative and complete picture of America's favorite tunes today.

1st ANNC'R: O.K. Strike up the Band, Peter Van Steeden! Tonight's opener is Number FOUR on Your Hit Parade...the nationwide choice for this week's fourth place..."The Love Bug Will Bite You".

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

(MUSIC SWELLS AND FINISHES)

segue to

("BLUE HAWAII" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Next ... Number NINE ... a lilting favorite from the Paramount picture "Waikiki Wedding" is in FIFTH place on Your Hit Parade this week ... "Blue Hawaii."

(MUSIC SWELLS AND FINISHES)

segue to

("MY HEART STOOD STILL"
("THOU SWELL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Double! A Peter Van Steeden medley of hits from the "Connecticut Yankee" ... two special extras "My Heart Stood Still" and "Thou Swell"

(MUSIC SWELLS AND FINISHES)

segue to

("WHERE ARE YOU". GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Listen to the Lucky Strike Orchestra play a bright
melody our nationwide survey shows is SIXTH this week...
Number SIX ... "Where Are You."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: A recent visitor to New York remarked with some surprise on a sight she saw often from her hotel window. On many of the nearby buildings, she said, people in bathing suits would appear stretched out on blankets on the roofs sun-bathing! "Exactly as though they were at a beach," she said ... Well, perhaps it does look a little strange but that's a yearly phenomenon in New York. For city-dwellers especially get a real yearning for sunshine. They feel how much they need it ...

Now tobacco needs sunshine in almost the same way that humans do. And Lucky Strike tobacco gets the benefit of all the sunshine the South provides. But that isn't all. Lucky Strike - and only Lucky Strike - offers you extra-sunshine-goodness as well. For every leaf of choice Lucky Strike tobacco is not only sun-ripened in the fields but is further mellowed by concentrated sunshine - the ultra violet ray. This is but one of several costly extra-steps taken by Lucky Strike in our exclusive process "It's Toasted". Now what is the final result of all this extra care in manufacture? Millions will answer that the result is a smoother, mellow, better-tasting cigarette. Make sure of a light smoke, delicious to your taste and easy on your throat - Ask for Lucky Strike.

("LITTLE OLD LADY". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SEVEN ... The Lucky Strike Orchestra with the
 song that's in SEVENTH place this week from the Statue
 of Liberty to the Golden Gate ... "Little Old Lady"
 from "The Show Is On."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNC'R: Number THREE ... a topnotcher in your favor and THIRD
 throughout the land this week ... "September in The
 Rain."

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

(MUSIC SWELLS AND FINISHES)

segue to

("THE CONTINENTAL". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Here's one of tonight's special selections ... a rhumba
 by Peter Van Steeden and the Lucky Strike Orchestra ...
 "The Continental."

(MUSIC SWELLS AND FINISHES)

segue to

("THERE'S A LULL IN MY LIFE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FIVE! The Lucky Strike Orchestea plays a great rhythm number from "Wake Up and Live" that's FIFTH on Your Hit Parade this week . . . "There's A Lull In My Life."

(MUSIC SWELLS AND FINISHES)

(GUEST . . . HELEN GLEASON FROM NEW YORK . . .

ANNC'R: One of the brilliant highlights of the past season on Broadway was the sparkling production of Franz Lehar's charming Viennese operetta "Fredericka". Starring in the title role was an American soprano, recently of the Metropolitan Opera, - young, beautiful, and with an altogether lovely voice. Tonight it is our privilege to present this charming friend of Lucky Strike to you in person -- Miss Helen Gleason.

(APPLAUSE)

GLEASON: Thank you -- good evening everyone!

ANNC'R: Miss Gleason, I understand that you're one of those rare persons -- a born-and-bred New Yorker.

GLEASON: (LAUGHS) Yes, in fact I think I was about the only real New Yorker in the Metropolitan Opera Company. I was born here and grew up here -- though I've covered an awful lot of territory since.

ANNC'R: You've sung abroad?

GLEASON: Oh yes! Italy, Germany, France -- Africa, too -- and then I've sung practically all over the United States as well.

ANNC'R: You must have started your career very young?

GLEASON: As a matter of fact there's a story in that. When I was barely fifteen, I entered an Amateur Night Contest in a Jamaica, Long Island, theater, and won. The prize was exactly ten dollars - but it was enough! From that time on I made up my mind to be a singer.

ANNC'R: And did you go abroad then to study?

GLEASON: No, that came later. I had to earn some money first to take me abroad. That's why I went into vaudeville.

ANNC'R: You've really had a varied career, Miss Gleason, haven't you? -- vaudeville -- musical comedy -- Metropolitan Opera!

GLEASON: Well, I like variety. I think singers should plan their careers more or less the way a good housekeeper plans her meals. It shouldn't be roast beef every day - nor yet cream puffs - nor yet caviar.

ANNC'R: (LAUGHS) Well, and what would you call the dinner you're going to give us tonight, Miss Gleason - I mean this song you've chosen to sing.

GLEASON: Oh, definitely cream puffs! I hope you like it....
It's called "Will You Remember" from that delightful
operetta, "Maytime".

(SINGS)

(APPLAUSE)

ANNCR: That was beautiful, Miss Gleason - or should I say,
delicious?

GLEASON: (LAUGHS) Well -- either way - thank you!

ANNCR: Miss Gleason, I suppose that a singer's career like
yours hasn't been all - cream puffs.

GLEASON: No, far from it. Most of the time it's been hard
work.

ANNCR: Well, which did you find hardest? - four-a-day in
vaudeville or - the Metropolitan Opera - or
operetta?

GLEASON: I really couldn't say. The fact is I've never
discovered anything easy about a singer's life.
Once before an audience of 12,000 out in St. Louis -
in their Municipal Opera which is strictly open-
air - I even had to sing the last half of "The
Bohemian Girl" in a driving rain storm.

ANNCR: You mean they didn't stop the performance?

GLEASON: Well, we tried to, but the audience wouldn't let
us. So we had to go on and finish, with the rain
pouring down on us and lightning flashing all
around.

ANNC'R: Whew! I should think singing under such circumstances would be pretty trying, especially on your throat.

GLEASON: Oh, a singer tries to keep her throat in such condition that it can withstand almost any strain.

ANNC'R: I hope that's one of your reasons for smoking Luckies.

GLEASON: It is. You see, I first began to smoke about seven years ago on my return from Europe. I didn't know anything at all about the different brands of cigarettes at that time - but then one day, my singing teacher offered me a Lucky. I noticed how much easier on my throat it was -- as you say, a light smoke.

ANNC'R: And you've been smoking Luckies ever since?

GLEASON: Yes, I have - and I like their taste, too -- I mean I like the flavor of their tobacco -- so I guess that makes me 100% for Luckies.

ANNC'R: Well, thank you very much, Miss Gleason, for your song and for what you've said about Lucky Strikes.

GLEASON: I've enjoyed my visit to Your Hit Parade! Good-night everyone.

(APPLAUSE)

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

ANNC'R: 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)

ANNC'R: On with YOUR HIT PARADE with Peter Van Steeden and
the Lucky Strike Orchestra.... the favorite music
of this week obtained by a careful check of the
most popular tunes in all America -- the only
authoritative and complete picture of America's
favorite tunes today.

(FANFARE.....)

ANNC'R: Number TWO! Runner-up for the nation's top musical
honor this week... "Never In A Million Years" from
"Wake Up And Live."

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

(MUSIC SWELLS AND FINISHES)

segue to

"SWEET LEILANI" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number EIGHT! Here's a tune from Bing Crosby's
picture "Waikiki Wedding" that's climbed rapidly
up the musical ladder and is EIGHTH this week
throughout the land.... "Sweet Leilani."

(MUSIC SWELLS AND FINISHES)

segue to

"I'LL NEVER SAY NEVER AGAIN AGAIN"
"TOP HAT, WHITE TIE AND TAILS"
"WHAT'S THE REASON" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Triple! A rollicking medley of
 three capital swing tunes blended into one! The
 Lucky Strike Orchestra plays as special extras...
 "Ill Never Say Never Again Again", "Top Hat, and
 "What's The Reason."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER:

A few minutes ago, the famous American soprano, Helen Gleason, gave us a singer's reasons for preferring Luckies. She pointed out that they never irritated her throat. From the very first, she noticed how much easier Luckies were on her throat. ... Now what makes Luckies an easier cigarette is this....Luckies' exclusive process, "It's Toasted", removes certain harsh throat irritants. These irritants, which are naturally present in all tobacco, are out of Luckies. The result is that Luckies are a light smoke. Obviously such a cigarette is made to order for a singer's throat. But isn't it made to order for your throat, too - and for the same reasons? Follow Miss Gleason's example. Find out how easy and gentle a light smoke is - ask for Lucky Strike.

(FANFARE.....)

ANNCR: Number ONE! On the top rung of the musical ladder this week ... "Carelessly".

("CARELESSLY" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("BOO HOO" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN! All America's choice for tenth place on Your Hit Parade this week ... "Boo Hoo".

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: And that's YOUR HIT PARADE...Your nationwide authority for the most popular tunes in America this week, played by Peter Van Steeden and the Lucky Strike Orchestra. Next Wednesday night Your Hit Parade will be heard again over another station. Mark Warnow and the Lucky Strike Orchestra will play the favorite music of the week, and as our guest of the evening we will present the distinguished American concert and operatic tenor, Mr. Richard Crooks. And remember -- each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen.

(continued)