

JUNE

THE AMERICAN TOBACCO COMPANY

(REVISED)

W E A F

"YOUR HIT PARADE"

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

JUNE 2, 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 present another distinguished American artist...the famous concert and operatic tenor, Richard Crooks. Twice each week YOUR HIT PARADE brings you the most popular tunes in America -- a dance music program that's more than 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. 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: Ready, Mark Warnow? Let's start the ball rolling with this week's Number NINE tune from the Fred Astaire - Ginger Rogers picture "Shall We Dance" ... "They Can't Take That Away From Me" ....ninth in your favor.

("THEY CAN'T TAKE THAT AWAY FROM ME" . . . . . QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for sixth place on Your Hit Parade..... "Where Are You" ....Number SIX the country round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("OLD MCDONALD HAD A FARM"  
"ARKANSAS TRAVELER" . . . . . MEDLEY . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: We're off again with a Lucky Strike Double...two old-fashioned American folk songs in modern dance rhythm ..... "Old McDonald Had a Farm" and "The Arkansas Traveler".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE . . . . .)

ANNOUNCER: Number THREE! The Lucky Strike Orchestra plays a topnotcher from the motion picture "Wake Up and Live"... "There's a Lull in My Life", third this week.

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

(MUSIC SWELLS AND FINISHES)

. . . . . (C O M M E R C I A L N O. 1) . . . . .

ANNOUNCER: A tobacco planter, who was showing a visitor around his farm, stopped before one particular tobacco plant and said: "I want you to notice this one, because, in all my years as a planter, I don't think I ever found a more perfect specimen - see how beautifully formed those leaves are!"... The visitor, however, having examined the tobacco plant, remarked: "But those bottom leaves look kind of woody to me - and see, the top ones are small and runty!"...The tobacco man smiled..."Mister," he said, "that shows you're new to tobacco, all right. The top and bottom leaves are always inferior - even on a perfect specimen like this. I was talking about the center-leaves, of course!"

Now, in those few words of the tobacco planter is expressed one fundamental reason for the finer flavor and aroma you enjoy in Lucky Strike cigarettes. For Lucky Strike has for years insisted not only upon the finest tobacco but upon the center leaves of this finest tobacco - the "Cream of the Crop". These rich and tender center leaves, most highly blessed by nature, help give Luckies their extra smoothness and extra good taste. To make sure of this greater smoking enjoyment for yourself, ask for Lucky Strike - a light smoke.

("BOLERO" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A special extra played by Mark Warnow and the Lucky Strike Orchestra - the world famous "Bolero" by Maurice Revel - in an exotic thrilling interpretation!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR!.. Here's the melody that's in fourth place throughout the land this week....."Never In a Million Years" from "Wake Up and Live".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE... "The Love Bug Will Bite You"...this week's choice for fifth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE: . . . . .)

ANNOUNCER: Number TWO! Runner-up for top honors this week is the famous song by Nick Kenny and Norman Ellis...."Carelessly".

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

(MUSIC SWELLS AND FINISHES)

. . . . . (GUEST APPEARANCE . . . RICHARD CROOKS..NEW YORK)

ANNOUNCER: One of the most sensational pages in musical history was the debut of Richard Crooks at the Metropolitan Opera in 1933. He actually "stopped the show" for fifteen full minutes, receiving no less than thirty-seven curtain calls! ... This brilliant American tenor, whose golden voice has brought him world fame, has been a friend of Lucky Strike for many years - one of that distinguished list of people who choose Luckies for their cigarette. Tonight it is our great privilege to present him to you as our guest.....  
Mr. Richard Crooks!

(APPLAUSE)

ANNOUNCER: Mr. Crooks, I have heard that you are the only singer that ever turned down a Metropolitan Opera contract?

CROOKS: Well - I doubt I'm the only one. But I did reject my first offer from the "Met". I felt I wasn't quite ready yet. It wasn't until five years later that I made <sup>my</sup> debut.

ANNOUNCER: That famous debut! Mr. Crooks, can you tell us how you felt that afternoon?

CROOKS: (LAUGHS) The answer to that is - no, I can't begin to tell you how I felt! (PAUSE) You see, singing has meant so much to me all my life. Ever since I was a boy soprano, I've been singing, studying, trying to improve my voice. My first paying job came during high school vacation, loading ice-wagons at twenty cents an hour.

ANNOUNCER: Then you had to earn your own way?

CROOKS: Oh, yes! When I first came to New York, the best I could afford was a \$5-a-week room which I shared with four other boys. (LAUGHS) We each chipped in a dollar a week and slept in relays.

ANNOUNCER: Yet you managed to find money for music lessons?

CROOKS: Well - you see, I didn't exactly over-eat, especially on the days when I stood up at the balcony rail to hear Caruso at the Metropolitan, I didn't eat at all - and furthermore didn't even miss it.

ANNOUNCER: You were a great admirer of Caruso?

CROOKS: As a boy I had just two idols - Christy Mathewson, the great pitcher, and Caruso, the great singer.

ANNOUNCER: And Caruso won out?

CROOKS: (LAUGHS) He certainly did and, one of my proudest possessions today is a costume from "Manon" that Caruso owned. (PAUSE) I wore it that afternoon I made my debut at the Metropolitan - the very same costume I had seen Caruso wear when I was a music student watching from the balcony rail....

ANNOUNCER: Mr. Crooks, you said a minute ago that you couldn't begin to tell us how you felt that afternoon but I think you've made us understand - at least a little...And now you're going to sing for us?

CROOKS: Yes, I'm going to sing a ballad that's one of my favorites, "One Alone" from "The Desert Song".

(SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Mr. Crooks. A song like that makes it obvious why you're equally as popular with radio and concert audiences as at the Metropolitan.

CROOKS: Thank you.

ANNOUNCER: We know you've smoked Luckies for many years, Mr. Crooks. Would you mind telling us your reasons for choosing them?

CROOKS: Well - I smoke a good deal. I guess I've averaged a pack of Luckies a day ever since 1920 - naturally I have to pick a cigarette that won't harm my voice or throat and Luckies seem to be the answer.

ANNOUNCER: You find Luckies easy on your throat even in the middle of radio, opera and concert schedules?

CROOKS: I'll tell you...In the first act of "Madam Butterfly" I actually smoke a Lucky on the stage during a difficult aria - the hardest possible test for any cigarette.

ANNOUNCER: And Luckies pass that test?

CROOKS: I would never smoke them otherwise. Nor would all the other singers who choose Luckies. In fact, I think it might open the eyes of the average smoker, to come back-stage at the Metropolitan and see how many of us smoke Luckies.

ANNOUNCER: Thank you very much, Mr. Crooks for your song and for your very interesting remarks about smoking.

CROOKS: I've enjoyed my visit to Your Hit Parade. I think it one of the most enjoyable programs on the air! Good night, everyone!

(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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The number eight spot goes to a song from "The Show Is On" ..."Little Old Lady"...Number EIGHT.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SWEET LEILANI" . . . . . CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The nation's choice for tenth place! The Lucky Strike Orchestra plays Number TEN ... "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

{ "GOOD NEWS"  
{ "I LOVE LOUISA"  
{ "SING YOU SINGERS" . . . . . MEDLEY . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a rhythmic medley...three swell tunes rolled together in a Lucky Strike Triple...."Good News", "I Love Louisa", and "Sing You Singers".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: 100,000 cigarettes is a lot of cigarettes! But Richard Crooks, who has averaged a package of Luckies a day ever since 1920, must actually have smoked well over 100,000! So when this famous singer says - as you heard him say a few minutes ago in his own words - that Luckies are easy on his throat in spite of all the strains of opera, radio and concert work - well - he obviously knows what he's talking about. Now here's one reason why Richard Crooks does find Luckies so easy on his throat... Our exclusive process, "It's Toasted" removes certain harsh throat-irritants naturally present in all tobacco. Find out how much more real pleasure there is in a cigarette from which these irritants have been removed -- a light smoke with the finer taste of center leaf tobaccos. Next time you buy cigarettes, ask for Lucky Strike.

(FANFARE . . . . .)

ANNOUNCER: Here comes the nation's first favorite ... "September In the Rain" from the motion picture "Melody for Two"...  
Number ONE this week....tops the country 'round!

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another tune from "Shall We Dance" takes the Number SEVEN spot... "Let's Call the Whole Thing Off"....seventh in your favor.

(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 lovely Claudette Colbert. And remember, each day except Saturday and Sunday Lucky Strike presents YOUR NEWS PARADE, with Edwin C. Hill, one of America's ace newsmen. Tune in tomorrow morning and hear Mr. Hill's vivid, human description of up-to-the-minute news from all the world.

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

(APPLAUSE)

jgs  
6/1/37

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JUNE 5TH, 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 later in the program we present from Hollywood ... that lovely star of the screen ... Miss Claudette Colbert. 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,  
(CONTINUED) compiled -- and the result is Your Hit Parade -- the  
only authoritative and complete picture of America's  
favorite tunes today.

1st ANNOUNCER: We're off to a flying start on Your Hit Parade with  
a catch tune that's in SEVENTH place in the nation  
tonight. Number seven in your list of favorites ...  
Let's Call the Whole Thing Off.

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

(MUSIC SWELLS AND FINISHES)

segue to

("SWEET LEILANI" . . . . . CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! From Bing Crosby's motion picture  
"Waikiki Wedding" comes still another song to bid  
for America's favor. It's in tenth place this week  
on Your Hit Parade ... "Sweet Leilani."

(MUSIC SWELLS AND FINISHES)

segue to

("JOHNNY ONE NOTE" . . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A special extra played for you by Al Goodman and the Lucky Strike Orchestra... a novelty number not on Your Hit Parade but steadily climbing toward the topnotchers ... "Johnny One Note" from the current musical production "Babes In Arms".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE . . . . .)

ANNOUNCER: A Lucky Strike Leader, number TWO in the nation's choice for top honors and in second place on Your Hit Parade this week ... "Carelessly."

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

(MUSIC SWELLS AND FINISHES)

(MORE)

(COMMERCIAL NO. 1)

ANNOUNCER: What is the most that you can ask of a cigarette?...

Well, Lucky Strike's answer is simply - smoking enjoyment. And Luckies are manufactured with that one idea in mind. That is why we buy the choicest center-leaf tobacco for Luckies, because we know that its finer flavor will add to your smoking enjoyment. And our exclusive process, "It's Toasted" is an extra step we take for exactly the same reason -- because you will enjoy the flavor of that fine tobacco more if certain harsh throat irritants are removed. These irritants, naturally present in all tobacco, are not present in Luckies because the "Toasting" process expels them -- drives them out. The result is that Luckies are a light smoke, easy on your throat. So remember, "It's Toasted" stands for greater smoking enjoyment. So does center-leaf tobacco. And you get both these advantages in Luckies. Good to the taste...kind to the throat..isn't that just about all you can want in a cigarette? Ask for Lucky Strike -- a light smoke.



("SWAMPFIRE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A blazing king of rhythm that fired the skies in  
1935 ... an extra by the Lucky Strike Orchestra ...  
Harold Mooney's "Swampfire."

(MUSIC SWELLS AND FINISHES)

segue to

("THEY CAN'T TAKE THAT AWAY FROM ME" . . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to Your Hit Parade and your choice for  
Number NINE this week ... "They Can't Take That Away  
From Me", in ninth place throughout the land  
tonight.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song from "Wake Up and Live" that's again  
right near the top. Number FOUR ... "Never in a  
Million Years", America's choice for fourth place.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE . . . . .)

ANNOUNCER: Number THREE. A great tune that rides high in popularity this week, in third place from Maine to California ... "There's A Lull in My Life", from the motion picture "Wake Up and Live."

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

(MUSIC SWELLS AND FINISHES)

(MORE)

JUNE 8, 1937

CLAUDETTE COLBERT INTERVIEW

**N.Y. ANNOUNCER:**

And now comes a moment for which all of you have been waiting. Again "Your Hit Parade" pauses to introduce a distinguished guest. Among the many stars of the entertainment world who have expressed their preference for Lucky Strikes, there is no more brilliant and charming personality than the one we are privileged to bring to you this evening -- Miss Claudette Colbert.

**SOUND:**

APPLAUSE

Miss Colbert's latest Paramount picture, "I Met Him In Paris" is now playing in many movie theatres. In the provinces, it has been hailed by critics all over the country as one of her most delightful comedies. We now take you to California where we are proud to present Miss Claudette Colbert.

(APPLAUSE)

**SEVERAL:**

NEW YORK TO LOS ANGELES

**CLAUDETTE:**

Good evening, ladies and gentlemen. This is rather a new experience for me.

**ANNOUNCER:**

I don't understand, Miss Colbert.

**CLAUDETTE:**

I mean it is new to appear as myself.

**ANNOUNCER:**

Would you rather appear as someone else?

**CLAUDETTE:**

Of course. I never know what to say on an interview it's so much more interesting to play a part. Don't you feel the same way about it? Tell me, do you enjoy acting - Mr. Lake?

ANNOUNCER:

Well, I'm not exactly an actor. I've often thought that I could -- or -- . Here, now, you're not going to interview me! I've heard about that trick of yours, Miss Colbert, and I'm not going to fall for it.

CLAUDETTE:

Oh -- you're not? That reminds me. Would you like me to tell you about the time I fell?

ANNOUNCER:

Well, now we are getting somewhere, (DOUBTFULLY)

I hope. When did you fall, Miss Colbert?

CLAUDETTE:

(LAUGHING) Oh, I've been taking falls all my life. Real tumbles, I mean. It began in Paris when I was only a baby and fell from the second story window of my grandfather's house.

ANNOUNCER:

Were you badly hurt?

CLAUDETTE:

No -- not much. I didn't start my real falling until the family came to America. In Paris I did only simple stairway falling and window work -- then, of course, there was my elementary tripping which we won't count. In New York I really perfected my technique. You see, I learned to ice skate in Central Park and a great deal of my time was spent on the ice -- but not on skates. However, it was after I came to Hollywood that I did my best falling. I fell from scaffolding back of sets, and from prop bridges, and I originated my famous standing sitting, sitting standing fall. You've heard about that, of course -- It was in the skiing sequences in "I Met Him In Paris". I don't think there is a skier in America who can fall in as many positions as I can. Do you ski?

ANNOUNCER:

What?

ANNOUNCER:

(PAUSE) No.

CLAUDETTE:

Not well you really should. It's more fun and it is quite easy to learn. I only started last year and I was really surprised how simple...

ANNOUNCER:

(BREAKING IN)...Miss Colbert, do you...

CLAUDETTE:

Hum?

ANNOUNCER:

Miss Colbert, really, if you don't mind, we should get back to the interview. We have only two facts so far -- you were born in Paris and went to school in New York City. Then what?

CLAUDETTE:

Oh, then came a really bad fall. I was going to public school, in New York and one day, while playing in the street, I fell and it's a wonder I wasn't killed by an oncoming truck.

ANNOUNCER:

Now, don't tell us you've fallen for trucks.

CLAUDETTE:

Oh, but yes, and in a BIG way. There was the time I was tilted over by a Paramount truck.

ANNOUNCER:

If you don't mind, Miss Colbert -- you're not supposed to ping the studio.

CLAUDETTE:

But W. C. Fields does it --

ANNOUNCER:

Well, that may be -- . But now, to get back --

CLAUDETTE:

(INTERRUPTING) I think he is marvelous, don't you?

You know, that clang, clang, clang -- ?

ANNOUNCER:

Miss Fields -- I mean, Miss Colbert -- we can't go into that now. You've got to tell us about yourself.

CLAUDETTE:

Why?

ANNOUNCER:

Because -- or -- well, I mean -- or -- well, after all, that's why you are here. Tell us about the time you first went on the stage, Miss Colbert. What did you do there?

CLAUDETTE:

I fell.

ANNOUNCER:

What, on the stage?

CLAUDETTE:

Uh-huh -- indeed, and off-stage, too. I fell over a stage brace during the run of "The Wild Westcotts", my first play, and was so scared that I forgot my lines completely. That was a miserable moment. Do you ever blow up in your lines?

ANNOUNCER:

Only when I'm interviewing Claudette Colbert. And that's the last question I'm going to answer.

CLAUDETTE:

Oh, revolt, oh! All right, if you're going to be like that I'll play by myself. Clang, clang, clang.

ANNOUNCER:

(ANNOUNCED) Miss Colbert, Miss Colbert, that's not funny. People are listening --

CLAUDETTE:

Oh, I see now, so you want to be George Burns. All right, I'll be Gracie Allen. Now we'll really have some fun.

ANNOUNCER:

(DISTRESSED) Please, this is serious. You are supposed to tell us your life story. (A BIT SANCTUOSITICALLY) Remember? (AS IF PERSUADING A CHILD) If you'll just let me interview you for a few moments it will make my bosses happy and everything will be velvet.

CLAUDETTE:

And I look awfully well in velvet, too, if it's black, and fits tight in here, with a "v" neck and little rhinestones --

ANNOUNCER:

Gracie -- Claudette -- I mean, Miss Colbert. You were born in Paris where you fell from a window -- on your head, perhaps -- and you went to school in New York where you fell in front of a truck -- Say, you're making a fall guy out of me.

CLAUDETTE:

Oh, I'm so glad you brought that up. I did a Class A fall -- that's my best with fancy trappings -- for a young producer in New York who believed in realism. Do you believe in realism?

ANNOUNCER:

(SURPRISED) In what?

CLAUDETTE:

Oh, no, I don't suppose you do. It's too bad because I think a touch of realism would help you in your interviews.

ANNOUNCER:

(HAPPILY) My interviews were all right until you came along. Where were we - (REPEATING MECHANICALLY) "A young producer in New York who believed in the new school of realism...."

CLAUDETTE:

Oh, yes, that's right. So instead of using the usual floor cloth to imitate a tile courtyard, he had the stage covered with solid concrete. Well, the opening night -- I don't know why, but it always happens to me on opening nights, probably because I'm nervous -- anyway, I had to rush on chasing the leading man with my slipper and I caught my foot and made a perfect three point landing across the stage. I practically decapitated my knee and finished the act with blood trickling down my leg. It was awful.

ANNOUNCER:

(SARCASTICALLY) (DESPERATELY TRYING ONCE AGAIN...SIGHS)

And so you were born in Paris and went to school in New York, and then you --

CLAUDETTE:

And then I had a fall that nearly cost me my job.

ANNOUNCER:

(DISMALLY) Another one? Maybe we had just better drop the whole thing.

CLAUDETTE:

Oh, no, now. You've got me started now and if you'd just stop interrupting we could get some place with this interview. You see, I needed a job very badly, and I had an important interview with the producer of "The Barker" -- and, as usual, I was late. I'm always late, no matter how hard I try to be prompt, and there doesn't seem to be anything I can do about it. Are you a prompt person? Oh, no, no never mind. Well, this time I was hurrying across town on the Third Avenue Elevated to make a connection with a street car on Forty-Second Street. It was raining something frightful, I remember, and I didn't have any money for a taxi, or for anything else for that matter. I was running down the Elevated stairs when I saw the trolley that would take me to the theatre, so I rushed and I slipped on the wet steps and went sloppity slop all the way down, landing in a mud puddle. Honestly, I was a sight -- my clothes ruined, my face filthy dirty, and worst of all, my poor make-up case opened and my make-up was scattered all over the street and a truck was coming --

ANNOUNCER:

(FRANTICALLY INTERRUPTING) Don't say it, don't say it!

CLAUDETTE:

Oh, don't be silly. I had no intention of saying that it was a Paramount truck. Really, now, I don't know how I ever managed to impress that producer.

ANNOUNCER:

(SARCASTICALLY) But you managed to get your part in the "Barker" and then went to Hollywood.



CLAUDETTE:

That's right. And then I went to Hollywood where my prestige as a falter of rare distinction had preceded me. They actually write falls into the scripts for me. At the studio -- they've nicknamed me Collapsible Colbert.

ANNOUNCER:

Now? Well now that we've heard your complete life story, Miss Colbert, perhaps you'll tell us your ambitions for the future?

CLAUDETTE:

Oh, by all means. To refurnish my house.

ANNOUNCER:

But you just completed it. Are you tired of it?

CLAUDETTE:

Oh no, but after I'd lived in it for a while I discovered there were so many things that could be better. You know the little things that women fuss over -- gadgets like door stops, and lamps and ash trays --

ANNOUNCER:

Ash trays? Do you smoke a lot, Miss Colbert?

CLAUDETTE:

Yes, and I've smoked Luckies for a good many years.

ANNOUNCER:

May I ask why?

CLAUDETTE:

Why? Well, just because I like them.

ANNOUNCER:

Their taste, you mean?

CLAUDETTE:

Yes. After all, that's what smoking is all about -- isn't it? But I've also experimented, with cigarettes.

ANNOUNCER:

And what did you find?

CLAUDETTE:

That the safest cigarette for an actress's throat is a light smoke, and that's just what Luckies are!

ANNOUNCER:

Thank you, Miss Colbert. That's very nice. It was a pleasure to have you here tonight.

CLAUDETTE:

The fun was all mine. Thank you. Goodnight.

REVERAL:

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 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: A steady favorite that's number EIGHT this week.  
"Little Old Lady", from "The Show Is On", your choice  
for eighth place in popularity.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX. A haunting tune that ranks sixth in your  
favor from coast to coast ... "Where Are You".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FARMER IN THE DELL"  
("MARY HAD A LITTLE LAMB"  
("TWINKLE TWINKLE LITTLE STAR". . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike triple ... three extras taken right  
from the nursery and given plenty of rhythm ...  
"Farmer in the Dell", "Mary Had a Little Lamb", and  
"Twinkle Twinkle Little Star".

(MUSIC SWELLS AND FINISHES)

(MORE)

COMMERCIAL #2

ANNCR: In the course of her conversation from Hollywood a few minutes ago -- Claudette Colbert remarked: "That's what smoking is all about - pleasure!" And Miss Colbert gets most pleasure out of Luckies, for she prefers the finer flavor of their choice center-leaf tobacco. But she gets something more too -- something which, for an actress, is absolutely essential -- and this is the assurance that Luckies are always easy on her throat. Our exclusive process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco. That's why Claudette Colbert finds Luckies -- to use her own words -- "the safest cigarette for an actress' throat -- a light smoke". Why not feel easy about your throat, too! Ask for a light smoke -- Lucky Strike.

(FANFARE.....)

ANNCR: The ruling tune of America. Number ONE ... your choice  
for the melody king of the 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)

ANNCR: Here's a rollicking tune that's number FIVE on Your Hit  
Parade this week . . . "The Love Bug Will Bite You" ...  
elected fifth by all America.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MORE)

("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. Richard Himber 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 soprano of the Metropolitan Opera Company ... Miss Susanne Fisher. And remember -- each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen. Tune in Monday 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 COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC...NEW YORK

rfd  
ms

W E A F

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"YOUR HIT PARADE"

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

JUNE 9, 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 Richard Himber and the Lucky Strike Orchestra. And later in the program we present another distinguished American singer ... the famous Metropolitan Opera soprano, Miss Susanne Fisher. Twice each week YOUR HIT PARADE brings you the most popular tunes in America -- a dance music program that's more than a program of dance music -- it's the only authoritative forum of our national musical taste.

(FANFARE . . . . .)

2ND ANNOUN: Your Lucky Strike Hit Parade is based on a gigantic weekly 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.

(MORE)

2ND ANNOUN: 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 ANN: Ready, Richard Humber? Let's strike up the Lucky Strike band with this week's Number EIGHT tune ... "The Love Bug Will Bite You" ... in eight place in your favor.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE. . . . .)

ANNOUNCER: Number THREE on Your Hit Parade! A leader again this week ... "Carelessly" your number three favorite.

("CARELESSLY" . . . . . ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PANAMA" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Richard Humber and the Lucky Strike Orchestra play an extra ... "Panama" .. the thrilling rhumba favorite.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR favorite is a tune from "Wake Up And Live" ... "There's A Lull In My Life" ... your choice for fourth place.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL I)



(COMMERCIAL I)

ANNOUNCER: For many years it's been a matter of interested discussion among smokers as to which brand of cigarettes uses the finest tobacco. ~~Amid this barrage of claims and counter-claims and counter-claims,~~ <sup>and</sup> it has sometimes been a little difficult <sup>for them</sup> to know exactly what were the facts. Now tonight Lucky Strike wishes to call to your attention certain facts - facts proven by sworn records just opened to the public. These sworn records show that among the tobacco men themselves - the experts who make their living in buying, selling and handling the various grades of tobacco - Luckies have more than twice as many exclusive smokers, as all other cigarettes combined. More than twice as many! Now surely those tobacco experts know tobacco. They are the auctioneers, <sup>buyers,</sup> ~~graders,~~ warehousemen, etc. in the tobacco-growing districts. Dealing with all manufacturers but not connected with any manufacturer, they are in a unique position to judge a cigarette purely on its own merits. Well - and they prefer Luckies by an overwhelming majority. Could there be any better evidence of the high quality of Lucky Strike Tobacco? Remember, those sworn records are open to the public and they show that the tobacco experts themselves smoke Luckies, two to one - two to one over all other cigarettes combined!

("HERE AM I" .  
"EMBRACEABLE YOU " . . . . . MEDLEY . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On with the dance! The orchestra plays a medley of "Here Am I" and "Embraceable You", rolled together in a Lucky Strike double.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" . . . . . ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for Number NINE ... "Sweet Leilani"... from Bing Crosby's movie "Waikiki Wedding"...in ninth place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Number TWO! The Lucky Strike orchestra plays "Never In A Million Years", another tune from the Walter Winchell - Ben Bernie picture "Wake Up And Live" ... In second place this week.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE" . . QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that's Number SEVEN on your list...."It Looks Like Rain In Cherry Blossom Lane"... A newcomer at seventh place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE...SUSANNE FISHER..NEW YORK)

GUEST APPEARANCE  
SUSANNE FISHER

3-A

ANNOUNCER: American-born singers are taking more and more important places in the great productions of the Metropolitan Opera. Many of these young Americans achieved startling successes abroad before gaining prominence in this country. Miss Susanne Fisher - who is the guest of Your Hit Parade tonight - sang leading soprano roles at the Opera Comique in Paris and the Berlin Staatsoper for several seasons before she made her debut at the Metropolitan. Critics consider her outstanding not only for the beauty of her voice but for the technical excellence of her singing. Lucky Strike is proud to present her to you as a friend - Miss Susanne Fisher!

(APPLAUSE)

FISHER: Thank you -- good evening everyone.

ANNOUNCER: Miss Fisher, you're from the South, aren't you?

FISHER: Yes. I was born on a West Virginia plantation and I spent my childhood there.

ANNOUNCER: Were you another one of those infant prodigies who began to sing as a child?

FISHER: Well, I began to sing all right. But there wasn't anything about my singing to suggest I was an infant prodigy. (LAUGHS)  
In fact, to let you in on a secret, some of our neighbors moved across the river just to escape hearing me sing all day.

ANNOUNCER: I take it you had lung power.

FISHER: And nothing else! You see, at that time I was expected to become a pianist. As a matter of fact, it wasn't until I graduated from the Cincinnati Conservatory of Music, a fully trained pianist, that I decided to study singing.

ANNOUNCER: It must have been hard to change your career.

FISHER: Well it was -- but my musical education has helped me a lot as a singer. I usually play my opera roles through a dozen times or so on the piano before I sing a note of them. It helps me learn them more quickly.

ANNOUNCER: How long does it take to learn the average operatic role, Miss Fisher?

FISHER: Well, I learned "Manon" in just two weeks. That was in Berlin and nobody believed I could learn it that fast. But I did -- somewhat to my regret later on.

ANNOUNCER: Regret? Why?

FISHER: Well, as soon as they got the idea that I was a fast worker, they piled roles on me so thick and fast that I was snowed under with work.

ANNOUNCER: It must have been good training, though.

FISHER: It was and -- really -- to let you in on another secret - I like work.

ANNOUNCER: Can we persuade you to do a little for us now, Miss Fisher?

FISHER: (LAUGHS) Gladly - though it's really more fun than work to sing the selection I've chosen for tonight -- that lovely song, "Villia", from "The Merry Widow"...

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

(APPLAUSE)

ANNOUNCER: That was beautiful, Miss Fisher. I'll bet if there had been a "Hit Parade" back in those days, "Vilia" would have been Number One for weeks.

FISHER: I'm glad you enjoyed it.

ANNOUNCER: Miss Fisher, I was interested in hearing that you're a West Virginian - for some of Lucky Strike's finest tobacco comes from that State.

FISHER: I know. As a matter of fact, we used to raise tobacco right on our own plantation.

ANNOUNCER: Well - you really know a little something about this subject of smoking, then, don't you?

FISHER: Yes, I've got the West Virginian's viewpoint on it as well as the opera singer's. One of the reasons I prefer Luckies is that I know they're made of the finest tobacco and I like their taste.

ANNOUNCER: Well, there speaks the West Virginian in you -- now how about the opera singer?

FISHER: Oh, as an opera singer I like Luckies too! You see, working as much as I do naturally results in a strain on my voice and throat. So I have to be careful to choose a cigarette that's easy on my throat. Luckies fill that requirement perfectly.

ANNOUNCER: Have you smoked them long, Miss Fisher?

FISHER: Oh yes -- let's see - at least eight years now, for it was before I made my debut in opera.

ANNOUNCER: Well, eight years is quite a while. We're certainly glad you've been a friend of Luckies that long, Miss Fisher. And now - thank you, not only for your delightful song, but for telling us your feelings about smoking.

FISHER: For my part, I'm enjoying every minute of Your Hit Parade. Good-night, everyone.

(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 Richard Himber and the Lucky Strike Orchestra ... the favorite music of the 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.

( "THEY CAN'T TAKE THAT AWAY FROM ME" . . . . QUARTET AND ORCHESTRA )

( FADE FOR ANNOUNCEMENT )

ANNOUNCER: Number SIX on Your Hit Parade! "They Can't Take That Away From Me" ... your choice for sixth place the country round.

( MUSIC SWELLS AND FINISHES )

SEGUE TO

( "BLUE HAWAII" . . . . . GIBSON AND ORCHESTRA )

( FADE FOR ANNOUNCEMENT )

ANNOUNCER: Number TEN ... "Blue Hawaii" ... a South Sea melody also from "Waikiki Wedding" is on Your Hit Parade in number ten position.

( MUSIC SWELLS AND FINISHES )

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a fast-stepper ... "Broadway Rhythm". An extra  
played by Richard Himber and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO 2)



COMMERCIAL #2

ANNOUNCER: Miss Susanne Fisher - famous Metropolitan Opera soprano - prefers Luckies on two counts. For as you heard her say a few minutes ago in her own words -- Luckies please the West Virginian in her as much as the opera singer. Having been born on a tobacco plantation, she can recognize the fact that Luckies are made of the choicest center-leaf tobacco and she prefers their finer flavor. But more than that, she finds Luckies easy on her throat, even after hours of vocalizing and singing ... And here is why. The exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco -- makes Luckies genuinely a light smoke. That's why Miss Fisher has been able to enjoy Luckies during eight years of singing. When you consider that, doesn't it stand to reason that Luckies will be easy on your throat, too?

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE on Your Hit Parade . . . "Where Are You"  
your choice for number five from New York to San  
Francisco.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE . . . . .)

ANNOUNCER: Hats off to . . . Number ONE! The Lucky Strike Orchestra  
plays your topnotch favorite this week . . . "September  
in the Rain" from the motion picture "Melody for Two".

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

(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 Richard Himber 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 famous star of the motion pictures,  
Gene Raymond. And remember, each day except Saturday  
and Sunday Lucky Strike presents YOUR NEWS PARADE, with  
Edwin C. Hill, one of America's ace newsmen.

(MORE)

ANNOUNCER: Tune in tomorrow morning and hear Mr. Hill's vivid,  
(CONT'D) human description of up-to-the-minute news from all the  
world.

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

dt/rs/nb 6/8/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE " YOUR HIT PARADE"

ALTERNATE

SATURDAY, JUNE 12th, 1937  
10: 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. 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 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. 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: Here we go with number EIGHT this week...."The Love Bug Will Bite You"...eighth in your favor.

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

(MUSIC SWELLS AND FINISHES )

Segue to

("SWEET LEILANI" . . . . . ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for Number NINE on Your Hit Parade....  
The Lucky Strike orchestra plays "Sweet Leilani"  
in ninth place this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("DARKTOWN STRUTTER'S BALL"  
"BACK HOME IN INDIANA" . . . . . MEDLEY. . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Al Goddman and the Orchestra present a Lucky Strike double ... a medley of two old-time tunes played in up-to-the-minute rhythm. . . "Darktown Strutters' Ball" and "Back Home In Indiana".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE. . . . .)

ANNOUNCER: A topnotcher at Number THREE! "Carelessly". . .  
your number three favorite.

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

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER:

For many years it's been a matter of interested discussion among smokers as to which brand of cigarettes uses the finest tobacco. And it has sometimes been a little difficult for them to know exactly what are the facts. Now tonight Lucky Strike wishes to call to your attention certain facts - facts proven by sworn records open to the public. These sworn records show that among the tobacco men themselves - the experts who make their living in buying, selling and handling the various grades of tobacco - Luckies have more than twice as many exclusive smokers, as all other cigarettes combined. More than twice as many! Now surely those tobacco experts know tobacco. They are the auctioneers, buyers, warehousemen, etc, in the tobacco-growing districts. Dealing with all manufacturers but not connected with any manufacturer, they are in a unique position to judge a cigarette purely on its own merits. Well - they prefer Luckies by an overwhelming majority. Could there be any better evidence of the high quality of Lucky Strike Tobacco? Remember, those sworn records are open to the public and they show that the tobacco experts themselves smoke Luckies, two to one - two to one over all other cigarettes combined!

("RIDING HIGH" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's rhythm from the musical comedy "Red Hot and Blue"...it's "Riding High"...played as an extra by Al Goodman and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's Number FOUR tune on Your Hit Parade comes from the Motion picture "Wake Up and Live" ... your choice for fourth place..."There's a Lull in My Life".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE . . . . .)

ANNOUNCER: Number TWO! Runner-up for top honors this week is another song from "Wake Up and Live" ... "Never in a Million Years".

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

(MUSIC SWELLS AND FINISHES)

Segue to





ANNOUNCER: Each week "Your Hit Parade" brings you distinguished stars of radio, screen, stage and opera. Recently artists like Miriam Hopkins, Leslie Howard, Carole Lombard and Richard Crooks have appeared.

Tonight we take the opportunity to emphasize a point in connection with these famous stars that should be of interest to all of our audience who smoke. That point is this - every one of these celebrities is a Lucky Strike smoker. Every one of them has smoked Luckies for some years and has definite reasons for preferring Luckies over any other cigarette. For example, here's what Richard Crooks, famous tenor of the Metropolitan Opera Company said, in his broadcast of June 2nd -  
QUOTE - I discovered long ago that Luckies are a light smoke, gentle on my throat. and consideration of my throat is naturally my first concern. I have smoked about a pack of Luckies a day ever since 1920. UNQUOTE.

Obviously Richard Crooks' voice is all-important in his career and obviously he has to take every precaution to avoid throat irritation. . . So, doesn't it stand to reason that if Luckies are easy on his throat, they will be easy on your throat, too?

(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 tune  
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: The song you choose for Number FIVE ... the Lucky  
Strike Orchestra plays "Where Are You" ... in fifth  
place throughout the land.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BLUE HAWAII".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Returning to Your Hit Parade this week at Number  
TEN ... "Blue Hawaii" ... in tenth place among the  
champions.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("OLD MAN RIVER".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Jerome Kern tune that's becoming an American  
classic ... "Old Man River" ... from "Show Boat" ...  
played as an extra by Al Goodman and the Lucky Strike  
Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 3

ANNOUNCER: Every day, everywhere, a cigarette is a friend in need to many a person in many a land. Smoking brings contentment ... relaxation. It is one of the world's small, though important pleasures ... but it can be utterly spoiled by throat irritation. And absence of throat irritation depends on the removal of certain harsh throat irritants present in even the finest tobacco. Now every shred of the fine tobaccos used in Luckies, is subjected to the process "It's Toasted" which removes certain harsh irritants. These irritants are out of Luckies, and that's why Richard Crooks, whose statement I read you a few minutes ago, finds them gentle on his throat. That's why for millions, Lucky Strike is their definition of smoking pleasure. So be sure you get the same throat comfort ... Be sure you get the most out of smoking. Ask for Lucky Strike.

(FANFARE.....)

ANNOUNCER: Here it comes ... your topnotch favorite!  
"September in the Rain" ... Number ONE ...  
on the top rung of the musical ladder!

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THEY CAN'T TAKE THAT AWAY FROM ME" .....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's Number SIX tune comes from the Fred Astaire-  
Ginger Rogers picture, "Shall We Dance". The Lucky  
Strike Orchestra plays "They Can't Take That Away  
From Me." ... in sixth place.

(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. Harry Salter and the Lucky Strike Orchestra will play the favorite music of the week, and as our guest of the evening we will present the famous motion picture actor ... Leo Carillo. And remember -- every day except Saturday and Sunday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen. Tune in Monday morning to this same station 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 COLUMBIA .. BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK

EB  
WJ

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

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

JUNE 16th, 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 Harry Salter and the Lucky Strike Orchestra. And later in the program the Lucky Strike spotlight flashes cross-country to Hollywood where it shines upon a famous screen star, the genial Leo Carrillo. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land selected through a vast nationwide survey which checks the music and records you buy ... the tunes you request most frequently when you're out dancing ... and your radio favorites. When all these figures are assembled and tabulated, the result is YOUR HIT PARADE .... not just a program of dance music, but a composite picture of America's weekly musical opinion .... the only authentic mirror of the nation's musical taste.

But right now, Harry Salter, Lucky Strike's accomplished batoneer, is ready to start the music. The lead-off tune tonight is the nationwide choice for this week's number NINE ... Pinky Tomlin's chipper little tune, "The Love Bug Will Bite You."

("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 again this week ... "Carelessly".

("CARELESSLY" . . . . . ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SOME OF THESE DAYS" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ever since 1910 this tune's appeal has been universal... As a special selection tonight the Lucky Strike Orchestra plays that everlasting hit ... "Some Of These Days".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE ARE YOU" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! All America's choice for SEVENTH place on Your Hit Parade this week .... "Where Are You".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)



(COMMERCIAL #1)

2-A

ANNOUNCER: It is unfortunate that the testimony of experts in many different fields is not easily available to the public. Many people would give a lot for a direct opinion from those who know best. ...For that reason we think you will be interested in the following facts about cigarettes. Among independent tobacco experts, Lucky Strikes have twice as many exclusive smokers as all other brands combined. Now this is not just a claim -- it is a fact substantiated by sworn records open to the public. So let me repeat ... Among independent tobacco experts - the men who spend their lives buying, selling, and handling the various grades of tobacco - Lucky Strike has twice as many exclusive smokers as all other brands combined. These men know tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts, dealing with all manufacturers, but not connected with any. Their opinion is direct, unbiased - and expert! And sworn records show that they smoke Luckies two to one! That single fact says more for the high quality of Lucky Strike tobacco than anything we could tell you about our care in selecting the finest tobacco grown.

("IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE" . . . QUARTER AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for this week's Number FOUR! A crackerjack tune by Joe Burke and Ed Leslie, the authors of "Moon Over Miami" and so many other great hits....the Lucky Strike Orchestra plays ..."It Looks Like Rain In Cherry Blossom Lane."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" . . . . . ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next ... Number SIX .... Listen to the Lucky Strike Orchestra play the tune the nationwide survey shows is SIXTH this week..."Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TURKEY IN THE STRAW"  
"CHICKEN REEL" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A medley of two favorite American folk songs ... "Turkey In The Straw" and "Chicken Reel".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! A danceable favorite from "Wake Up And Live" in FIFTH place this week ..."There's A Lull In My Life".

(MUSIC SWELLS AND FINISHES)

(GUEST - LEO CARRILLO from HOLLYWOOD)

GUEST APPEARANCE - LEO CARRILLO

NY ANNOUNCER: Tonight we pause to introduce another distinguished artist who is a friend of Lucky Strikes. A gathering of all the bandit characters he has portrayed would constitute a threat to law and order in any community. Yet no screen star enjoys warmer esteem in his personal life than our guest tonight, Mr. Leo Carrillo!

(APPLAUSE)

Leo Carrillo is best know to motion picture audiences for his brilliant Mexican roles in such pictures as "The Dove", "The Bad Man" and "Viva Villa". Soon you will see him in the Walter Wanger production "52nd Street" where he plays an Italian accordion player, who becomes owner of a big New York night club. Now, we present Leo Carrillo, speaking to you from California!

(SWITCH: NEW YORK TO LOS ANGELES)

LEO: Good evening, ladies and gentlemen.

ANNOUNCER: You don't speak with much accent, Leo.

LEO: It's rather amusing how many people are surprised to learn that I speak English without an accent. You see, I was born right here in Los Angeles. In fact, I represent the fifth generation of my family to be born in California.

ANNOUNCER: The fifth generation? That's going back a long way.

LEO: All the way to 1768. My great grandparents are both buried in the old Santa Barbara Mission. My great grandmother, Ysidore Bandini, and her three daughters, made the first American flag made in California.

(MORE)

LEO:  
(cont)

They presented it to Commodore Stockton, and it was used in the American conquest of Los Angeles. That flag is now in the Smithsonian Institute.

ANNOUNCER:

That certainly qualifies you as a native son, Leo.

LEO:

It's only too bad that there wasn't a good far sighted real estate man in the family...

ANNOUNCER:

What do you mean?

LEO:

Well, Don Juan Bandini gave the present site of the City of Coronado as a wedding present to my grandmother, Josepha Bandini. And it was sold by Pedro Carrillo for \$1000! Today, it's worth millions. Pedro sailed on the clipper ship "Alert", with Richard Henry Dana. Dana immortalized that voyage in his book "Two Years Before the Mast". The two families intermarried, and the last of the Danas, whose mother was a Carrillo, died only recently. The old gentleman was ninety eight years old, and could remember General Fremont. And until the day of his death, he never wore glasses or used a cane!

ANNOUNCER:

I suppose the early Carrillos in California were fighting men, Leo?

LEC:

I'll tell you a little story about that, and you can judge for yourself. In 1837, my grandfather, Carlos Antonio Carrillo, was Provisional Governor of California, with his capital at the Plaza in Los Angeles. Then a self-appointed Governor named Michel Torens went to Monterey from San Blas, Mexico, set up his capitol there, and sent troops down to annex Southern California.

(MORE)

LEO:  
(cont)

My grandfather had been injured, and was limping along on a cane, leading his troops along the old La Brea Trail.... now Wilshire Boulevard, one of the busiest highways in the world. A horseman came from the enemy's camp with a message demanding surrender. My grandfather called his forces together and said, (INTO SPANISH DIALECT) "My men, I have a demand to surrender Southern California to Monterey as our Capito, but we will fight to the last man. (PAUSE) but should the enemy outnumber us to an unreasonable degree, as a matter of strategy I would advise my troops to retreat. I, being lame, will start now." (BACK TO STRAIGHT) -- But they moved on to Cahuenga Pass, now just back of Hollywood and the principal northern entrance to the city. There the two forces met in a great battle! They fought for three days, with two pieces of artillery! Finally one man was wounded, so they had a barbecue. That was an old Spanish custom.

ANNOUNCER: (LAUGHING) I see. Now suppose you tell us something about yourself, Leo. How you started on the stage, for example.

LEO: Well, when I got out of college, I started working on the San Francisco Examiner as a cartoonist. Because I spoke Chinese, I was assigned to gather human interest material in Chinatown.

ANNOUNCER: Wait a minute, now Leo! How did you learn Chinese?

LEO: Well, you see, I was raised by Chinese servants, and I picked it up from them.

ANNOUNCER: I didn't mean to interrupt you, Leo. You were telling us how you happened to become an actor....

LEO: Well, I might say that I began as Major Bowes' first amateur.

ANNOUNCER: You might, but the audience would think you were kidding.

LEO: No, I'm serious. You see, the Major was an amateur himself in those days. He served as Master of Ceremonies for entertainments at a club. He got me to do some Chinese dialect stories at these affairs --and that led me to my first job on the stage -- at the old San Francisco Orpheum.

ANNOUNCER: And that was the start of your career ...

LEO: Next thing I knew I was playing vaudeville in England and Scotland .. and next thing I was playing polo on Long Island ... and polo led to my first part on the legitimate stage.

ANNOUNCER: What did polo have to do with it?

LEO: I was picked off a polo pony for a part on Broadway. During a game, I missed a shot and exclaimed furiously, "sacre"; Archie Selwyn heard my vehemence from the stands and tried me out for a part in "Twin Beds".

ANNOUNCER: Is it true you made one of the first talking pictures?

LEO: I believe so. Al Jolson, Van and Schenck, Martinelli and I made shorts for Sam Warner. "Talk" was brand new, and we had our fingers crossed on it. In fact, Sam wanted to pay me in stock, but I preferred cash. That was just too bad, because the deal would have more than paid for my new ranch.

ANNOUNCER: I understand your new ranch is about two thousand acres.

LEO: Well, two thousand acres isn't much in many parts of this country. A little lot for a bungalow in New Rochelle or Evanston or Hollywood might be worth a great deal more. The interesting thing about my ranch is the buildings. They're all designed in the old California tradition. We follow this tradition in every possible way. We have fiestas and rodeos and barbecues just as they used to in the colorful days of the past. The ranch is probably one of the last corners of the old California. You see, I'm just a gringo trying to restore a few of the beautiful things that we gringos took away.

ANNOUNCER: To get back to your career, Leo ... what are your favorites of all the roles you've done?

LEO: I think the two I've played the most -- "The Bad Man" and "Lombardi Ltd". But I'm glad that I'm getting parts of a somewhat different sort in my recent pictures ... Oh, there's a story about one of my Mexican roles you might like to hear - especially since Luckies come into it.

ANNOUNCER: We're always ready to hear a story about Luckies, Leo.

LEO: I thought you would be. So here it is. If you remember my various Mexican characterizations ... you'll recall that I usually had a cigarette in my mouth every minute I was on the screen. And, to make it worse, they were supposed to be the little black Mexican cigarillos. Well, since my work often required me to smoke thirty or forty a day, I really began to worry about irritating my throat. Then a sympathetic property man solved the problem for me.

ANNOUNCER: How Leo?

LEO: He simply tinted Luckies to make them look dark on the screen. From that time on, my worries were over, because I knew from long experience that I could smoke as many Luckies as I wanted, without giving a thought to my throat.

ANNOUNCER: Then you had been smoking Luckies before that time?

LEO: Oh yes, of course ... I've smoked them for eight years. Frankly, I began smoking them only because they just hit the spot for taste. But my character parts, you know, take their toll on my throat. So a light smoke is as important to me in a way as my make-up. So it's easy to see why I've stuck to Luckies for eight years.

ANNOUNCER: Thank you very much, Leo Carrillo .. we've enjoyed your visit and we appreciate what you've said about Luckies.

LEO: Before I go, there's one little story I'd like to tell you ...

ANNOUNCER: Go ahead, Leo ... the mike is yours.

LEO: I was only nineteen when I first hit New York, and I was a pretty green, scared kid. I was going to work at the Union Square Theatre, where the unimportant acts played three shows a day, and the important acts only did two. The first blow to my vanity came when the manager told me I was going to do three acts. The second was when he said -- "You dress upstairs - top flight - with a cowboy." I felt very much all alone in the big city as I climbed the stairs to meet my cowboy room-mate. He introduced himself and said, "You won't mind rooming with me, because I don't have to dress.

(MORE)



LEO:  
(cont)

I only need a piece of gum, a funny hat and a rope." Then he amazed me by saying, "I guess you and I are the best acts on the bill." I asked him how on earth he figured that, and he said, "Well, I go on first and you go on second - and besides we go on three times and the rest only go on twice - they must want to see us more." Anyhow, I went down and watched the cowboy do his act, which ended ~~when~~ he twirled his rope in a loop. That first performance, the trick missed and the loop fell to the floor, knocking his hat off on the way. The cowboy was red with embarrassment. Then in a very bashful manner he said, "Well, Teddy Roosevelt's hat's in the ring, and so is mine." The audience laughed, and the cowboy came into the wings in confusion. When he saw me he exclaimed, "Did you hear them? They laughed at me!" I answered, "No, they laughed with you" .. and told him that he ought to make talking a part of his act. He answered with a phrase that was to become world famous ... "Shucks, all I know is what I read in the papers."

LEO:

You know, of course, that the cowboy was Will Rogers -- those were his first words on the stage. Will Rogers became my best friend. I can still hear his laughter in the Santa Monica mountains. When he went away, this is what I wrote -- "he wandered over the Great Divide into Peaceful Valley where the Big Boss was dragging his loop for him."

(MORE)

LEO:  
(cont)

He roped him, hog-tied him, branded him with a brand of gold then placed him in the big corral where He keeps his thoroughbreds."

(PAUSE)

Goodnight, my friends.

(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.

\*\*\*\*STATION BREAK\*\*\*\*

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

ANNOUNCER: On with Your Hit Parade, with Harry Salter and the Lucky Strike Orchestra...the favorite music of the 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 . . . . .)

ANNOUNCER: Number THREE! One of Your Hit Parade leaders...a sparkling melody that was first introduced by Jack Haley in the film "Wake Up And Live" ..."Never In A Million Years".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" . . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! A grand melody from Bing Crosby's picture "Waikiki Wedding" takes the TENTH spot on Your Hit Parade this week ....."Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"WHO"  
"SUNNYSIDE UP" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A blazing medley of yesteryears,  
red hot rhythm favorites ... two special extras...."Who"  
from "Sonny" and "Sunnyside Up"....

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

ANNOUNCER: Speaking of acting a few minutes ago, the famous character actor, Leo Carrillo, said - Quote: A light smoke is as important to me in a way as my make-up ...Unquote. Mr. Carrillo has found that a light smoke is easy on his throat and, of course, his throat is all-important in his career. So, as he said himself, "It's easy to see why I've stuck to Luckies for eight years." Now here's why Luckies are kind to the throat...First, Lucky Strike buys only fine center-leaf tobaccos - remember, independent tobacco experts smoke Luckies two to one. And then, "Toasting" makes this fine tobacco even finer -- the process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco. That's why Luckies are easy on Leo Carrillo's throat, in spite of the strain of the character parts he plays. Doesn't it stand to reason that Luckies will be easy on your throat too? Next time you buy cigarettes - ask for Lucky Strike!

("A SAILBOAT IN THE MOONLIGHT" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! A newcomer to Your Hit Parade and another tune by Carmen Lombardo and Johnny Loeb, the boys who wrote "Boo Hoo" . . . it's in EIGHTH place throughout the land this week . . . "Sailboat In The Moonlight".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Stand by for Number ONE! The Lucky Strike Orchestra with this week's top tune, "September In The Rain" . . . from "Melody For Two".

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

(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 favorite music of this week, played by Harry Salter and the Lucky Strike Orchestra. Next Saturday night YOUR HIT PARADE will be heard over another station. Al Goodman will play the most popular songs of the land and as our guest of the evening we will present a distinguished star of the Metropolitan Opera, Mr. Louis D'Angelo. And remember -- each weekday except Saturday Lucky Strike presents YOUR NEWS PARADE, an up-to-the-minute radio news service with Edwin C. Hill.

( M O R E )

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JUNE 19th, 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.... All America's choice in popular music...played by Al Goodman and the Lucky Strike Orchestra. And later in the program we will present our guest of the evening, the distinguished basso of the Metropolitan Opera ... Mr. Louis D'Angelo. Twice each week YOUR HIT PARADE brings you America's favorite music.. the most popular songs in the land selected by you through a vast nationwide survey which checks the music and records you buy....the tunes you request most frequently when you're out dancing...and your radio favorites. When all these figures are assembled and tabulated the result <sup>is</sup> ~~is~~ YOUR HIT PARADE...not just a program of dance music but a composite picture of America's weekly musical opinion ... the only authentic mirror of the nation's musical taste.

FANFARE.....

ANNOUNCER: But right now Al Goodman is raising his baton and the Lucky Strike Orchestra is ready with your choice for Number THREE ... a tune from the film WAKE UP AND LIVE" that's a top flight favorite on Your Hit Parade this week....."Never in a Million Years."

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

(MUSIC SWELLS AND FINISHES)

Segue to

("SWEET LEILANI". . . . . ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This is Number SIX! All America's choice for SIXTH place on Your Hit Parade this week..."Sweet Leilani" from Bing Crosby's picture "Waikiki Wedding".....

(MUSIC SWELLS AND FINISHES)

Segue to

("THERE'S FROST ON THE MOON". . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra! Al Goodman's rendition of a bright current favorite that's not on Your Hit Parade.. "There's Frost on the Moon".

(MUSIC SWELLS AND FINISHES)

Segue to

("IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE". . . . .QUARTET AND ORCHE)

(FADE FOR ANNOUNCEMENT)



ANNOUNCER: Number FOUR! Listen to the Lucky Strike Orchestra with the melody that's FOURTE this week from the Statue of Liberty to the Golden Gate... "It Looks Like Rain In Cherry Blossom Lane."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

ANNOUNCER: For a long time it has been a matter of interested discussion as to which cigarette uses the finest tobaccos. In that connection I want to make an announcement of genuine importance to every smoker in the United States. Here it is ... among independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other cigarettes combined. More than twice as many! This is not a claim - it is a fact substantiated by sworn records, in our files and available for your inspection. These tobacco experts, who smoke Luckies two to one, earn their living, buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco growing districts. And as they aren't connected with any manufacturer but deal with all manufacturers impartially, they are in a unique position to judge a cigarette solely on its own merits. No more impressive proof that Luckies are made of the finest tobacco can be offered to American smokers. Let me repeat: The opinion of experts commands respect and independent tobacco experts smoke Luckies two to one!

("GOOD NIGHT LADIES"  
("TAKE ME OUT TO THE BALL GAME"  
("HAIL HAIL THE GANG'S ALL HERE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike triple! A bubbling medley of old/<sup>time</sup>tunes presented in smart modern dance arrangement by the Lucky Strike Orchestra... "Good Night Ladies", "Take Me Out To the Ball Game" and "Hail Hail The Gang's All Here".

(MUSIC SWELLS AND FINISHES)

Segue to

(PANFARE.....)

ANNOUNCER: Number TWO A dynamite hit from the talented pens of Norman Ellis and Nick Kenny...It's one of Your Hit Parade leaders again this week... "CARELESSLY"

("CARELESSLY). . . . . ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("SAILBOAT IN THE MOONLIGHT". . . . . GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next...Number EIGHT! A newcomer to Your Hit Parade that's in EIGHTH place throughout the land thisweek..

"Sailboat In the Moonlight".

(MUSIC SWELLS AND FINISHES)

Segue to

("BLUE HAWAII". . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! Here's the Lucky Strike Orchestra with another lilting favorite from "Waikiki Wedding"... your TENTH choice this week... "Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

GUEST ....LOUIS D'ANGELO FROM NEW YORK

ANNOUNCER: Tonight we have as our guest a real veteran of the opera, Louis D'Angelo. Mr. D'Angelo made his debut at the Metropolitan twenty-two full years ago. And he remains today one of the most popular and most respected members of that world-famous organization. Long a smoker of Lucky Strikes himself, Mr. D'Angelo has been a witness to the steady growth of Luckies' popularity amongst singers at the Metropolitan. So it is as an old friend that we present him to you this evening...Ladies and gentlemen, the Metropolitan Opera star, Louis D'Angelo.

(APPLAUSE)

D'ANGELO: Thank you very much. Good evening, everyone.

ANNOUNCER: Mr. D'Angelo, I have been told that you are going to be a very difficult person to draw out.

D'ANGELO: Oh yes? How is that?

ANNOUNCER: It seems that you have a reputation for never talking about yourself. In fact, you're known everywhere as the "modest Louis D'Angelo".

D'ANGELO: (LAUGHS) Well, I hadn't realized that.

ANNOUNCER: Just for tonight, can't you break your rule? Tell us a few things about yourself?

D'ANGELO: Well - I could begin by telling you - I have three most beautiful daughters!

ANNOUNCER: Yes? But about yourself, Mr. D'Angelo? We want to know about you - your career

D'ANGELO: Of course - (QUICKLY) They are very charming - my daughters. (CHANGE OF VOICE) Oh yes --- about my career. (PAUSE) Well, I guess it all began in Naples, Italy. At least I was born there.

ANNOUNCER: And you studied singing in Italy?

D'ANGELO: Oh no, my parents brought me to America as a baby - and I've never been back to Italy since. My real home town is Gloversville, New York.

ANNOUNCER: But how did you get into opera?

D'ANGELO: Well - I finished high school in Gloversville - then I got a job as a glove-cutter there...

ANNOUNCER: Ah, a glover of Gloversville!

D'ANGELO: Yes, but to be frank with you I was no good as a glove-cutter. In fact, I was a -"flop!"

ANNOUNCER: (LAUGHS) But Mr. D'Angelo, we are more interested in the fact that as an opera singer you are pre- eminent! Won't you tell us how your singing career began?

D'ANGELO: Well, I sang in a church choir first... But I wasn't much good at that either. Only some people in Gloversville thought I should go to New York and study.

ANNOUNCER: Yes?

D'ANGELO: So I did. And then I tried for a job with an opera company on the Bowery.

ANNOUNCER: Opera on the Bowery!

D'ANGELO: Yes, there used to be a little opera company down there - but I didn't get the job. I was about seventeen at that time, so I kept on studying at the New York Conservatory of Music. Finally, when I was eighteen I went into vaudeville. We had a Bohemian trio, as it was called - tenor, maulolin and baritone. I was the baritone.

ANNOUNCER: But now you sing bass.

D'ANGELO: Well - after about ten years as a baritone, my voice developed into a bass.

ANNOUNCER: And how did you get started in opera?

D'ANGELO: Oh, I was with several opera companies. For quite a while I was with Scotti's Company. We toured every State in the Union - playing one-night stands. We brought opera right to the people in those days. Even the smallest towns were on our schedule and the seats sold for 25 - 50 - 75 - \$1.00. \$1.00 was the top price.

ANNOUNCER: That sounds like real trouping. But since you've been at the Metropolitan, Mr. D'Angelo, you must have had many interesting experiences, too.

D'ANGELO: Well - I once lost my wig. That was the biggest laugh I ever got. You see, at the Metropolitan, they think I have a flair for comedy. Many of my operatic roles are comic. But as I say, the biggest laugh I ever got was when I accidentally lost my wig in "La Boheme".

ANNOUNCER: Mr. D'Angelo, I can see that you're not going to say anything which even vaguely suggests the reasons for your fame...Ladies and gentlemen, may I tell you what the critics say about the modest Louis D'Angelo. ....He has had one of the widest operatic experiences of any singer at the Metropolitan. He has appeared successfully in opera and concert all over this country. And his repertoire is granted to be one of the largest and most varied in the world...(PAUSE) And what have you to add to that, Mr. D'Angelo?

D'ANGELO: I think I should sing now!

ANNOUNCER: (CHUCKLES) Oh - all right - Louis D'Angelo sings "Without A Song."

(SINGS....APPLAUSE)



ANNOUNCER: Bravo, Mr. D'Angelo, that was very beautiful.

D'ANGELO: Thank you.

ANNOUNCER: Isn't it rather unusual, Mr. D'Angelo, for any singer to retain such clarity of voice after a full quarter century in opera?

D'ANGELO: Unusual? - perhaps, but if a singer uses his voice properly and takes good care of it, it should last him - well, just as long as he lives.

ANNOUNCER: But the strain of season after season of opera?

D'ANGELO: Oh, if I could give you a list of the "don'ts" in a singer's life, you'd begin to understand better how we keep our voices in condition.

ANNOUNCER: How about smoking - any "don'ts" connected with that?

D'ANGELO: Decid<sup>ly</sup> yes. One of the most important rules for a singer is to avoid throat irritation due to smoking. That's the reason so many of us choose Luckies.

ANNOUNCER: You find Luckies easy on your throat?

D'ANGELO: I have smoked them for at least ten years now and they've always been a true friend to my throat - and besides - I like their taste.

ANNOUNCER: Well - thank you - thank you very much, Mr. D'Angelo. Please understand how much we've enjoyed your singing tonight - and we hope next time you visit us you'll tell us more about yourself.

D'ANGELO: Well - perhaps. Goodnight everyone -- I've enjoyed it also.

(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 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! ... From the Universal film "Top of the  
"Town" come several of the season's most popular  
picture tunes...here's the one that our nationwide  
survey shows is SEVENTH this week... "Where Are You".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! All America's choice for FIFTH place on Your Hit Parade this week.... "There's A Lull In My Life", from "Wake Up and Live".

(MUSIC SWELLS AND FINISHES)

Segue to

("FIESTA" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Fiesta"...a lively rhumba played as a special selection tonight by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: A full quarter century in opera certainly qualifies Louis D'Angelo of the Metropolitan as an expert on the voice. So it means a lot for this famous veteran to say - as you heard him say a few minutes ago - Quote - One of the most important rules for a singer is to avoid throat irritation due to smoking. That is why so many of us choose Luckies - end quote. Now Mr. D'Angelo himself has been a Lucky Strike smoker for the past ten years and, in his own words, they have always been a "true friend" to his throat. The reason is that Luckies are different from other cigarettes. Our "Toasting" process - which is exclusive - removes certain harsh throat irritants naturally present in all tobacco. And remember, Luckies' tobacco is the choicest money can buy - the finer-flavored center leaves ....Tobacco experts smoke Luckies two to one. Famous opera singers prefer them, too. Shouldn't Luckies be equally good to your throat - your taste? Next time you buy cigarettes ask for a light smoke - Lucky Strike.

(FANFARE.....)

ANNOUNCER: Number ONE! The top tune again this week...it's still ace high in all America's favor..."September In the Rain".

("SEPTEMBER IN THE RAIN" . . . . . ALLEN AND ORCHESTR  
(MUSIC SWELLS AND FINISHES)

Segue to

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

ANNOUNCER: Now...Number NINE! A merry jingle that's the nationwide choice for this week's NINTH place on Your Hit Parade...."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 favorite music of this week, played by Al Goodman and the Lucky Strike Orchestra. Next Wednesday night YOUR HIT PARADE will be heard over another station. Harry Salter and the Lucky Strike Orchestra will play the most popular songs of the land and as our guest of the evening we will present a radiant star of Broadway and Hollywood, Miss Genevieve Tobin.

(MORE)

ANNOUNCER:  
(CONT'D)

And remember -- each weekday except Saturday Lucky  
Strike presents YOUR NEWS PARADE with Edwin C. Hill,  
one of America's ace news men. Tune in Monday  
morning and hear Mr. Hill present the thrilling,  
up-to-the-minute news of the world.

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

(APPLAUSE)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

W E A F

THE AMERICAN TOBACCO COMPANY

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

"YOUR HIT PARADE"

JUNE 23, 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 Harry Salter and the Lucky Strike Orchestra. And later in the program we span the continent to Hollywood for a visit with a famous actress of the stage and screen, the lovely Genevieve Tobin. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land selected through a vast nationwide survey which checks the music and records you buy ... the tunes you request most frequently when you're out dancing ... and your radio favorites. When all these figures are assembled and tabulated, the result is YOUR HIT PARADE ... not just a program of dance music, but a composite picture of America's weekly musical opinion ... the only authentic mirror of the nation's musical taste.



(FANFARE . . . . .)

ANNOUNCER: Right now Harry Salter, Lucky Strike's genial maestro, is opening the Hit Parade Songbook at Number THREE! It's a sensational newcomer that has skyrocketed into THIRD place this week ... "The Merry-Go-Round Broke Down".

("THE MERRY-GO-ROUND BROKE DOWN" . . . . . QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" . . . . . MCKINLEY AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This is Number FIVE! All America's choice for FIFTH place on Your Hit Parade this week ... "Sweet Leilani" from the Paramount picture "Waikiki Wedding."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

{"YOU"  
"A PRETTY GIRL IS LIKE A MELODY" . . . . . ORCHESTRA}

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A Harry Salter medley of two sparkling special selections played by the Lucky Strike Orchestra ... "You" and "A Pretty Girl Is Like a Melody" from the Ziegfeld Follies of 1919.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("A SAILBOAT IN THE MOONLIGHT" . . . . . GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... A capital tune by the boys who wrote  
"Boo Hoo", Carmen Lombardo and Johnny Loeb ... your  
NINTH choice this week ... "A Sailboat In The Moonlight."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

LUCKY STRIKE -- COMMERCIAL #1.

ANNOUNCER: It is obvious that every good cigarette company makes a real effort to purchase the finest tobacco it can. But it is equally obvious that standards differ. That is why it is so interesting to see what the independent tobacco experts think. Now tonight Lucky Strike is able to bring you the verdict of these independent tobacco experts, as proven by sworn records open to the public. These sworn records reveal that among independent tobacco men -- the experts who make their living buying, selling and handling the various grades of tobacco -- Luckies have more than twice as many exclusive smokers, as all other cigarettes combined. More than twice as many! Now that is the verdict of the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts -- practical tobacco men not connected with any manufacturer but dealing with all manufacturers impartially. They smoke Luckies two to one! For many years we have told you that Lucky Strike insists upon the finest tobacco money can buy - the finer-flavored center leaves. Tonight we simply point out the confirmation offered by these tobacco men who know tobacco from A to Z. They smoke Luckies two to one over all other cigarettes combined!

"THEY CAN'T TAKE THAT AWAY FROM ME" . . . . . QUARTET AND ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next ... Number EIGHT ... A <sup>*rhythmic tune*</sup> ~~lively~~-balled from "Shall We Dance" is the nationwide choice for EIGHTH place this week ... "They Can't Take That Away From Me".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"CARELESSLY" . . . . . MCKINLEY AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... Here's the Lucky Strike Orchestra with the song our nationwide survey shows is SIXTH this week ... "Carelessly".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"THERE 'LL BE A HOT TIME IN THE OLD TOWN TONIGHT"  
"PUT ON YOUR OLD GREY BONNET"  
"HE'S A JOLLY GOOD FELLOW" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A medley of good old American tunes presented in modern dress by the Lucky Strike Orchestra ... "There'll Be A Hot Time In the Old Town Tonight", "Put On Your Old Grey Bonnet" and "He's a Jolly Good Fellow".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Number TWO! One of Your Hit Parade leaders ... "It Looks Like Rain in Cherry Blossom Lane."

"IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE" . . QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST -- GENEVIEVE TOBIN from HOLLYWOOD)

GUEST APPEARANCE - GENEVIEVE TOBIN -5A-

NY ANNOUNCER: Glancing down the long list of distinguished friends of Lucky Strike -- we pause a moment to introduce a most charming young lady. She, too, is a famous member of that great band of Broadway actors and actresses now devoting their talents to motion pictures ... Ladies and gentlemen -- our lovely guest this evening is ... Miss Genevieve Tobin.

(APPLAUSE)

Genevieve Tobin will soon be seen in B. P. Schulberg's new picture, "The Great Gambini" released through Paramount - a romantic, humorous murder mystery. And now we flash you three thousand miles from New York to Hollywood to meet this accomplished actress -- Genevieve Tobin ...

(SWITCH: NEW YORK TO LOS ANGELES)

TOBIN: Good evening, everybody.

ANNOUNCER: Hello Miss Tobin. How do you like talking from coast to coast.

TOBIN: Oh - this is the third time today I've talked coast to coast.

ANNOUNCER: Were you on the air earlier?

TOBIN: No ... on the telephone. First I called a little girl in New York to wish her a happy fifth birthday. And inside of half an hour she called me back. Without - I might add - her mother's knowledge or consent.

ANNOUNCER: That's kind of expensive telephoning.

TOBIN: Indeed it was, her mother and I gave the young lady a good talking to, but I couldn't be very angry at her because she was so sweet about it.

ANNOUNCER: What happened?

TOBIN: When we talked before, she forgot to thank me for her birthday present. So she called me back.

ANNOUNCER: That's pretty smart for a little five-year old.

TOBIN: Oh -- it's not unusual at all. Nowadays they don't give children any credit for having sense. Most of us treat five-year olds as if they were infants. When I was five years old, I thought I was pretty smart. I could act and sing and dance.

ANNOUNCER: A precocious child, eh?

TOBIN: Heavens no, I was probably just a pesky little brat! And like most other children I had quite a bit of show-off in me. In classes the moment the teacher said, "Now who will recite a poem?", I took two steps and a jump and had almost finished the second stanza before I had even reached the platform.

ANNOUNCER: Were you of a theatrical family?

TOBIN: In a way. Of course father and mother were not. But, you know, my older brother George and my sister, Vivian - they had gone directly to the stage.

ANNOUNCER: When did your stage opportunity come along?

TOBIN: When I was thirteen years old. Arthur Hopkins tested me for the part of the little Irish girl masquerading as a boy. That was in "Palmy Days". And was I thrilled! I was to act, dance ... and sing "If she won't say yes in the moonlight, she won't say yes at all".

ANNOUNCER: Well, "Palmy Days" had a long run, and started your stage career, I assume.

TOBIN: Yes, and it's full of happy memories. We gave a professional matinee one day and after the show who should come back stage but Ethel Barrymore. She came up to me in the grand Barrymore manner and - oh, I wish I could imitate her wonderful voice - but anyway, she said: "My dear! You have something." You know - I felt so grateful for those kind words I just looked up at her - (CHUCKLES) and tears streamed down my face and ruined my make-up.

ANNOUNCER: That was great encouragement from a great actress.

TOBIN: (PAUSE) Indeed it was. Well, "Little Old New York" followed, and that, too, was a long run play. Before I got the part Sam Harris, the producer, asked, "Can you play the harp?" "Certainly!" I said. Imagine! And I'd never even had a harp in my hands in my life.

ANNOUNCER: Rather nervy, Miss Tobin.

TOBIN: I was scared to death, but I went to a musical instrument store. The store manager measured my height and said, "Well, you'll need a very little harp." He called an assistant and said, "Take this little girl to the harp department and see if you can find one about three feet high. In the harp room I noticed a very serious woman - middle aged - playing a harp. "How long does it take to learn to play this?" I asked. "About a life time," she answered. "Do you think you could teach me in a week?" I asked - with my heart in my throat. She smiled, "Well, child, we'll see," she said.



ANNOUNCER: And you learned to play?

TOBIN: Just enough to put the song over. It was all the better I think. You see the audience didn't expect a prodigy in the role I carried. But I liked the harp and still play it. I have that small harp today.

ANNOUNCER: Then you had another long run in "Polly Preferred"?

TOBIN: Yes, and after that many long tours from one coast to the other. (PAUSE) But this sounds a bit too professional, doesn't it?

ANNOUNCER: Not at all, Miss Tobin. We want to hear it!

TOBIN: Why - I'm delighted. (PAUSE) Let me see. Oh yes - back in New York I was in a succession of plays, notably "Murray Hill", in which I played opposite Leslie Howard. Then I hopped to London in the title role of "The Trial of Mary Dugan". Then home to New York as Lulu Carroll in "Fifty Million Frenchmen".

ANNOUNCER: Well, when did you finally hit Hollywood?

TOBIN: (LAUGHING) Oh, that's how I got here - through "Fifty Million Frenchmen" - they wanted to make a picture out of it. I got the job and flew to Hollywood.

ANNOUNCER: And how did you find Hollywood? So many people want to know just what sort of place it is.

TOBIN: (LAUGHING) Well, perhaps others imagine it as I did. I thought of Hollywood as a compact little place, entirely devoted to motion pictures. When I unpacked at my hotel I expected a bell would ring next morning calling all good picture stars to work.

(MORE)

TOBIN: You would arise, sing in your bathtub, go forth and  
(CONT'D) bump into picture celebrities right and left, rush to  
the studio for your make-up.

ANNOUNCER: (LAUGHING) And it wasn't like that?

TOBIN: Good heavens, no! I found the place sprawled all over  
Southern California. My studio was ten miles away.  
I didn't bump into anybody, and when I reached the  
studio, nobody bumped into me. I was a lost soul!

ANNOUNCER: Disillusioned?

TOBIN: Well - disconcerted!

ANNOUNCER: But wasn't there a single one of your preconceived  
notions about Hollywood that turned out to be correct?

TOBIN: (LAUGHS) Yes - one.

ANNOUNCER: And what was that?

TOBIN: Well - this should please you, for it's about Luckies.  
You see, I'd always heard from professional people  
how many of the screen stars smoke Luckies. And  
when I got to Hollywood, I found it was literally the  
fact.

ANNOUNCER: And how would you explain that, Miss Tobin?

TOBIN: Well, I imagine they figure the same way I do. In  
talking pictures the voice is simply part of business  
equipment. So it pays us to take care of our throats.

ANNOUNCER: Then Luckies are easier on your throat?

TOBIN: Definitely ... easier than any other cigarette I've  
found here or abroad. Even after I've been acting or  
singing before the sound camera all day, I still find  
Luckies just as gentle and delicious as ever.

ANNOUNCER: How long have you smoked them, Miss Tobin?

TOBIN: Oh, for years!

ANNOUNCER: Well, it's nice of you to tell us that about Luckies, Miss Tobin. But I'm fascinated to hear what happened to you after your arrival in Hollywood. Let's see, we left you feeling more or less like a lost soul, didn't we?

TOBIN: That's right. I had reached the actor's Mecca but ....

ANNOUNCER: Nobody noticed you?

TOBIN: Well - bit by bit. Finally the publicity manager discovered me. He appraised me very seriously and asked for the details of my career. When I recited them he shook his head - very sadly - "Haven't you had any scandal in your life?" he asked. "Any excitement. Did a man ever shoot himself over you?" "No," I said - just as sadly. (SLOWLY) "Well," said he, "Miss Tobin, I'm afraid you're just a normal person."

ANNOUNCER: (LAUGHS) Do you know, Miss Tobin, I think, without meaning it, that publicity man paid you the biggest compliment a great actress can receive.

TOBIN: You mean, calling me a normal person?

ANNOUNCER: Yes.

TOBIN: Well - to take you in on a secret - I liked it too ... Goodnight everyone.

ANNOUNCER: Goodnight, Miss Tobin. It was nice of you to be with us this evening ... and we're certainly looking forward to seeing your new picture soon.

(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 Harry Salter and the Lucky Strike Orchestra ... the favorite music of the 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.

("WAS IT RAIN" . . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! ... A newcomer from the motion picture "The Hit Parade" is your choice for SEVENTH place this week ... The Lucky Strike Orchestra plays "Was It Rain."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! ... A rhythmic favorite from "Wake Up and Live" takes the TENTH spot on Your Hit Parade this week .. "There's a Lull In My Life."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"OF THEE I SING" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: As a special selection tonight the Lucky Strike Orchestra  
plays the title song from George Gershwin's famous score  
for ... "Of Thee I Sing".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

LUCKY STRIKE - COMMERCIAL #2

ANNOUNCER: A few minutes ago, the famous actress, Genevieve Tobin, told you that one of the truest things ever said about Hollywood is that nearly everyone there smokes Luckies. And her own explanation of this was - Quote - In talking pictures the voice is simply part of business equipment. So it pays us to take care of our throats. End Quote. Now certainly every smoker wants to take care of his throat. So here's a fact we think you ought to know ... Luckies' exclusive "Toasting" process actually removes - drives out - certain harsh throat irritants naturally present in all tobacco. Even the tender center-leaf tobacco of Luckies is made better - smoother - more mellow by the "Toasting" process. That's why Genevieve Tobin has found Luckies gentle to her throat during many years of stage and screen work. And that's why you will find Luckies just as easy on your throat. Next time you buy cigarettes - ask for Lucky Strike and enjoy the finer flavor of choice center leaf tobaccos.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR! Listen to the Lucky Strike Orchestra with another of the grand Gordon and Revel melodies from "Wake Up and Live" ... it's FOURTH throughout the land this week ... "Never In A Million Years".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Number ONE! Riding high on the crest of a musical wave again this week ... "September In The Rain" from "Melody for Two".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's Your Hit Parade ... your nation-wide authority for the most popular tunes in America played by Harry Salter and the Lucky Strike orchestra ... Remember - among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as all other cigarettes combined. This is not just a claim - it is a fact substantiated by sworn records on file and available for your inspection. It is definite proof that these experts recognize the superior quality of Lucky Strike Tobaccos. They know Tobacco - they know what tobacco each cigarette <sup>Company</sup> buys - and they choose Luckies two to one.

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

DLT..NB..6/22/37



COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY - "YOUR HIT PARADE"

SATURDAY, JUNE 26, 1937

10:00 to 10:45 P. M.

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

*Revised*

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

ANNCR: Lucky Strike presents....YOUR HIT PARADE....All America's  
choice in popular music .....played by Al Goodman and the  
Lucky Strike Orchestra. Later in the program we will  
present our guest of the evening, one of America's ace  
news reporters...Mr. Edwin C. Hill. Twice each week  
YOUR HIT PARADE brings you America's favorite music....  
the most popular songs in the land selected through a  
vast nationwide survey which checks the music and records  
you buy...the tunes you request most frequently when  
you're out dancing...and your radio favorites. When  
all these figures are assembled and tabulated the result  
is YOUR HIT PARADE.....not just a program of dance music  
but a composite picture of America's musical opinion  
this week...the only authentic mirror of the nation's  
musical taste.

(FANFARE.....)

ANNC'R: All right, Al Goodman! Strike up the band! Tonight's first number is a Hit Parade leader at Number THREE ... "The Merry Go Round Broke Down."

("THE MERRY GO ROUND BROKE DOWN" . . . . . QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("CARELESSLY" . . . . . MCKINLEY AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SIX .... the coast-to-coast choice for SIXTH place on Your Hit Parade this week....."Carelessly."

(MUSIC SWELLS AND FINISHES)

segue to

("LIFE BEGINS AT SWEET SIXTEEN"  
("SING SOMETHING SIMPLE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike double! A medley of two special extra.. "Life Begins at Sweet Sixteen" from the "George White Scandals of 1935" and "Sing Something Simple" from the "Second Little Show."

(MUSIC SWELLS AND FINISHES)

segue to

("A SAILBOAT IN THE MOONLIGHT" . . . . . GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Here's Number NINE! Listen to the Lucky Struke  
Orchestra with the melody that's NINTH this week from  
the Statue of Liberty to the Golden Gate...."A SANSRAT  
in the Moonlight."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

LUCKY STRIKE - RADIO COMMERCIAL #1 -

ANNOUNCER: If you're interested in the real facts behind the various brands of cigarettes, you'd enjoy a visit to the tobacco growing districts. For you'd find there men who've devoted their whole lives to tobacco -- men with minds crammed full of tobacco lore. Now I've an announcement to make to you that comes straight from those tobacco - growing districts -- straight from those men who know tobacco best. And here it is....Among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! This is not a claim but a fact proven by sworn records on file for your inspection. These tobacco experts who smoke Luckies two to one are the auctioneers, buyers, warehousemen, etc. who earn their living buying, selling and handling the various grades of tobacco. Not connected with any manufacturer but dealing with all manufacturers impartially, these independent tobacco experts are in a position to know what is the finest tobacco and who buys it. So could anything say more for Luckies' high quality than the fact that they choose Luckies two to one? For many years Lucky Strike has insisted upon the finest tobacco money can buy -- the finer-flavored center leaves. Now these sworn records speak for themselves. To make sure you enjoy the finer flavor of center-leaf tobacco follow the two-to-one example of the tobacco experts -- ask for Lucky Strike.

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

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number TEN.....from Gordon and Revel's bright score for the film "Wake Up and Live" comes this week's TENTH favorite...."There's a Lull In My Life."

(MUSIC SWELLS AND FINISHES)

segue to

("NIGHT RIDE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Extra! Al Goodman and the orchestra play a British novelty that fast became a success on two continents ....."NIGHT RIDE."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNC'R: Number TWO! Runner-up for the nation's top musical honor this week. "It Looks like Rain in Cherry Blossom Lane."

"IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE" . . . . QUARTET & ORCHESTRA\*

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR! Riding high in your favor.....another tune from "Wake Up and Live" is America's FOURTH favorite this week...."Never In a Million Years."

(MUSIC SWELLS AND FINISHES)

(GUEST -- EDWIN C. HILL FROM NEW YORK)

ANNOUNCER: Human...human intuition, human sympathy, human interest ...these are the qualities which have endeared Edwin C. Hill, famous Lucky Strike news reporter, to millions of radio listeners. Every monument Monday to Friday over this same station, Mr. Hill brings you last-minute flashes and the "human side of the news" in Your News Parade. Saturday, ordinarily is his day off -- but he's consented to be the guest of Your Hit Parade tonight. Ladies and gentlemen I take pleasure in presenting Lucky Strike's good friend and great reporter -- Edwin C. Hill!

(APPLAUSE)

HILL: Thank you....good evening, everyone.

ANNOUNCER: Mr. Hill, I think our audience might be interested if you would tell us something about the human side of... you! Where were you born?

HILL: Aurora, Indiana, and I'm still a Hoosier at heart!

ANNOUNCER: Was that where you got your nose for news?

HILL: I suppose so. My father was a schoolmaster and my mother had been one but I always wanted to be a newspaper man.

ANNOUNCER: How did you get your wish?

HILL: Well, I did a little work in Fort Wayne, in Indianapolis and Cincinnati. Then with a \$100 I'd saved up somehow I came to New York and finally landed a job on the famous old New York Sun.

ANNOUNCER: Then radio grabbed you?

HILL: (LAUGHS) Well, you might call it that!

ANNOUNCER: Once you were on the air, you certainly went to the top in a hurry! I wonder if you would paint for us one of those word pictures for which you are so famous. We've had requests for your story of the San Francisco fire. Will you tell it for us?

HILL: Anything you like! But I'd much rather tell you about the part played by a young reporter in giving to millions such a realistic and vivid and thrilling picture of that shaken, flaming, terrified city that none, I'm sure, has ever forgotten it.

ANNOUNCER: Was he there in San Francisco -- on the spot?

HILL: Far from it -- 3,000 miles away -- and that's the punch of the yarn.

ANNOUNCER: Tell us, please.

HILL: All right. The scene is the news room of the old New York Morning Sun...It was the night of April 18, 1906. In the shadows cast by green-shaded lights over the city desk half-a-dozen men are grouped in tense anxiety-- counting the hours and minutes remaining 'till the dead-line, when the presses must start ----- (MORE)

HILL  
(CONT'D)

Waiting for the terrific news they could not get. Over the telegraph had flashed the tragic bulletin of the San Francisco earthquake and fire. As yet nobody here in the East knows how bad it is, what horrors are piling up. There is no radio in 1906. No trans-continental telephone. Only the thin, copper strands of the telegraph wires link east and west. But these are wrecked. All we can get there in the Sun city room are slim scattered bulletins from Oakland and cities near San Francisco, telling little, exciting the worst fears. Dominating the silent group at the city desk is a heavily built man of sixty-odd, with bright blue eyes, graying hair, florid complexion -- the whole man radiating great intelligence, force, energy-- Chester S. Lord, managing editor of the New York Sun, famous the country over as one of the great editors of his time. This is hitting him hard -- this absolute dearth of news on the greatest story that has broken in the United States since the Civil War. The city editor hands him the latest flash from Oakland, across the bay from the tragedy. Oakland says that they can see the fire, that it's sweeping half San Francisco -- the whole sky is lit up... From repeated explosions they must be using dynamite to fight the flames. Mr. Lord knows means no electric power, broken gas mains and broken water mains. Fire and no means of fighting it. Thirst Starvation. He ~~knows~~ that the public wants much more than the bare facts. They want the picture, in all its lights and shades.

(MUSIC)



HILL  
(CONT'D)

They must have that picture. But how? There is no one on the Sun at all familiar with San Francisco. No one who could draw on sure memory and describe the familiar streets and quarters. But, wasn't there? Mr. Mallon, the city editor, thought of a gangling young man hired only the other day. What was his name? Oh yes - Irwin -- Will Irwin -- shock of oakum-colored hair, a little stoop-shouldered, wearing horn-rimmed spectacles. And from San Francisco only a few days. That was it. Where is Irwin? They dig him up in a hurry, and when they tell him what it all is about he is like a man stricken with paralysis. He can't speak at all. They see that something is the matter. Finally he is able to tell them. His wife and baby were out there in all that fire and frantic fear. Dead or alive, who can tell? All he knows is that he must get out there as fast as train can speed him. It is hard to reason with a man who such thoughts in his head. He's not quite sane. Mr. Lord, with his quiet voice, made Will Irwin see it --- that it would take four days to get out there, too long to do any good, no matter what had happened; and that Will can get much quicker news about his wife and baby by staying in New York. It is sound sense. Will sees it. He asks what they wanted him to do. Mr. Lord tells him. Write the story. Write it as only a San Francisco boy, who loves his city like a sweetheart, can write it. Take the bulletins and scraps of news as they come off the wire. Use them as the skeleton of the story.

(MORE)

HILL  
(CONT'D):

Clothe them with the flesh and blood of vivid narrative and description. Make the whole scene live. And so, torn by such apprehension as few men ever know Will Irwin sat down at his typewriter and wrote until his body and soul were weary to the bone -- wrote forty-eight hours without a wink of sleep -- and only snatches of food and hot coffee--wrote until he collapsed in sheer exhaustion and passed out sitting up. And at the last of all, to cap and crown his column on column of news description, he wrote one solid page, the unforgettable story of "The City That Was", the gay, bohemian San Francisco that he had known so well before the fire; a labor of love, that classic. Did you ever read it? The beginning was: "The old San Francisco is dead. The gayest, lightest-hearted, most pleasure-loving city on the American continent. It may be rebuilt. It probably will be. But those who have known that city by the Golden Gate, and have caught its flavor of the Arabian Nights, feel that it can never be the same. It's as though a pretty, frivolous woman had passed through a great tragedy..." When Will came to, they put a telegram in his hands. Jus ten words. But all the difference between happiness and misery -- life and death: "Irwin's wife and baby located. Both are safe and well"..... It meant a lot to me, the kid reporter, who looked on and saw it done. It gave me the ideal of a great newspaper reporter, who could put duty above his heart's desire; service before sentiment, however precious. (MORE)

HILL  
(CONT'D)

And it taught me that the proudest title that can be given to any man on a newspaper is that simple word "reporter"...I thank you.

ANNOUNCER: Thanks, Mr. Hill, that was great! It's certainly been lucky for radio that a man with your news sense and experience happened also to be the possessor of a deep timbred voice and an amazingly easy delivery in speaking.

HILL: Thanks a lot!.....I'm glad my delivery sounds easy.

ANNOUNCER: You find beocasting something of a strain?

HILL: Yes, it is, but I've always worked under pressure..... first, as a newspaper reporter. But back in those days I didn't have to pay so much attention to my speaking tubes as I do now. Broadcasting well over 500,000 words a year is a real strain on the voice and throat.

ANNOUNCER: Especially when you speak so clearly.

HILL: Let me tell you something. It was the radio microphone that first sold me on Luckies. That was several years ago, shortly after my first appearance on the air. You see, as a newspaper reporter, I had smoked a great deal. At that time I wasn't particular what brand I chose and I often suffered from throat-irritation. But, like too many smokers, I simply paid no attention.

ANNOUNCER: It's true a lot of people seem to think throat-irritation goes with smoking.

HILL: That was about the way I looked at it then. But after I had been on the air a while and had to think of my throat, I cut down on smoking. I thought it was the only thing to do until a friend of mine --- she is a radio singer -- got after me to try Luckies. She explained that they are the favorite cigarette with singers. So I tried them and... and that was when I made my own personal discovery about a light smoke. I found that with Luckies I could once again smoke as much as I please. For even under the strain of daily broadcasts, platform talks, motion picture recordings and interviews, Luckies are always easy on my throat.

ANNOUNCER: Well, that's a very interesting experience to have had with cigarettes, Mr. Hill, and we're glad that you, too, prefer Luckies. Thank you for this visit.

HILL: I've enjoyed it and -- I hope you'll all return the compliment! and visit my program!

ANNOUNCER: (LAUGHS) Accepted with pleasure. We'll be seeing you, Mr. Hill -- hearing you, at least -- on Your News Parade next Monday morning.

HILL: Then it's -- so long.

(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 DAYS" SWELLS AND FINISHES)

ANNC'R: 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.

("SWEET LEILANI"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FIVE: Here's the Lucky Strike Orchestra with a melody our nationwide survey shows is FIFTH this week...  
"Sweet Leilani,"

(MUSIC SWELLS AND FINISHES)

segue to

("WAS IT RAIN"..... QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SEVEN! A tuneful newcomer from the motion picture "The Hit Parade"...it's SEVENTH this week throughout the land....."Was It Rain,"

(MUSIC SWELLS AND FINISHES)

segue to

("DRUMS IN MY HEART"  
("I GOT PLENTY OF NUTHIN"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Another Lucky Strike Double! An Al Goodman medley of two stirring special selections played by the Lucky Strike Orchestra...."Drums In M<sup>y</sup> Heart" , "Through the Years" and "I got Plenty of Nuthin'" from "Porgy and Bess."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

ANNCIR: Lucky Strike's ace reporter -- Edwin C. Hill -- told you a few minutes ago how he discovered Luckies. And he mentioned the relief it has been to him to be able to smoke as much as he pleases without fear of throat irritation. Now there's a reason for everything and Luckies' extra smoothness has a firm foundation in fact. In the first place, Luckies are made of the best tobaccos money can buy -- the finer-flavored center leaves. You heard earlier in this program...remember? that the independent tobacco experts themselves smoke Luckies two to one. Well -- that says all that need be said about the high quality of Luckies' tobacco. But Lucky Strike enjoys another exclusive advantage over other cigarettes. The process, "It's Toasted", as laboratory tests prove, removes quantities of harsh throat-irritants naturally present in all tobacco. Obviously the fact that these irritants are out of Luckies makes Luckies easy on the throat -- a light smoke. Edwin C. Hill finds them easy on his throat in spite of the strain of daily news broadcasts. Surely you want to enjoy that same pleasant feeling of being able to smoke as much as you please. Then treat your throat to a light smoke -- ask for Lucky Strike.

(PANFARE)

ANNC'R: Stand by for Number ONE! America's first favorite this week....."September In the Rain."

("SEPTEMBER IN THE RAIN".....MCKINLEY AND ORCHESTRA\*

(MUSIC SWELLS AND FINISHED)

segue to

("THEY CAN'T TAKE THAT AWAY FROM ME".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number EIGHT.....All America's choice for EIGHTH place on Your Hit Parade this week...."They Can't Take That Away From Me."

(MUSIC SWELLS AND FINISHES\*

A segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: And that's YOUR HIT PARADE - Your nationwide authority for the favorite music of this week, played by Al Goodman and the Lucky Strike Orchestra. Next Wednesday night YOUR HIT PARADE will be heard over another station Harry Salter and the Lucky Strike Orchestra will play the most popular songs of the land and as our guest of the evening we will present the celebrated screen star, Miss Doris Kenyon. And remember -- every day except Saturday and Sunday Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen. Tune in Monday morning to this same station and hear Mr. Hill interpret, in his own thrilling style, the human side of the news.

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

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC

NEW YORK

WEAF

THE AMERICAN TOBACCO COMPANY

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

"YOUR HIT PARADE"

WEDNESDAY

JUNE 30th, 1937

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

ANNOUNCER: Lucky Strike presents..YOUR HIT PARADE...all America's  
choice in popular music..played by Harry Salter and the Lucky  
Strike Orchestra. And later in the program, the Lucky Strike  
spotlight flashes westward to Hollywood where it reveals  
a famous star of screen and concert...the charming Doris  
Kenyon. <sup>juice</sup> Each week YOUR HIT PARADE brings you America's  
favorite music...the most popular songs in the land  
selected through a vast nationwide survey which checks  
the music and records you buy...the tunes you request  
most frequently when you're out dancing...and your radio  
favorites. When all these figures are assembled and  
tabulated, the result is YOUR HIT PARADE...not just a  
program of dance music, but a composite picture of  
America's musical opinion this week....the only authentic  
mirror of the nation's musical taste.

(FANFARE . . . . .)

ANNOUNCER: O. K. Harry Salter! Start the music! The lead-off tune  
tonight is a Hit Parade leader at Number THREE .."The Merry  
Go Round Broke Down".

("THE MERRY GO ROUND BROKE DOWN" . . . . . QUARTETTE & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)



("CARELESSLY" . . . . . ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's Number EIGHT! Listen to the Lucky Strike Orchestra with the melody that's eighth this week throughout the land... "Carelessly".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("NEVER IN A MILLION YEARS" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...The nationwide choice for sixth place on YOUR HIT PARADE this week... "Never In A Million Years", from "Wake Up And Live".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET GEORGIA BROWN"  
"MARGIE"  
"WAITING FOR THE ROBERT E. LEE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A medley of ragtime classics played as special selections by the Lucky Strike Orchestra.. "Sweet Georgia Brown", "Margie" and "Waiting For The Robert E. Lee".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

ANNOUNCER: Down South, you hear some pretty wonderful things about the skill of tobacco experts. These men can tell the whole pedigree of tobacco almost at a glance. They know just from the look and feel of a leaf how it will taste when it reaches you in cigarette form. So, when they choose a cigarette for their own personal enjoyment, you can be sure that that cigarette contains the finest tobacco grown. Now every smoker will be interested in knowing <sup>✓</sup> what cigarette ~~is~~ these tobacco experts choose<sup>✓</sup>. Sworn records on file, and available for your inspection, give the authentic answer... Among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined! More than twice as many. These experts know tobacco. Auctioneers, buyers, warehousemen, etc., in the tobacco-growing districts, they make their living buying, selling and handling the various grades of tobacco. Their verdict is unbiased - unprejudiced.

*7* <sup>✓</sup> They are not connected with any manufacturer but deal with all manufacturers impartially. As a consequence, they are in a position to know exactly what tobacco each cigarette manufacturer buys. We repeat -- these independent tobacco experts smoke Luckies two to one! Could you ask for better proof that Luckies are made of the finest tobaccos money can buy?

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! Here's the Lucky Strike Orchestra with a tune our nationwide survey shows is fifth this week.. "There's A Lull In My Life" from "Wake Up And Live".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("A SAILBOAT IN THE MOONLIGHT" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN! All America's choice for seventh place on Your Hit Parade this week.. "A Sailboat In The Moonlight".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: As a special selection tonight the Lucky Strike Orchestra plays the dazzling rumba, "Lady Of Spain".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Number TWO! Skyrocketing into second place on Your Hit Parade this week... "Sweet Leilani".

("SWEET LEILANI" . . . . . ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

{ GUEST . . . . DORIS KENYON FROM HOLLYWOOD  
{ INTERVIEW AND SINGING "LOVE, HERE IS  
{ MY HEART)

LUCKY STRIKE

GUEST APPEARANCE - DORIS KENYON

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N Y ANNCR: We turn now to the pages of Lucky Strike's own "Who's Who" to select from among its many notables a woman who is at once beautiful, charming, distinguished .. You have heard her splendid voice on the concert stage and over the radio. You have seen her alluring self on the picture screen in many outstanding roles. Her name is -- Doris Kenyon!

(APPLAUSE)

So here we go to Hollywood for a visit with Miss Doris Kenyon.

SWITCH: NEW YORK TO LOS ANGELES

ANNOUNCER: Because homes are the truest reflection of personalities, I take you with me in fancy into one of the most attractive and best loved homes in Hollywood. We are on a winding road in the highlands west of Hollywood and near the Pacific Ocean. Radiant flowers, palms, shady orchards of avacadoes and fruit trees, more flowers, literally banks of them on all sides. And here's the rambling white Spanish home of Doris Kenyon - built for her by her late and beloved husband - Milton Sills - and - here is Miss Kenyon herself, at the open door.

KENYON: (CORDIALLY) Come right in. And now where would you like to go - to a porch, the patio, the lawn?

ANNOUNCER: Which is your favorite room?

KENYON: (LAUGHING) This one - right where we now stand.

ANNOUNCER: (EXCLAIMING) Books! - what a lot of books! Books, books everywhere --

KENYON: (LAUGHING) Now don't add "and not a book to read". Look how well thumbed they are.

ANNOUNCER: And what is this?

KENYON: That's my collection of letters. My father started it and I have kept it going. There's one from Disraeli - one from Mendelssohn and Schubert. Here's Whittier, Oliver Wendell Holmes. Dear old John Burroughs - and see this prize letter from Einstein. He explains in a page and a half his theory of relativity.

ANNOUNCER: You just spoke of your father, Miss Kenyon. He was -

KENYON: James B. Kenyon - the American poet -

ANNOUNCER: You are a daughter of a poet then.

KENYON: Yes, proud of it, and proud too, to be able to say, that I worked with him - even as a little girl and later when I went to Packer Institute and Columbia University.

ANNOUNCER: What did you study there?

KENYON: Oh - I specialized in languages - French, Italian, German - because already I had taken up singing.

ANNOUNCER: I'd like to ask you - and only because so many ambitious young people would like to know - did you have wealth so you could afford to write poetry and to sing?

KENYON: No - on the contrary - Father was a dear, but poets are impractical, you know. I wrote and sang to make money. I had to. In addition to a book of poems Father and I issued, I wrote another book of monologues which still brings me a nice check from the publishers twice a year. Then as a girl I was soloist in a Brooklyn church. That paid well. So you see I've supported myself since I was sixteen.

ANNOUNCER: Were you ever dead broke? Like so many young singers and actresses?

KENYON: No, but I've skirted some sharp corners. I was very lucky. Victor Herbert happened to hear me sing and gave me a part on Broadway. It was a small part of course, but one night there was a prominent picture producer in the audience who made me a film offer. So I came to Hollywood - and motion pictures.

ANNOUNCER: And, I see you've acquired another hobby out here - these etchings are remarkable.

KENYON: This one here is my pride and joy - it's a Whistler.

ANNOUNCER: Hmm - French, Italian, German.. poetry .. etchings .. and singing! Miss Kenyon - how about singing for us. Anything you'd care to - that sheet music beside you? What's that?

KENYON: Oh, that's one of the newer songs - but here's a real old favorite of mine - if you'd really like to hear it.

ANNOUNCER: Why, of course - what is it?

KENYON: This happens to be "Love Here Is My Heart". Well - here I go!

(SINGS . . . . .)

ANNOUNCER: Thank you, Miss Kenyon, and I know the radio audience will join with me - and most sincerely. And now - Oh, pardon me. Let me light your cigarette. By the way you won't mind if I tell the audience that you're a Lucky smoker.

KENYON: (CHUCKLES) Of course not - Luckies and I are old friends

ANNOUNCER: Really? How did you happen to meet up?

KENYON: At a summer resort - in Lake Placid, New York.

ANNOUNCER: Was that long ago?

KENYON: Oh about ten years ago. You see, I had never smoked at all because I didn't think I should as a singer - but up at that summer resort I began to envy the people who did. They managed to look so peaceful and happy somehow when they smoked. So one evening I suddenly asked my brother for a cigarette. He was surprised, but he grinned and opened his cigarette case, which was filled with Luckies. I smoked several and it was my turn to be surprised. For I found that they didn't bother my throat at all. So - I've stuck to Luckies ever since.

ANNOUNCER: Do you know what I've just been thinking, Miss Kenyon?

KENYON: No - what?

ANNOUNCER: That you're a very fortunate person - you seem so happy!

KENYON: Yes. Life has been and is good to me.

ANNOUNCER: But may I ask you one thing, Miss Kenyon? Out of your rich life, what do you prize most?

KENYON: The life I've built around my home .. being a wife and a mother. I can answer that promptly. Let me tell you a little story. A while ago, my son Kenyon Sills, developed a strong friendship with another boy at school. Kenyon talked so much about his "side-kick" as he called him - that I felt I should see what kind of a chap he was, so I called him up to my room one day. When he left I overheard the two boys talking on the stairs. The "side-kick" said, "Gee whiz, <sup>Kenyon, I think</sup> I've seen her in picture shows, is she an actress?" "New", ~~said Kenyon.~~ <sup>Kenyon</sup> Then he <sup>for a second and then</sup> hesitated, ~~and~~ said, "Well, ~~maybe a little but she isn't an actress.~~"  
"Well, what is she?" "I think she is, but anyhow - she's my mother."

~~Kenyon answered: "She's my Mother."~~

(PAUSE)

(SLOWLY) <sup>and</sup> That's the best <sup>thing</sup> that life has <sup>ever</sup> given me.

(SWITCH: 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 Harry Salter and the Lucky Strike Orchestra...the favorite music of the 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR: A triumphant hit from the picture "Melody For Two" is America's FOURTH favorite this week..."September In The Rain".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" . . . . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...the coast-to-coast choice for TENTH place on Your Hit Parade this week..."Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THERE'S SOMETHING ABOUT A SOLDIER" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra! Harry Salter's rousing rendition of.. "There's Something About A Soldier".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: A cigarette, too, is known by the friends it keeps. We are proud to have Miss Doris Kenyon say - as you heard her say a few minutes ago - "Luckies and I are old friends". And we are doubly proud because, <sup>being</sup> both ~~an~~ singer and actress, Miss Kenyon makes an unusually good judge of a cigarette's effect on the throat. Of course she enjoys the flavor of Luckies fine center leaf tobaccos -- the finest tobaccos money can buy. But the fact that Luckies are made of choice tobaccos doesn't altogether explain why Miss Kenyon finds them so easy on her throat. There's another reason....The exclusive Lucky Strike process, "It's Toasted", removes certain harsh throat irritants naturally present in even the finest tobacco. These irritants are out of Luckies. So is it any wonder Miss Kenyon finds them so good to her throat! Ask for Lucky Strike. You will appreciate the gentleness of a light smoke - you will enjoy the finer flavor of rich center-leaf tobacco.

("THE YOU AND ME THAT USED TO BE" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . a melodious newcomer that has climbed rapidly up the musical ladder into ninth place this week. . . "The You and Me That Used To Be".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE . . . . .)

ANNOUNCER: Number ONE! Ace high in all America's favor this week. . . "It Looks Like Rain In Cherry Blossom Lane".

("IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE" . . . QUARTET AND ORCHESTRA)

(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 played by Harry Salter and the Lucky Strike Orchestra. Remember, in the opinion of independent tobacco experts, one cigarette stands in a class by itself. This cigarette is Lucky Strike. Among these experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. These experts know, from personal observation what grade of tobacco each cigarette manufacturer buys. Is there any more convincing evidence of the high quality of Lucky Strike tobacco?

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

(APPLAUSE)