

JULY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JULY 3rd, 1937
10:00 to 10:45 P. M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents....YOUR HIT PARADE...All America's
choice in popular music....played by Peter Van Steeden
and the Lucky Strike Orchestra. And later in the
program we span the continent to Hollywood where we
present a famous star of the screen, Mr. James Dunn.
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

ANNOUNCER: Start the Band, Peter Van Steeden! The first number
tonight 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

("SEPTEMBER IN THE RAIN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR! The coast-to-coast choice for FOURTH place on Your Hit Parade this week... "September In the Rain."

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A medley of gay show tunes played as special extras tonight by the Lucky Strike Orchestra ... "Louisiana Hayride" and "Shine On Your Shoes." from "Flying Colors".

(MUSIC SWELLS AND FINISHES)

segue to

("CARELESSLY" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT! Listen to the Lucky Strike Orchestra with the song that takes the EIGHTH spot on YOUR HIT PARADE this week... "Carelessly."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

ANNOUNCER: Are you from Missouri? Do you have to be shown? We hope so, for tonight Lucky Strike invites everyone from Missouri -- everyone who likes to be shown -- to listen to the following announcement... (SLIGHT PAUSE) Sworn records, open to the public, show that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many! Now these experts are the auctioneers, buyers, warehousemen, etc. in the tobacco growing districts. They earn their living, buying, selling and handling the various grades of tobacco. They are not connected with any manufacturer and so their judgment is unbiased -- unprejudiced! A cigarette must win their approval purely on its own merits - and they smoke Luckies, two to one. Remember, that's the verdict of men who know tobacco from A to Z.. who see it bought and sold every day... and who are in a position to judge what cigarette uses the finest tobacco. Could anything more effectively "back up" our statement that Luckies are made of the finest tobacco money can buy? To make sure you enjoy the flavor and smoothness of this fine tobacco -- ask for Lucky Strike.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next... Number SEVEN ... the Lucky Strike Orchestra
plays the melody that's SEVENTH this week the country
'round ... "A Sailboat In the Moonlight."

(MUSIC SWELLS AND FINISHES)

segue to

("BLUE HAWAII" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... All America's choice for TENTH place on
Your Hit Parade this week ... "Blue Hawaii."

(MUSIC SWELLS AND FINISHES)

segue to

("PEANUT VENDOR"
("MAMA INEZ" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Double! A medley of sparkling
rhumbas played as special selections tonight by the
Lucky Strike Orchestra ... "Peanut Vendor" and "Mama
Inez."

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! A tuneful favorite from "Wake Up and Live"
that our nationwide survey shows is FIFTH this week ...
"There's a Lull in My Life."

(MUSIC SWELLS AND FINISHES)

GUEST - JAMES DUNN from HOLLYWOOD

NY ANNOUNCER: The guest of honor on Your Hit Parade this evening is a young man you've seen many times in pictures, so I know that you join us in extending a very cordial welcome to James Dunn!

(APPLAUSE)

We feel sure you'll enjoy knowing Jimmy Dunn even better than you do now. Of course we can tell you a few things about him ... for example that he is one of Hollywood's busiest men -- is now appearing with Sally Eilers in "We Have Our Moments"... that he's a bug on aviation and that he smokes Luckies. But there's a great deal more about Jimmy Dunn we think you'll be interested in knowing, so -- we take you to Hollywood to hear from Jimmy Dunn in person. All right Jimmy -- the "mike" is yours.

(SWITCH: NEW YORK TO LOS ANGELES)

DUNN: Good evening, ladies and gentlemen. I'm very happy to be here -- but off hand I'm wondering just what you'd like to hear about.

ANNOUNCER: Well, Jimmy, I can tell you ... what's this I hear about you being a great salesman?

DUNN: That's right, I worked my way through college -- the college of hard knocks -- selling lunch wagons.

ANNOUNCER: Lunch wagons? Well, I'll be darned. Did you lug around any samples?

DUNN: No, just a few elegant snapshots. We had quite a line, too... all the way from our little jim dandy model that retailed for \$7500 to our super-colossal, complete with urns and marble counter, at \$25,000. A lunch wagon to fit every purse. I'll bet you've eaten in one... Tierney diners ... made right in my home town -- New Rochelle, New York.

ANNOUNCER: How in the world do you ever sell a fellow a lunch wagon?

DUNN: It's really very simple. First you find the proprietor of a small restaurant that isn't doing very good business.

ANNOUNCER: That sounds easy.

DUNN: Then you talk to him ... sympathize with him .. tell him it's a shame that such a swell restaurant doesn't do business. Then he tells you that it's all because he has a poor location.

ANNOUNCER: Yes ...

DUNN: Then, boy oh boy, you have him! You convince him that he needs a lunch wagon he can hitch up and move to a better location, with little bother and little expense.

ANNOUNCER: Sounds very easy, Jimmy, but how did selling lunch wagons ever lead you into the movies.

DUNN: Well, I sold so many wagons there weren't any more corners left. So I was looking around for a way to make money, and a girl told me that Paramount was casting extras at their Long Island Studio, and paying them ten dollars a day. That part about the ten dollars sounded like an exaggeration, but the first thing I knew I was playing extra roles.

ANNOUNCER: What was the first picture you worked in?

DUNN: It was a picture starring the late Thomas Meighan, called "Dark Alleys". Anyhow, after a while I began to get bits ... you know -- very small parts -- but the twenty-five dollars a day I was paid looked enormous. And then -- I still hate to think of it!

ANNOUNCER: What happened?

DUNN: Paramount shut down the Long Island Studio, and moved all production to Hollywood.

ANNOUNCER: Didn't they ask you to go to Hollywood, too?

DUNN: No, they seemed surprisingly able to get along without me. So there I was, left high and dry ... watching my bread and butter being moved three thousand miles away. I took to a double shift of pavement pounding. That led me to my first job on the legitimate stage.

ANNOUNCER: A career in the making at last.

DUNN: Well, I had a bit of good luck. They were casting a play called "The Night Stick" at the time. (MORE)

DUNN
(CONT'D)

I tried out for the leading role and I wasn't chosen.

ANNOUNCER: That's a funny kind of luck.

DUNN: Oh -- the good luck comes next. As I was going downstairs, pretty down in the mouth, too... I passed John Ray who co-authored the show with the Nugents. We'd never met each other, but he stopped me and asked if I'd been trying out for a part. I told him I'd just been turned down for the lead, and he sent me back to try out for the second male lead. I got the part, and that frightened the wolf away from the door for several months.

ANNOUNCER: I suppose that after a break like that put you on Broadway, it was easy enough to stay there ...

DUNN: Oh no ... it's a lot harder than that. After "The Night Stick" I played stock in New Jersey and Canada and I also did vaudeville for a year. Then I came back to Broadway to appear in "Sweet Adeline".

ANNOUNCER: That sounds as though you drove the wolf from the door for good.

DUNN: I thought I had, too, but he came back and brought his friends.

ANNOUNCER: What do you mean, Jimmy?

DUNN: Ever hear of the depression, the slump, the crash?

ANNOUNCER: Of course ...

DUNN: When they cleared the wreckage away I was at the bottom -- and plenty broke. There just weren't any shows ...

ANNOUNCER: What did you do?

DUNN: Fortunately, I had a good professional wardrobe. I got by for a while, selling my clothes, piece by piece, until I was down to one blue suit.

ANNOUNCER: Sounds tough, Jimmy.

DUNN: To keep on the lookout for jobs I had to live in a small hotel in New York. The Foys, you know -- Bryan and Eddie, Jr., were friends of mine from New Rochelle, and they used to drive out there every night. I was so broke that every evening they'd take my one remaining blue suit out to New Rochelle, my mother would press it, and they'd bring it back in the morning. If that hotel had ever caught fire during the night I would have had to grab a sheet and play the ghost in Hamlet.

ANNOUNCER: You're lucky the suit held out, Jimmy.

DUNN: Don't I know it? I christened it "Old Ironsides" because it wore and wore and wore. Of course, it did take on a dazzling shine.

ANNOUNCER: Well, I see you're not wearing a shiny blue suit tonight, so I gather the breaks changed for the better.

DUNN: Yes ... it was one of those "darkest just before dawn" things. I had no prospects at all, and had eaten almost nothing for three days, when Winnie Sheehan of the Fox Company sent for me and offered me a picture contract.

ANNOUNCER: I can imagine how you jumped at that offer ...

DUNN: No, I don't think you can. Maybe it was the courage born of ~~depression~~ ^{desperation}, or something of the sort, but I turned to walk out of his office when he didn't meet my price. (PAUSE) If he hadn't called me back I would have dropped dead at the door.

ANNOUNCER: I'll bet that was the end of Old Ironsides.

DUNN: No... wrong again. That was old Ironsides last public appearance, but I still reward that shiny old suit with moth balls, as a token of valiant service.

ANNOUNCER: What was your first picture assignment after you arrived in Hollywood, Jimmy?

DUNN: "Bad Girl", with Sally Eilers.

ANNOUNCER: Of course -- and what a picture that was!

DUNN: Do you still remember it?

ANNOUNCER: I think almost anyone who ^{saw} ~~saw~~ it will remember it.

DUNN: Well, that's about all there is. Since coming to Hollywood it's been nothing but picture after picture ... thirty-five of them in six years.

ANNOUNCER: Thirty-five! Why, that's almost six pictures a year.

DUNN: Right!

ANNOUNCER: Sounds like something of a grind.

DUNN: It is, but I like it. And by the way ... that gives me a chance to get in a word about Luckies.

ANNOUNCER: I hope it's a good word ...

DUNN: It is -- because I'm really grateful to Luckies. You see, six pictures a year means a lot of work... and a heavy strain on the throat. Naturally, I've got to keep my voice in shape. So that's why I smoke Luckies -- they get along with my throat like a million dollars ... no matter how many I smoke,

ANNOUNCER: Did you begin smoking Luckies in Hollywood, Jimmy?

DUNN: No, I didn't. Luckies were the first cigarette I ever smoked.

ANNOUNCER: How did you happen to begin with Luckies?

DUNN: Well, at the time of the war, I was a kid in New Rochelle. Fort Slocum was near there, and when the men began coming in with the second draft, there wasn't room enough for all of them at the camp. We had a couple quartered with us, and usually had a lot of soldiers around. Most of them smoked Luckies, so when I began smoking a couple of years later, I just naturally began with Luckies. I've tried other brands from time to time, but I always come back to Luckies.

ANNOUNCER: Thank you, Jimmy -- but you still haven't told us anything about your favorite hobby - flying.

DUNN: Well, about three years ago I was making "Bright Eyes" with Shirley Temple. It was an aviation picture and Bob Blair was the technical director. He got me interested in flying - just as he did Ruth Chatterton, Brian Aherne and Henry Fonda. I fly almost every day now.

ANNOUNCER: You fly your own plane, don't you?

DUNN: Yes, a Stinson. I took a really long flight in it recently - to New York and back.

ANNOUNCER: Did you break any records?

DUNN: Well, our actual flying time was nineteen hours, but our total time was six days. In Mulland, Texas, we stopped to chase antelope across open prairie in automobiles. A tree put a stop to that. In the St. Louis Zoo, I stopped to have my picture taken with a big black snake around my neck -- he was all right until he began to get affectionate. We watched the trials at the Indianapolis Speedway ... and then on to New York.

ANNOUNCER: All your excitement seems to have been on terra firma. Haven't you had any in the air?

DUNN: No ... unless you count the time I nearly fell out of the plane.

ANNOUNCER: Now you're talking!

DUNN: I was attempting my first loop. At the top of the loop I cut the gun too fast, and losing speed, I also lost centrifugal force. When I started to fall out, I realized I'd forgotten to fasten my safety belt.

ANNOUNCER: What did you do?

DUNN: What could I do? I let go of the stick entirely and hung on to the cockpit with both hands. It was a darn good thing the ship righted itself, because I'd also forgotten my parachute.

ANNOUNCER: Whew! I'll bet you were limp and shaky when you got down.

DUNN: Well, I was no more jittery then, than I am before this mikel

ANNOUNCER: (LAUGHS) I see. Well, Jimmy ... thanks a lot and come again.

DUNN: I'd like to. Good night everybody.

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

("NEVER IN A MILLION YEARS" GIBSON AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... Another bright tune from the picture "Wake Up and Live" is America's SIXTH choice this week ... "Never In a Million Years."
(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE

ANNOUNCER: Number TWO! Runner-up for the nation's top musical honor this week ... "SWEET LEILANI"
("SWEET LEILANI" ALLEN AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

segue to

("LULLABY OF BROADWAY" ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra! Peter Van Steeden presents a lilting favorite of yester-year ... the "Lullaby of Broadway."
(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

ANNOUNCER:

In the course of his highly entertaining broadcast from Hollywood a few minutes ago, James Dunn got in a word about Luckies -- a good word, you'll recall! For this famous actor said - QUOTE - Luckies get along with my throat like a million dollars ... no matter how many I smoke -- END QUOTE. Now, for Jimmie Dunn to say that about a cigarette means a great deal. For his voice and throat are under constant strain as the result of long days before the sound camera. But in spite of this strain, he finds Luckies always gentle and delicious. And here's why. First - Luckies are made of the finer-flavored center leaves -- the best tobacco money can buy. That's why, as you heard a little while ago, independent tobacco experts smoke Luckies two to one. But even this fine tobacco must be improved upon before it is good enough for Luckies. And that's the reason for the exclusive process, "It's Toasted". This process removes certain harsh throat irritants naturally present in all tobacco -- even the finest. The result is what you just heard James Dunn say... Luckies are always easy on your throat. So follow his example and enjoy finer flavor plus smoothness -- Ask for Lucky Strike ... a light smoke.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . a rhythmic newcomer that takes the
NINTH spot on Your Hit Parade this week . . . "The You
and Me that Used to Be."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number ONE! The top tune this week throughout the
land . . . "It Looks Like Rain in Cherry Blossom Lane."

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

(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 Peter
Van Steeden and the Lucky Strike Orchestra. 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 Monday morning and
hear Mr. Hill's thrilling dispatches 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

WEAF

THE AMERICAN TOBACCO COMPANY

(REVISED)

LUCKY STRIKE "YOUR HIT PARADE"

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10:00 - 10:45 P.M.

JULY 7th, 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 spotlight swings across the continent to shine on Richard Dix, famous star of so many great pictures. Twice each week YOUR HIT PARADE brings you America's favorite music .. the most popular songs in the land selected by 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. (P A U S E)
All ready, Harry Salter? Then strike up the band with Number SEVEN....."Never In A Million Years", from "Wake Up and Live".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"SEPTEMBER IN THE RAIN" QUARTET & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX . . . This week sixth place on "Your Hit Parade" goes to "September In The Rain" from the motion picture "Melody For Two".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"THREE LITTLE WORDS"
"NOBODY'S SWEETHEART" ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! . . . Harry Salter and the Orchestra play a medley of two favorites of a few years ago.. "Three Little Words" and "Nobody's Sweetheart".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"WHERE OR WHEN" ALLEN AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE! . . . A newcomer to "Your Hit Parade" that's skyrocketed to fifth place this week... "Where Or When" from **the musical comedy "Babes In Arms"**.

(MUSIC SWELLS AND FINISHES)

LUCKY STRIKE

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COMMERCIAL #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 have 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!

(FANFARE)

ANNOUNCER: Number TWO! . . . Runner-up for top honors this week...the
Lucky Strike Orchestra plays a hit tune by Carmen Lombardo
and Johnny Loeb... "A Sailboat In The Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CARELESSLY" ALLAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN! Here's the tune on "Your Hit Parade" that's
tenth in your favor straight across the country.. "Carelessly".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LA CUCARACHA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Lucky Strike Extra...a special arrangement by
Harry Salter of the rhumba favorite.. "La Cucaracha".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE! . . . From Maine to Mexico it's all America's
choice for ninth place this week....The Lucky Strike Orchestra
plays "The You And Me That Used To Be".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE..RICHARD DIX)

(FROM HOLLYWOOD)

LUCKY STRIKE

GUEST APPEARANCE -- RICHARD DIX

N Y ANNCR: What real-blooded American hasn't played "Injuns" as a boy? What man hasn't wished at sometime or other to blaze a trail of glory .. to pioneer. Well - our guest of honor this evening has played more Indians, shot at more Indians, blazed more trails of glory than almost anyone living... and - he's done it all in pictures. Ladies and gentlemen - I take pleasure in presenting that great screen actor - Mr. Richard Dix.

(APPLAUSE)

To his friends Richard Dix is just a very human and likeable U.S. citizen. Ranching and acting are his favorite pastimes...and Luckies are his favorite cigarette. You'll soon see Richard Dix in his latest Columbia Picture, "The Devil is Driving" but tonight we'd like you to meet him informally - to hear what he likes - perhaps, hear what he doesn't like... In any event.. let's go to Hollywood and find out.

SWITCH: - - - - - NEW YORK TO LOS ANGELES

DIX: Hello everyone - but it doesn't seem right to stop that good music, does it? You can only hear the Hit Parade twice a week.

ANNCR: But we can't hear Richard Dix any time. Trying to find you is like trying to find the Phantom of the Opera. Where do you disappear to when you leave your house in Beverly Hills?

(GUEST APPEARANCE - RICHARD DIX)

DIX: There's no mystery about that. I go to my ranch.

ANNOUNCER: So you're a rancher!

DIX: You'd better call me just a farmer. They call 'em ranches in California, but everywhere else they're plain farms. You know the old saying, "You can take the boy out of the country, but you can't take the country out of the boy". That explains me, I guess.

ANNOUNCER: I didn't know you were born on a farm, Mr. Dix.

DIX: I wasn't. I was born in St. Paul, Minnesota. But my people have always been close to the soil. The Brimmer family record begins in New England, 'way back about 1630.

ANNOUNCER: Brimmer -- is that your real name?

DIX: Yes. Pete Brimmer. Beginning with Colonel John Brimmer of Massachusetts, we've had farmers and pioneers and Indian fighters in the family. But I'm the first actor.

ANNOUNCER: Well, it's a long road from old Colonel John Brimmer to Pete Brimmer, alias Richard Dix, actor-farmer of Hollywood.

DIX: Yes, I imagine that some of the old boys, especially old Colonel John, would turn over in their graves if they knew that one of their great-great grandsons was "Play-actin'". By the way, Colonel John had a great story - I'd like to make a picture of it some day and play my own ancestor.

(GUEST APPEARANCE - RICHARD DIX)

ANNOUNCER: Sounds like a swell idea. But how did you, of all the Brimmers, happen to turn actor, Mr. Dix?

DIX: That's another story. A red-headed girl was the real reason.

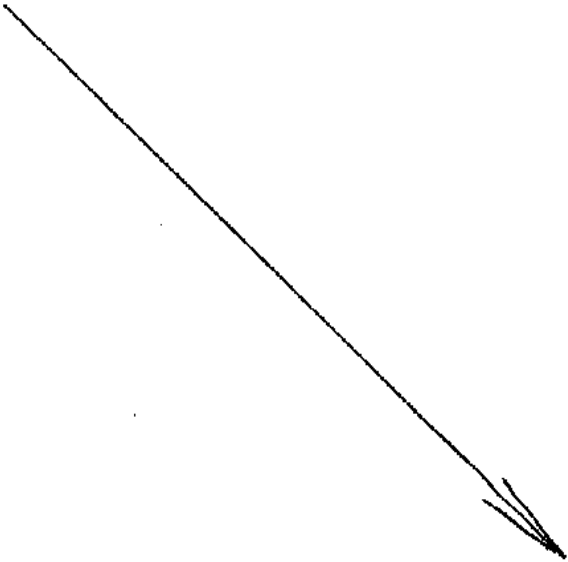
ANNOUNCER: So there's a girl in it!

DIX: Yes, I met her while I was studying medicine at the University of Minnesota. You see, my father wanted his two sons to become doctors. My older brother did, but I liked sports and excitement better than I did studying. And I liked it less when I met the girl.

ANNOUNCER: Was she an actress?

DIX: Not then. She was so terrifically enthusiastic about the theatre that I became interested too. My family knew nothing about my new interests, even when I played my first bit part in a St. Paul Stock Company show.

ANNOUNCER: How'd you get away with it?



(GUEST APPEARANCE - RICHARD DIX-

DIX: I changed my name. We picked Richard Dix out of the thin air. Of course, all my friends packed the gallery at every performance and applauded loudly. So the secret was out. And the family fireworks began.

ANNCR: Did they ever forgive you?

DIX: They did when they saw that I was determined and nothing could change me.

ANNCR: What happened to the red-headed girl?

DIX: She became a successful actress. Her name was Louise Dwyer and later she married Allen Dinehart the actor.

ANNCR: What did you do after that?

DIX: Oh - I played in several other stock companies. Then I went to New York and appeared with William Faversham in "The Hawk". They say that all paths lead to Hollywood. Mine did. I finally landed in the old Oliver Morosco stock company here in Los Angeles.

ANNCR: That Morosco company turned out a bunch of famous movie stars, didn't it?

DIX: Yes. Warner Baxter, Edmund Lowe - a dozen others. It was an ideal place to be seen by the picture producers. I practically nagged Samuel Goldwyn into giving me the part of John Storm in "The Christian". I camped in his office wearing down his resistance. He finally gave in and that was my first big picture.

ANNCR: What pictures did you enjoy making most, Mr. Dix?

(GUEST APPEARANCE -- RICHARD DIX)

DIX: Let's see - "Donovan's Kid" with Jackie Cooper and a recent one, "It Happened In Hollywood", with another youngster, little Billy Burrud. I have a soft spot in my heart for kids. I like to work with them. As a matter of fact, when we made "Donovan's Kid", the studio started a kind of boys' Legion of Honor. I was an honorary officer. The slogan was clean-living and true Americanism. Then the craze for gangster pictures swept the country and our Legion of Honor died under the hail of gangsters' machine-gun bullets. I've always regretted having to play gangster roles. I'd much rather play Indians, even, and pioneers like the characters I did in "Cimmaron" and "The Conquerors".

ANNOUNCER: Weren't the two pictures you just mentioned the ones in which you grew old toward the end, Mr. Dix?

DIX: Yes. And, while we were making "The Conquerors", I found out something very interesting.

ANNOUNCER: What do you mean?

DIX: Well, in the last scene of the picture I was a doddering old man with a squeaky voice. I carried a handful of marbles in my pocket.

ANNOUNCER: Marbles -- what in the world for?

DIX: Well, I used the marbles to help me talk in the quavering, whistling voice of a very old man. But, even with the aid of the marbles, it was a terrific strain on my voice.

ANNOUNCER: But how could marbles produce an old man's voice?

(GUEST APPEARANCE - RICHARD DIX)

DIX: I'll show you. Let's make an old-fashioned spit-ball of this little piece of paper. Like this. (BRIEF PAUSE) That's the marble. Now I'll hold it with my tongue against the roof of my mouth. Like this. Now listen. (SPEAKING IN OLD MAN'S VOICE) (3 TYPED LINES FROM HIS PART IN "THE CONQUERORS").

ANNOUNCER: Fine, Mr. Dix! Splendid!

DIX: Considering that I talked like that for about five days you can see what a tax it put on my throat. Now the interesting fact I found out - and this should please you - was that smoking Luckies didn't bother me at all.

ANNOUNCER: You mean they were easy on your throat?

DIX: Yes - but I'll go even further and say that they were the only cigarette I could smoke.

ANNOUNCER: Have you smoked them ever since?

DIX: Yes, I have. Whether I'm working 12 hours a day before the camera, or just leading the simple life out on my ranch.

ANNOUNCER: Thanks, Mr. Dix. That's very nice.....Oh, by the way, a while back you mentioned that Indian-fighting great, great grandfather of yours - Colonel John Brimmer.

DIX: When Colonel John was a boy in Salem, Massachusetts, one night a band of Indians swooped down on the little town. John's father and mother tried bravely, but it was a hopeless battle. Little John saw his brother Godfrey murdered and scalped. Then strong hands seized him. Half fainting with fear, the little fellow waited for the slash of the tomhawk. But instead of killing him, the Indians made him a captive.

ANNOUNCER: And then?

DIX: He was held by the tribe as a slave for 10 years. Finally in trying to escape, he was recaptured and sold into slavery to the French and taken to a Quebec prison. Patiently he watched and waited for his chance to escape and one dark night he scaled the high wall. Slowly he worked his way toward Salem. The memory of a little girl, whom he had loved in his childhood, kept his courage alive.

ANNOUNCER: A little girl? So there's romance in the story too.

DIX: Yes. Plenty of it. She was a little English girl, Elizabeth Manchester. Finally John reached Salem. He found the graves of his parents. But there was no trace of Elizabeth. Heartbroken, John joined the American army and earned a great reputation as an Indian fighter. But always in his heart he kept the picture of his little childhood sweetheart.

ANNOUNCER: Did he ever find her?

DIX: Yes. Once again truth is stranger than ~~than~~ fiction. Several years later he went to a ball in Albany. He hadn't wanted to go, but a bunch of his young officer friends insisted. And there he met Elizabeth. She was even lovelier than she had been as a child. They fell in love all over again and were married. I guess I'm the last living descendant. That's the story of Colonel John.

3-H

(GUEST APPEARANCE - RICHARD DIX)

ANNOUNCER: And a great story it is, Mr. Dix. I hope you'll make it
into a picture some day.

DIX: I hope so too. Now good-night to all of you.

(SWITCH: LOS ANGELES TO NEW YORK)

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief interlude for station identification, "Your Hit Parade" will continue.

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

("LUCKY DAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Harry Salter 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT!..from Fred Astaire's picture "Shall We Dance", comes the tune that's eighth in your favor..."They Can't Take That Away From Me".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE! The Lucky Strike Orchestra presents a top-notch in third position this week from "Waikiki Wedding", Bing Crosby's popular film success, "Sweet Lellani".

("SWEET LEILANI" ALLAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ANYTHING GOES"
"BLOW GABRIEL BLOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double..Harry Salter and the Orchestra in a medley of two Cole Porter hits,"Anything Goes"and "Blow Gabriel Blow".

(MUSIC SWELLS AND FINISHES) (C O M M E R C I A L #2)

COMMERCIAL #2

ANNOUNCER:

A few minutes ago from Hollywood, that famous actor Richard Dix told you that whether he's working 12 hours a day before the sound camera or just leading the simple life out on his ranch, he prefers Luckies. He prefers them because Luckies have proven themselves easy on his throat, even at times when his throat has been subjected to the most unusual strains. Luckies always get along fine with his throat. And here are the reasons -- First - finer tobacco! Luckies are made of the finer-flavored center leaves -- the best tobacco money can buy. That's why, as you heard a little while ago, independent tobacco experts smoke Luckies two to one. But this fine tobacco is only one of Lucky Strike's advantages. Another is the exclusive process "It's Toasted". This process removes certain harsh throat irritants naturally present in even the finest tobacco. That's why Luckies are easy on Richard Dix's throat even after twelve long hours' acting before the sound camera. And that's why Luckies will be just as easy on your throat. For finer flavor, for greater smoothness, ask for Lucky Strike -- a light smoke.

(FANFARE)

ANNOUNCER: Number ONE... From the Great Lakes to the Gulf, here's your choice for the top position on "Your Hit Parade" this week... "It Looks Like Rain In Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...the Lucky Strike Orchestra brings you a novelty number that's sweeping the nation, and fourth in your favor tonight.. "The Merry Go Round Broke Down".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE....Your Nationwide authority for the most popular tunes in America, played by Harry Salter and the Lucky Strike Orchestra..(PAUSE)..And remember, sworn records, open to the public, show that among the independent tobacco experts Lucky Strikes have twice as many exclusive smokers as all other brands combined. These experts are not connected with any manufacturer...their opinion is unbiased. Next time you buy cigarettes, remember - men who know tobacco smoke Luckies 2 to 1!

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 10, 1937

10:00 to 10:45 P.M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents...YOUR HIT PARADE...All America's choice in popular music played by Peter Van Steeden and the Lucky Strike Orchestra. And later on in the program we will introduce that famous tenor of the concert stage, Charles Hackett. Twice each week YOUR HIT PARADE brings you America's favorite music...selected by a vast, nationwide survey which checks the music and records you buy...the tunes you ask for 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.

Peter Van Steeden opens the Lucky Strike songbook at... Number NINE...and we start off with the tune that's in ninth place this week..."The You and Me That Used to Be".

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

(MUSIC SWELLS AND FINISHES)

segue to

("CARELESSLY" ALLAN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number TEN ... it's your selection for tenth position
on YOUR HIT PARADE ... "Carelessly".

(MUSIC SWELLS AND FINISHES)

segue to

("GIRL FRIEND"
"BLUE ROOM"MEDLEY. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Double! ... as a special tonight, Peter
Van Steeden and the orchestra play a medley of two
ever popular hits ... "Girl Friend", and "Blue Room".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNC'R: Number THREE ... The Lucky Strike Orchestra presents
a tune that's a high-flyer at third position this
week ... "Sweet Leilani".

("SWEET LEILANI" ALLAN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: Here's an imaginary argument - but one such as you may have heard many times ... (PAUSE) ... Smoker A says the cigarette he smokes is best in the world. Smoker B makes just as blunt a statement about the quality of his cigarette. But Smoker C says quietly: "Gentlemen, I'm strong for Luckies but I don't pretend to be an expert. I simply want to point out one fact to you. Luckies are the favorite cigarette with those who are experts - those who know tobacco best" (PAUSE) Yes, that is the fact. Sworn records on file and available for your inspection show that among independent tobacco experts Lucky Strikes have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now these experts are men who 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 they are not connected with any manufacturer. So their judgment is not only expert but impartial. Remember: the men who know tobacco best smoke Luckies, two to one: Yes, two to one!

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

(FADE FOR ANNOUNCEMENT)

ANNCR: As the orchestra plays number FOUR ... relax and light up a Lucky - you'll enjoy it. Fourth place this week goes to ... "The Merry Go Round Broke Down."

(MUSIC SWELLS AND FINISHES)

Segue to

("SEPTEMBER IN THE RAIN" ALLAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's the song that you've selected for SIXTH place on YOUR HIT PARADE ... "September in the Rain."

(MUSIC SWELLS AND FINISHES)

Segue to

("LAZY BONES"
("STORMY WEATHER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Another Lucky Strike Double ... a medley of two numbers nearly as popular now as when they were first played ... "Lazy Bones" and "Stormy Weather".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOC'R: From the motion picture, "Shall We Dance", comes the
tune that's in eighth place on YOUR HIT PARADE this
week . . . "They Can't Take That Away From Me" . . .
Number EIGHT.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE . . . CHARLES HACKETT . . . FROM
NEW YORK)

GUEST APPEARANCE - CHARLES HACKETT

ANNOUNCER: One American who did his pioneering not in the New World - but the Old - is our guest of this evening, Mr. Charles Hackett. He pioneered in a musical sense - being the first American ever to sing at the famous "La Scala" Opera House in Milan, the "Colon" in Buenos Aires, the "Reale" in Madrid, the "Opera" in Paris, the...but his list of "firsts" is really too long to repeat. Ladies and gentlemen, we present him to you in person - that famous Metropolitan Opera tenor and good friend of Lucky Strike - Mr. Charles Hackett!

(APPLAUSE)

HACKETT: Thank you and good evening everyone ... You know, as I listened to your opening remarks I began to feel a little bit like singing "Cook's Tour".

ANNOUNCER: (LAUGHS) Well, you have covered a bit of ground, Mr. Hackett. Tell us, what is the life of the musical pioneer ... not too many hardships, I hope? No scalping parties, at least?

HACKETT: No, I was never scalped - but I was very well siffle^d on a few occasions. To "siffler" means to "whistle" literally - but it may include throwing anything from over-ripe tomatoes to rotten eggs.

ANNOUNCER: From what I've heard of your successes abroad, Mr. Hackett, I doubt if you ever had to do much dodging.

HACKETT: Oh, they were exceptionally kind to me, everywhere I went. As the first American to sing in many of these famous opera houses, I was regarded with extra interest, of course - Carlo Achet, il tenor Americano.

ANNOUNCER: They called you "Carlo"?

HACKETT: Yes, Carlo Achet - that was about as close as they could come to pronouncing Charles Hackett.

ANNOUNCER: That must have been an extraordinarily interesting period of your life.

HACKETT: For a youngster from Worcester, Massachusetts, it was - well - the realization of my grandest dreams, to say the least! Did you ever chance to read a book called "The Roman Singer" by Marion Crawford?

ANNOUNCER: No, I can't say I ever did.

HACKETT: Well, I'd like to tell you a story about that book but .. suppose I sing first.

ANNOUNCER: Please do, Mr. Hackett. I understand that you've chosen something rather lighter than your usual repertoire tonight?

HACKETT: Yes, but a most beautiful song, in my opinion -
"The Touch of Your Hand" from "Roberta" ...

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Mr. Hackett. I believe if this were
Europe, everyone would be shouting "Bravo, Carlo" ...
But now how about that story you promised us.

HACKETT: Oh yes ... I think this is interesting, because it
shows how a book can change the whole course of a
person's life. You see, I read the "Roman Singer" --
which is a story about an opera star - when I was only
sixteen. And from that time on I had just one idea
in mind ... to be an opera singer. Absolutely nothing
else interested me.

ANNOUNCER: How did you go about being one?

HACKETT: Well, the first thing that happened to me was that I
got kicked out of high school.

ANNOUNCER: (LAUGHS) That was Step Number One?

HACKETT: Yes, and Step Number Two was to be kicked out of a job
I got in the drafting room of a bridge-building
company.

ANNOUNCER: You were progressing fast!

HACKETT: (LAUGHS) I'll never forget what the Chief Consulting Engineer told me when he fired me. He said: "I'm going to do you a favor - I'm going to fire you!" When I'd digested that shock, he added: "Your work is good - you earn your moeny - but your mind isn't in this - you'll never be a success!"

ANNOUNCER: At bridge building.

HACKETT: Yes ... so he kicked me out, though I tried to object that whether or not my mind was on my work, I had to eat. Nevertheless he said: "You'll get along."

ANNOUNCER: Well, you certainly did.

HACKETT: But not without a good many hardships at first. I didn't really mind that. I believe I was practically a monomaniac about singing - and still am.

ANNOUNCER: Mr. Hackett, I suppose, as a singer, you must prize your voice above almost everything else.

HACKETT: Yes - I do.

ANNOUNCER: Then it's particularly gratifying to us to know that you are a Lucky Strike smoker.

HACKETT: Yes, I enjoy Luckies thoroughly and I don't mind telling you that if they'd ever bothered my throat - to even the slightest extent - well - you'd have lost a good customer.

ANNOUNCER: The fact that we've kept you as a customer, Mr. Hackett, is good indication that Luckies are easy on the throat.

HACKETT: Yes, I think it is. For I've been smoking Luckies for a great many years. Yet even in the middle of a strenuous season at the Metropolitan - my throat and Luckies get along just right. I should judge from this that they'd be easy on anyone's throat. And singers make a perfect proving ground for cigarettes, you know.

ANNOUNCER: Thank you very much, Mr. Hackett for your song and your very interesting stories of your experiences - and thank you, too, for what you say about Luckies.

HACKETT: I've enjoyed being here and I always enjoy saying what I think - Goodnight everyone.

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNC'R: After a brief interlude for station identification,
YOUR HIT PARADE will continue.

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

("LUCKY DAY" SWELLS AND FINISHES)

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

(FANFARE.....)

ANNC'R: Number TWO . . . from Maine to Miami, it's second in
your favor this week . . . "A Sailboat in the
Moonlight".

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

(MUSIC SWELLS AND FINISHES)

Segue to

("WHERE OR WHEN" ALLAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: As you light up your Lucky Strike, listen to Number
FIVE . . . a newcomer to YOUR HIT PARADE in fifth
place the country round . . . from the Broadway musical
"Babes in Arms" . . . "Where or When".

(MUSIC SWELLS AND FINISHES)

Segue to

("LIMEHOUSE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra . . . here's an old favorite in
the plaintive "blues" tradition . . . "Limehouse
Blues".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

(commercial #2)

ANNOUNCER: The famous Metropolitan Opera tenor, Charles Hackett, remarked a few minutes ago on this program: QUOTE - We singers make a perfect proving-ground for cigarettes - END QUOTE. Now that's an interesting way of putting it. For certainly a singer's throat - what with all the strains upon it - is unusually sensitive. So if a cigarette is easy on a singer's throat, it should be easy on anyone's throat. Mr. Hackett has been enjoying Luckies for many years and - in his own words - "my throat and Luckies got along just right!" ... Now there's an explanation for this gentle quality of Luckies and here it is ... In the first place, Luckies are made of the best tobacco money can buy - the finer flavored center leaves. That's why, as you heard a little while ago, independent tobacco experts smoke Luckies two to one. But even the finest tobacco in the world needs to be made finer before it is good enough for Luckies. So Lucky Strike takes an exclusive extra step called "It's toasted". This process removes certain harsh throat irritants which are naturally present in all tobaccos - even the finest. The result is a cigarette truly made-to-order for your throat. So follow Charles Hackett's example and give your throat and your taste a treat. Ask for Lucky Strike - a light smoke.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... Peter Van Steeden and the Lucky Strike Orchestra play the melody that's seventh tonight from the Great Lakes to the Gulf ... "Never in a Million Years" from "Wake Up and Live".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here it is ... Number ONE, played by the Lucky Strike Orchestra. The top-ranking tune throughout the land this week is ... "It Looks Like Rain In Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE ... Your nationwide authority
for the most popular tunes in America played by ...
Peter Van Steeden and the Lucky Strike Orchestra ...
(PAUSE) Each 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
over this same station and hear Mr. Hill's thrilling
dispatches from every corner of the world. Meantime,
remember - men who know tobacco smoke Luckies 2 to 1!

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC..NEW YORK

RDF
MS
AM
EJ
RD
VP

WEAF

THE AMERICAN TOBACCO COMPANY

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

"YOUR HIT PARADE"

JULY 14th, 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 spotlight swings westward to shine on Constance Bennett, one of the brightest stars ⁱⁿ ~~the~~ Hollywood ~~Boulevard~~. Twice each week YOUR HIT PARADE brings you America's favorite music...the most popular songs in the land, selected by 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. (PAUSE)

(FANFARE)

ANNOUNCER: Number TWO.... O. K. Harry Salter, start ~~things~~ off with a high-flyer that's in second place this week.. "The Merry Go Round Broke Down".

("THE MERRY GO ROUND BROKE DOWN" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... here's the tune that's fourth on YOUR HIT PARADE this week... "Where Or When", from "Babes In Arms".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE CONTINENTAL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra...the song sensation of a few seasons back played by Harry Salter and the orchestra....

"The Continental".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ...The Lucky Strike Orchestra presents the tune that ranks eighth in your favor... "There's A Lull In My Life" from "Wake Up And Live".

(MUSIC SWELLS AND FINISHES)

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

COMMERCIAL NO. 1

ANNOUNCER: Tobacco auctioneers work under tremendous pressure - often they will sell as many as 2500 lots of tobacco in a single day -- that's at the rate of over fifty thousand a month. They've got to know tobacco, for in the split second before the bidding starts, they have to value each lot. From their knowledge and experience, they must be able to tell at a glance the quality of the tobacco offered. Now this ability to judge tobacco accurately is part of the training of all tobacco experts - buyers, warehousemen, etc., as well as auctioneers. So we think you'll be interested to know what cigarette these tobacco experts choose for their own enjoyment. Here are the facts ... Sworn records on file for your inspection show that Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. More than twice as many! Now this is really an amazing majority - for, as we just pointed out, these men have to know tobacco. Their living depends upon their ability in buying, selling, and marketing the various grades of tobacco. Furthermore, they are altogether independent, dealing with every manufacturer but not connected with any. So ask yourself this question: Could anything give more striking confirmation of the high quality of Lucky Strike tobacco ... than the fact that these tobacco experts themselves - choose Luckies - two to one!

(FANFARE)

ANNOUNCER: Number THREE...Light up a Lucky and relax...and listen to the tune that's ranking third straight across the country...

"A Sailboat In The Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...All America's choice for tenth place on YOUR HIT PARADE this week...*from "Waikiki Wedding"; one of the film's swell tunes* "Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("IN THE GOOD OLD SUMMERTIME"
"THE MAN ON THE FLYING TRAPEZE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike double...a medley of two all-time favorites played tonight in a special arrangement by Harry Salter..

"In The Good Old Summertime", and "The Man On The Flying Trapeze".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I KNOW NOW" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...here's a newcomer to YOUR HIT PARADE from Dick Powell's picture "The Singing Marine",....."I Know Now".

(GUEST SPOT - CONSTANCE BENNETT - HOLLYWOOD)

LUCKY STRIKE

GUEST APPEARANCE -- CONSTANCE BENNETT

NY ANNOUNCER: True sophistication is as rare in Hollywood as anywhere else. But a few there are who combine the necessary wit, the necessary charm, with that polish which is acquired only by the ultra-smart on this side of the Atlantic or the other. Such a one is our guest this evening - that famous actress and good friend of Lucky Strike - Miss Constance Bennett!

(APPLAUSE)

A few nights ago Hollywood celebrities and critics gathered for one of those exciting occasions that mark the ^{launching} ~~release~~ of an important picture. Now the news has spread that the new Hal Roach-MGM picture, "Topper" ^{to be released} will ^{next} be one of the highlights of the summer season. Tonight ^{week} we meet the star of this picture - Miss Constance Bennett - right in Hollywood!

(SWITCH: NEW YORK TO LOS ANGELES)

BENNETT: Well, as my father used to say years ago, "here we are and may Heaven help us". Those were always his first words when the Bennett gang trooped into a new town.

ANNOUNCER: The Bennett gang? You sound as if you were a young army.

BENNETT: We were - practically. You see, until I was twelve years old we all traveled with Father when he was on the road with his plays, Mother, Barbara, Joan and I. Then we had a nurse, a maid and a valet thrown in.

ANNOUNCER: You've had an exciting life, haven't you, Connie?

BENNETT: Life couldn't help being exciting with Richard Bennett for a father and the theatre for a background.

ANNOUNCER: Didn't you go to a school?

BENNETT: We moved around so much that we couldn't go to a regular school. But, you can take my word for it traveling with father was a liberal education. Of course we always took a nurse-tutor with us. Sometimes we traveled by train. But usually we drove. We had a huge old Locomobile in those days. Remember them?

ANNOUNCER: I surely do. And you packed the whole Bennett gang into one car?

BENNETT: Packed is scarcely the word. Sardined would be better. Because in addition to the eight human beings, we always had tons of luggage and a menagerie.

ANNOUNCER: What in the world do you mean by a menagerie?

BENNETT: Oh, Barbara, Joan and I were allowed to take our favorite pets with us. It was my gold fish that caused the big explosion of temper.

ANNOUNCER: I don't wonder. Any mere male would probably have exploded under the strain of you three girls. But what about the gold fish?

BENNETT: I was carrying three of them in a bowl in my lap and we...

ANNOUNCER: Hit a washboard road.

BENNETT: Washboard is right! I'd sail up in the air while fish and water spilled out of the bowl. Then we had to stop, pick up the fish, fill the bowl and dry my tears. Finally, after hours of this, one of the fish gave up the struggle and died, then I really turned on the tears. Barbara and Joan yelled with me in sympathy.

ANNOUNCER: I'm beginning to understand why your father called on Heaven for help.

BENNETT: He stood the bedlam as long as he could. Then, suddenly, he swerved the car into a farmyard. The farmer came running out to see what we wanted. Father grabbed Barbara's kitten, Joan's canary and my gold fish and almost threw them at the poor man, yelling, "Take these so and so animals and keep them." He wound up with a beautiful display of his choicest language which lasted for miles. Barbara and Joan and I were so fascinated that we forgot to cry over our lost pets.

ANNOUNCER: And what brought an end to your travels, Connie?

BENNETT: The family decided that I should go to boarding school. I hated it. I couldn't stand all the rules and regulations. I was used to freedom. After two or three years of it, I decided that, if I could go to school in Europe, far away from the family, I could live my own life in my own way. Then I began my campaign.

ANNOUNCER: Heaven help your family. I can imagine what a Constance Bennett campaign must have been.

BENNETT: No, you can't. It was worse than that. Finally Mother trundled me off to a boarding school in Paris. I was so thrilled that I was practically speechless, And that was something, because the Bennetts are rarely speechless.

ANNOUNCER: Did Paris come up to your expectations?

BENNETT: I don't know, because I didn't see it - except the art galleries, and a few places of educational value. The gay, exciting Paris which I wanted to see, was far away.

ANNOUNCER: So your idea wasn't so hot?

BENNETT: It was a bust. The school had far more rules and regulations than the American schools. There were only fourteen pupils and about ninety-eight teachers. Worst of all, we had to wear hideous uniforms, dark blue serge skirts and middie blouses. I always knew that I wasn't any prize beauty. Barbara and Joan were the "lookers" in the Bennett family. But I had always been well enough satisfied with my looks until I saw myself in that uniform.

ANNOUNCER: Didn't you find any excitement at all in Paris?

BENNETT: Not in Paris. But I did in London.

ANNOUNCER: You fell in love with some gay, young Englishman?

BENNETT: No. But he did show me the town.

ANNOUNCER: That sounds interesting.

BENNETT: You see, I was visiting a friend in London on my Easter vacation .. Her family put us in charge of her older brother. They told him to show the two little girls a good time.

ANNOUNCER: So the poor guy had to drag you around to restaurants and theatres, I suppose.

BENNETT: Well, to the movies and then to an amusement park. We thought we were seeing the gay life of Europe and made the most of it. We lowered our skirts as far as possible under our middies and pinned them to our petticoats. We even experimented with Sylvia's mother's rouge and powder and lipstick, and as a matter of fact, it was on that trip that I smoked my very first cigarette.

ANNOUNCER: A Lucky?

BENNETT: Oh, no-oo. I didn't run into Luckies until about five years ago .. By the way .. you'll be interested in a test I put Luckies to when I was making my latest picture.

ANNOUNCER: You mean your new romantic comedy - "Topper"?

BENNETT: Yes. There's a shower bath scene in the picture, even though you can't see me in it, where I have to make myself heard over the splashing of the water. You know what a job that is, trying to out shout a water fall. Well, that scene went on and on and on and naturally so did the shouting. Well - even under all that strain, I found that in between scenes, Luckies were smooth as ever on my throat. So naturally I can see why Luckies are smoked by so many other people out here. Since our work depends upon our voices and throats, Luckies are our natural choice.

ANNOUNCER: It's very nice of you to say that, Connie .. But you haven't told us yet how you got into the movies in the first place.

BENNETT: Well - it was one of those things, completely unexpected. I met Samuel Goldwyn at a party. And he suggested that I take a screen test. When the evening was over, he forgot about his suggestion. But I didn't. So the next day I presented myself at his office, ready for the test.

ANNOUNCER: What did he do?

BENNETT: There was nothing the poor man could do, except go through with it. The test must have turned out at least fairly well, because I was given a small part in a picture called "Cytherea". That started me off.

ANNOUNCER: I got a big kick out of "Sally, Irene and Mary" which you did with Joan Crawford and Sally O'Neill.

BENNETT: That was the very last picture I made during that period of my movie career.

ANNOUNCER: That's right. I remember now. You sort of disappeared after that.

BENNETT: I didn't disappear. I married. And for the next five years I divided my time between this country and Europe, just having a grand and glorious time. I saw the Paris that I had missed when I was in boarding school.

ANNOUNCER: While you were having that grand and glorious time, didn't you miss your picture work?

BENNETT: Of course. The excitement of the studios sort of gets into your blood. So I finally came back to Hollywood and here I've been ever since, with the exception of frequent vacation trips abroad. And that's just about everything there is to say.

ANNOUNCER: Except that now we all hope you're going to stay in Hollywood, Connie.

BENNETT: Thank you - Goodnight everyone.

(SWITCH: LOS ANGELES TO NEW YORK)

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief pause 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 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN...from the Statue of Liberty to the Golden
Gate, here's the tune that's in seventh place this week...
"The You And Me That Used To Be".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SEPTEMBER IN THE RAIN" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Reach for a Lucky and enjoy a grand smoke while the orchestra
plays the song that you have chosen for number ~~SIX~~ FIVE...
"September In The Rain" from the motion picture "Melody
For Two".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ALEXANDER'S RAGTIME BAND"
"SAY IT WITH MUSIC" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... as a special tonight, the
Orchestra plays two ever-popular ^{Irving Berlin tunes} ~~hits of fifteen years~~
~~ago~~ ... "Alexander's Ragtime Band" and "Say It With Music".

(MUSIC SWELLS AND FINISHES)

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

COMMERCIAL NO. 2

ANNOUNCER: A few minutes ago our guest of the evening, Constance Bennett, mentioned that she has smoked Luckies for the past five years. And then she gave you her reasons. She explained that Luckies are smooth on her throat in spite of all the throat-strain that results from her acting career. Now the fact is that Luckies are different from other cigarettes. In the first place, Lucky Strike uses only the best tobacco money can buy - the finer flavored center leaves. That's why, as you heard earlier in this program, the tobacco experts themselves smoke Luckies, two to one. So Lucky Strike's greater smoothness really begins at the tobacco auctions -- but it is in our huge modern factories that the final touch is added, which makes Luckies truly a light smoke, truly easy on your throat. For 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 Luckies are easy on Constance Bennett's throat. These irritants are out of Luckies - so Luckies will be just as easy on your throat, too. For finer flavor plus greater smoothness ask for Lucky Strike - a light smoke.

BB
7/13/37

"SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From Bing Crosby's picture "Waikiki Wedding", comes the song that's sixth on YOUR HIT PARADE this week.. "Sweet Leilani" Number SIX!

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Here it is...Number ONE...from the Great Lakes to the Gulf, it's your Lucky Strike topnotcher for this week.. "It Looks Like Rain In Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE...Your Nationwide authority for the most popular tunes in America, played by Harry Salter and the Lucky Strike Orchestra..(PAUSE)...And remember, sworn records, open to the public, show that among the independent tobacco experts Lucky Strikes have twice as many exclusive smokers as ^{have} all other brands combined. These experts are not connected with any manufacturer...their opinion is unbiased. Next time you buy cigarettes, remember - men who know tobacco smoke Luckies 2 to 1!

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 17, 1937

10:00 - 10:45 P.M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: Lucky Strike presents ... YOUR HIT PARADE ... All America's choice in popular music played by Peter van Steeden and the Lucky Strike Orchestra. And later in the program we will introduce Charles Kullman, outstanding tenor of concert and radio fame. Twice each week YOUR HIT PARADE brings you America's favorite music ... selected by 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 have been 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.

Strike up the band, Peter van Steeden! Tonight's opening song ranks number SEVEN across the whole United States ... "The You and Me That Used To Be".

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

(MUSIC SWELLS AND FINISHES)

Segue to

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SIX ... from the Paramount picture "Waikiki Wedding", the Lucky Strike Orchestra plays a tune that's riding high in sixth place this week ... "Sweet Leilani!"

(MUSIC SWELLS AND FINISHES)

Segue to

("NO OTHER ONE"
("FROM THE TOP OF YOUR HEAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike double ... Peter van Steeden and the orchestra present a special arrangement of two hits of a few seasons ago. Do you remember ... "No Other One" and "From The Top of Your Head"?

(MUSIC SWELLS AND FINISHES)

Segue to

("I KNOW NOW" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number NINE ... from the score of that new movie, "The Singing Marine", comes a newcomer to YOUR HIT PARADE. It's in ninth place ... "I Know Now".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: If you have ever visited the tobacco growing districts
-- if you have ever watched a tobacco auction in progress
-- you will recognize this chant, one of the strangest
in the world ...

BOONE: (FADE IN TEN SECONDS OF CHANT)

ANNOUNCER: You recognize it? The chant of the tobacco auctioneer!
This strange sing-song is one of the most characteristic
of American traditions, handed down from generations
back and still in use today. Now the auctioneer whose
voice you just heard and who is standing beside me at
the microphone at this minute is one of the foremost
members of this expert craft ... Mr. F. E. Boone, Mr.
Boone has been auctioneering on the tobacco market
for over a quarter of a century. He has sold millions
and millions of dollars' worth of tobacco. Mr. Boone
is interested solely in getting the best prices for the
best tobacco. Now let's just imagine the scene, in one
of the huge tobacco warehouses, while an auction is in
progress. As Mr. Boone moves between the long rows of
tobacco piled in baskets, the buyers follow him, putting
in their bids for the different companies. Mr. Boone
must keep his eye on each silent signal they make. And
each time the bid is raised, he records it in his sing-
song chant. Listen.....

(CHANT.....)

BOONE:

1 ST SALE:

42 dollars bid 42 dollars bid 42 D00 D00 D00

DIDY D00 DOLLARS BID.

43 dollars bid 44 dollars bid 44 and 4 and 4

DOLLARS BID. Come on , American....it's against you,

45 Dollars bid 45 dollars bid 45 and 5 and 5

DOLLARS BID. SOLD AMERICAN

2ND SALE:

47 Dollars bid 47 dollars bid 47 and 7 and 7

DOLLARS BID.

48 dollars bid 48 dollars bid 48 NATE NATE NATE NATE

DOLLARS BID.

VOICE:

Come on, American. It's the Cream of the Crop!

It's the Cream of the Crop! Want it, American?

2ND SALE:

49 Dollars bid 49 - 9 - 49 DOLLARS BID 49 49 9

9 9 9 SOLD AMERICAN.

3RD SALE:

51 dollars bid 51 dollars bid 51 - 1 - 2 DOLLARS BID.

52 dollars bid 52 dollars bid DIDY DOODOODOO DIDYDOO

DOLLARS BID.

VOICE:

Whoopie - e - e, Come on American, it's against you,

against you, against you for the Cream of the Crop.

3RD SALE:

53 dollars bid, 54 dollars bid 54 and 4 and 5 DOLLARS

BID. 55 5 5 55 5 5 all done - SOLD TO AMERICAN

TOBACCO COMPANY.

ANNOUNCER: and "SOLD TO THE AMERICAN TOBACCO COMPANY" - makers of Lucky Strike Cigarettes - has come to be ^a genuine mark of merit at tobacco auctions everywhere - a mark of merit established by sworn records ... sworn records open to the public which show that among independent tobacco experts, buyers of tobacco, warehousemen, and so forth, Luckies have twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling and handling the various grades of tobacco. They deal with all manufacturers but are not connected with any. Consequently, their opinion is unbiased, and expert. They know tobacco and they smoke Luckies 2 to 1. Could any facts speak more convincingly than these of the high quality of Lucky Strike tobacco? Next time you buy cigarettes ask for Lucky Strike.

(FANFARE)

ANNCR: Number THREE ... sit back and light up a Lucky while the orchestra plays the tune that's third the country round ... "A Sailboat in the Moonlight".

(A SAILBOAT IN THE MOONLIGHT" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("SEPTEMBER IN THE RAIN" ALLEN AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE ... from the James Melton picture, "Melody for Two", here's the song that's All America's choice for fifth place on YOUR HIT PARADE ... "September in The Rain".

(MUSIC SWELLS AND FINISHES)

Segue to

("I WANT A GIRL"
("MY WIFE'S GONE TO THE COUNTRY"
("HAS ANYBODY HERE SEEN KELLY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike triple ... here's a medley of three
real oldtimers ... "I Want A Girl", "My Wife's Gone
to the Country", and "Has Anybody Here Seen Kelly?"

(MUSIC SWELLS AND FINISHES)

Segue to

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... the Lucky Strike Orchestra presents a
tune from the sprightly musical comedy, "Babes In Arms"
that's in fourth place this week ... "Where or When".

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE --- CHARLES KULLMAN --- NEW YORK

LUCKY STRIKE
GUEST APPEARANCE - CHARLES KULLMAN

JULY 17, 1937

ANNOUNCER: As any roster of radio's big names will prove, graduates of Yale University have done unusually well by themselves in the field of music. But only one Yale man has ever trod the famous boards of the Metropolitan Opera. He is our guest of this evening - Mr. Charles Kullmann. Celebrated for his opera and concert work both here and abroad, Mr. Kullmann has also won a large and appreciative radio following in recent months, particularly on his present program "The Beauty Box"... Ladies and gentlemen, I take great pleasure in presenting another distinguished personality out of Lucky Strike's own "Who's Who" - Mr. Charles Kullmann!

(APPLAUSE)

KULLMANN: Thank you ... Good evening, everyone.

ANNOUNCER: Mr. Kullmann, I was tempted to introduce you as a perfect example of the modern stream-lined opera star.

KULLMANN: (LAUGHS) Stream-lined!

ANNOUNCER: Yes, I don't mean just as regards your waistline - but in your whole career, as it were. You seem to have done so many things so very fast!

KULLMANN: Well, I see what you mean. The tempo of the average singer's career has been "stepped up" a lot in the last few years. Radio's one of the prime causes.

ANNOUNCER: Radio work is really in addition to what a singer used to do, isn't it?

KULLMANN: Yes, and it means singing a great variety of roles, too. Our repertoire nowadays has to include popular as well as classical music - operetta as well as opera.. And the motion pictures are another "speeding up" influence.

ANNOUNCER: I understand that we are to see you in a movie soon, Mr. Kullmann.

KULLMANN: Yes, I'm heading for Hollywood this fall. But I've already appeared in two movies abroad.

ANNOUNCER: You enjoy picture work?

KULLMANN: I enjoy all the work I do. And I like the variety. My only regret is that I can't crowd everything I do into a mere 24 hours a day. I often thank Heaven for the airplane.

ANNOUNCER: You travel a lot by air?

KULLMANN: (LAUGHS) Let me give you an example of some real operatic "streamlining", as you say ... I sang in an opera in Berlin one night - hopped the plane to London and sang in an opera there the next night - spent the following day doing a radio broadcast and a number of phonograph recordings - then boarded another plane for Vienna, arriving just in time to sing in a third opera!

ANNOUNCER: Whew! ... That's really working under pressure!

KULLMANN: Yes, but I did some mighty thorough relaxing on the plane, in between performances. Incidentally Luckies helped.

ANNOUNCER: You smoke Luckies abroad, too, Mr. Kullmann?

KULLMANN: Yes, I've smoked them for five or six years now. I'm willing to pay a good stiff premium for them when I'm in Europe. I've spent as much as 60 cents a package for them, but I think it pays.

ANNOUNCER: Why, Mr. Kullmann?

KULLMANN: Well, first I just like them, and then it's a matter of watching out for my meal ticket - which happens to be my voice. I've found Luckies are really easy on my throat. That holds true even when I'm working hardest.

ANNOUNCER: Well - considering the examples you've given us of the way you work - that says a lot for Luckies. How did you get into opera in the first place, Mr. Kullmann?

KULLMANN: By a very roundabout route. I held at least sixty different jobs when I was a kid - all the way from postal clerk to butcher's boy... And I was studying to be a doctor.

ANNOUNCER: This was at Yale?

KULLMANN: Yes - but ... I don't know. My voice won out. To be a butcher was too hard for me, I guess. Just learning how to cut a steak properly was worse than making my debut at the Metropolitan Opera. And as for being a doctor - well - I didn't have enough money to go on with my studies.

ANNOUNCER: I think the world's rather well pleased that you took up singing instead, Mr. Kullmann.

KULLMANN: Well - I'd sung a lot - as a member of the Yale Glee Club - and at various affairs and so on. And when I finally won a scholarship at the Juilliard School of Music, the die was cast. It's been nothing but music for me ever since.

ANNOUNCER: I understand that you're going to sing something from operetta for us this evening.

KULLMANN: Yes, a good light summer fare. And it's one of my favorite tunes from Victor Herbert's "Naughty Marietta."

(MUSIC - FADES FOR)

ANNOUNCER: Charles Kullmann, brilliant tenor of the Metropolitan Opera, sings "Im Falling In Love With Someone."

(MUSIC - SINGS)

(APPLAUSE)

(INSIDE SIGNATURE "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 Peter van Stooden and the
Lucky Strike Orchestra... the favorite music of this
week obtained by a careful check of the most popular
tunes in all America -- the only authoritative and
complete picture of America's favorite tunes today.

(FANFARE.....)

ANNOUNCER: Number TWO... from the Atlantic to the Pacific it's a
novelty number that's in second place...The Lucky Strike
Orchestra brings you "The Merry Go Round Broke Down."
(MUSIC SWELLS AND FINISHES)

segue to

("BLUE HAWAII" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN on YOUR HIT PARADE this week...in tenth place
... "Blue Hawaii".

(MUSIC SWELLS AND FINISHES)

segue to

("TIGER RAG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one of the earliest "blue" tunes.. a real old-
timer. Peter van Stooden and the Lucky Strike Orchestra
play a special arrangement of "Tiger Rag".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2 - CHARLES KULLMANN

ANNOUNCER: What with radio, motion picture, concert and opera work, our guest star of tonight, the Metropolitan tenor Charles Kullmann, keeps mighty busy. Yet - in spite of the thousand and one demands upon his voice - in spite of the throat strain which necessarily results - he finds he can always enjoy Luckies. As you heard Mr. Kullmann say a few minutes ago - quote ... Luckies are really easy on my throat. That holds true even when I'm working hardest ... end quote. Now the reason Mr. Kullmann finds Luckies so gentle is not unusual. It's because the exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants which are naturally present in all tobacco - even the finest. The best way for you to understand what a difference there is in Luckies is to follow Mr. Kullmann's example. For it simply stands to reason that the same cigarette which is easy on his throat will be easy on your throat, too. In addition, could anything better explain the fine quality of Lucky Strike cigarettes than the fact you heard a little while ago ... the fact that men who know tobacco best - the independent tobacco experts - smoke Luckies two to one?

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen as the Lucky Strike Orchestra plays a melody from the Twentieth Century Fox Picture, "Wake Up and Live". It's the tune that you've put in eighth position...."There's a Lull In My Life"...Number EIGHT.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Number ONE...here it is ... a top-flight tune that's in first place on YOUR HIT PARADE. So light up a Lucky while the orchestra plays "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: That's YOUR HIT PARADE ... Your nationwide authority for the most popular tunes in America played by Peter van Steeden and the Lucky Strike Orchestra ... (PAUSE) ... Every week, Monday through Friday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen. Tune in on Monday morning over this same station and hear Mr. Hill's thrilling dispatches from the four corners of the globe. The next time you buy cigarettes remember ... the men who know tobacco best ... smoke Luckies two to one!

(MORE)

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

MS
IN
MH
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W E A F

LUCKY STRIKE "YOUR HIT PARADE"

(REVISED)

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

JULY 21, 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. Later in the program, we flash across the continent to Hollywood for a chat with Fred MacMurray, likeable young motion picture star. Twice each week YOUR HIT PARADE brings you America's favorite music... the most popular songs in the land selected by 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 the nation's musical opinion .. the only authentic mirror of the nation's musical taste.

All ready, Harry Salter .. let's start the musical ball rolling with the tune that's the nation's choice for SIXTH place this week .. "The You and Me That Used to Be".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN .. the Lucky Strike Orchestra in a grand arrangement of the tune that's in seventh place ..

"Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("RIO RITA"
"I WANT TO BE HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double .. Harry Salter and the orchestra go back a few years in musical history and recall for you two lively melodies .. "Rio Rita" and "I Want To Be Happy".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR .. from the current musical comedy, "Babes In Arms", here's a tune that's riding high in fourth place on YOUR HIT PARADE .. "Where Or When"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1.)

LUCKY STRIKE

COMMERCIAL NO. 1 -Boone

ANNOUNCER: If you have ever visited the tobacco growing districts--
if you have ever watched a tobacco auction in progress--
you will recognize this chant, one of the strangest in
the world ..

BOONE: (FADE IN TEN SECONDS OF CHANT)

ANNOUNCER: You recognize it? The chant of the tobacco auctioneer!
This strange sing-song is one of the most characteristic
of American traditions, handed down from generations
back and still in use today. Now the auctioneer whose
voice you just heard and who is standing beside me at the
microphone at this minute is one of the foremost members
of this expert craft ... Mr. F. E. Boone. Mr. Boone has
been auctioneering on the tobacco market for over a
quarter of a century. He has sold millions and millions of
dollars' worth of tobacco. Mr. Boone is interested solely
in getting the best price for the best tobacco. Now let's
just imagine the scene, in one of the huge tobacco
warehouses, while an auction is in progress. As Mr. Boone
moves between the long rows of tobacco piled in baskets,
the buyers follow him, putting in their bids. Mr. Boone
must keep his eye on each silent signal they make. And
each time the bid is raised, he records it in his sing-song
chant. Now and again, an excited warehouse man will
interrupt. He has spotted a pile of tobacco he thinks is
particularly suited for one of the buyers. He spurs the
buyer on with a shout, urging a higher bid. But the chant
of the auctioneer goes on ... listen ...

(CHANT)

2-B

42 dollars bid 42 dollars bid 42 DOO DOO DOO
DIDY DOO DOLLARS BID

43 dollars bid 44 dollars bid 44 and 4 and 4
DOLLARS BID.

45 Dollars bid 45 dollars bid 45 and 5 and 5
DOLLARS BID. SOLD AMERICAN.

2nd SALE: 47 dollars bid 47 dollars bid 47 and 7 and 7
DOLLARS BID.

48 dollars bid 48 dollars bid 48 NATE NATE NATE
NATE DOLLARS BID.

VOICE: Come on, American. It's the Cream! It's the Cream of the
Crop! Want it. American?

BOONE: 2nd SALE: 49 dollars bid 49 - 9 - 49 DOLLARS BID 49 49
9 9 9 9 9 SOLD AMERICAN.

3rd SALE: 51 dollars bid 51 dollars bid 51 - 1 - 2 -
DOLLARS BID.

52 dollars bid 52 dollars bid DIDY DOODOODOO
DIDY DOO DOLLARS BID.

VOICE: Whoopee - e - e, Come on American, it's against you,
against you, for the Cream. The Cream of the Crop.

BOONE: 3rd SALE: 53 dollars bid, 54 dollars bid 54 and 4 and 5
DOLLARS BID. 55 5 5 55 5 5 all done - SOLD
TO AMERICAN TOBACCO COMPANY.

ANNOUNCER: And "SOLD TO THE AMERICAN TOBACCO COMPANY" - makers of
Lucky Strike Cigarettes - has come to be a genuine mark of
merit at tobacco auctions everywhere - a mark of merit
established by sworn records...open to the public. Records
which show that among independent tobacco experts, buyers
of tobacco, warehousemen, and so forth, Luckies have twice
as many exclusive smokers as have all other cigarettes
combined. (M O R E)

ANNOUNCER: (CONTINUED)

These experts spend their lives in buying, selling and handling the various grades of tobacco. They deal with all manufacturers but are not connected with any.

Consequently, their opinion is unbiased, and without question, expert. They know tobacco and they smoke Luckies 2 to 1. Could any fact speak more convincingly than these of the high quality of Lucky Strike tobacco? Next time you buy cigarettes ask for Lucky Strike. Remember...."with men who know tobacco best -- It's Luckies -- 2 to 1!"

("SEPTEMBER IN THE RAIN" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Now sit back and enjoy a Lucky---while the orchestra plays the tune that's eighth this week...."September in the Rain" ... Number EIGHT.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LA CUMPARSITA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra... the orchestra presents a special arrangement of the famous Cuban tango..."La Cumparsita".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("GONE WITH THE WIND" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... a tune new to YOUR HIT PARADE this week... in fifth place..."Gone With The Wind".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE.)

ANNOUNCER: Number TWO ... A Lucky Strike topnotcher .. in second place from Portland, Maine to Portland, Oregon ... "The Merry Go Round Broke Down".

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

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE ... FRED MACMURRAY ... FROM HOLLYWOOD)

LUCKY STRIKE

GUEST APPEARANCE -- FRED MACMURRAY

NY ANNCR: Singled out as honor guest of Your Hit Parade tonight is a young man, who, through his naturalness and modesty, has earned the distinction of being one of Hollywood's most universally liked stars. It is a real pleasure to present this good friend of Lucky Strike's ... Mr. Fred MacMurray.

(SOUND: APPLAUSE)

Star of 11 pictures within two years, Fred MacMurray is one of the busiest people in Hollywood, today. His new Paramount picture, "Exclusive", in which he co-stars with Frances Farmer, was released only yesterday. Now let's switch out there to Hollywood and have a chat with Fred MacMurray himself.

(SWITCH: NEW YORK TO LOS ANGELES)

MACMURRAY: How are you folks?

ANNOUNCER: Whether you know it or not, Fred, you have the reputation of being a Hollywood star who doesn't go in for racing cars, race horses, plaid coats and berets.

MACMURRAY: Maybe that's the Kankakee in me

ANNOUNCER: The whaat?

MACMURRAY: The Kankakee. You see, John, I was born in Kankakee, Illinois - a solid little middle Western town. By rights I should have been born in Beaver Dam, Wisconsin. But my father - the son of the minister there, was a concert violinist, and he and my mother were on tour at the time.

ANNOUNCER: I suppose you played the violin, too?

MACMURRAY: I thought so, but my father didn't agree. So I took up the saxophone instead.

ANNOUNCER: Then what happened?

MACMURRAY: We moved! But it wasn't because of the neighbor's. The lady next door didn't even complain.

ANNOUNCER: She was very kind.

MACMURRAY: No - she was very deaf. Anyway I finally landed in Chicago.

ANNOUNCER: And I suppose you got a job there with some big orchestra?

MACMURRAY: No ..somehow no one snapped me up. So I did the usual thing. I tried to sell vacuum cleaners from door to door. Ever have a million doors slammed in your face? The draft is terrific.

ANNOUNCER: But Hollywood? What about Hollywood?

MACMURRAY: Chicago hadn't liked my saxophone even when I hit the right notes, so I thought "Hollywood .. yeah, why not Hollywood? What have I got to lose?" - So I piled Mother into my old jalopi, wheezed to Hollywood, and got a job at once ... (PAUSE) ... in a junk yard, scraping paint off of automobiles for \$20 a week. (PAUSE) And then I didn't get the \$20 because the boss ran off with it.

ANNOUNCER: Nice guy.

MACMURRAY: Splendid fellow. But I'm glad he did, because then I started hanging around movie studios for extra work. One of my first jobs was to lie still while the entire Canadian Mounted Police galloped over my body.

ANNOUNCER: And what did Mr. Fred MacMurray think of that?

MACMURRAY: Mr. Fred MacMurray was glad to get the work. But when they saw me act, they encouraged me to keep on with the saxophone. So I joined a band and went to New York where I played in "Three's a Crowd" and "Roberta". That's when I determined to get somewhere or bust.

ANNOUNCER: An incentive rears its pretty head. Was she blonde or brunette, Fred?

MACMURRAY: She was brunette -- Lillian Lamonte - a New York model in our show. She used to cook late snacks for a bunch of us now and then. The very first time she did, I knew she needed me.

ANNOUNCER: Needed you?

MACMURRAY: Yes, needed me. It was the way she cooked that stew. Positively shameful!

ANNOUNCER: Where did you learn about cooking stew....?

MACMURRAY: Oh, I had lots of opportunities. All the time I was out of work, for instance. Anyway, I decided to work hard -- be a success and marry Lillian.

ANNOUNCER: So you could teach her how to cook stew?

MACMURRAY: Exactly.

ANNOUNCER: So you owe your success to stew. But Fred, let's get going on that song you're planning to sing tonight.

MACMURRAY: Well, it's an old one that I've always liked...Remember "A Pretty Girl Is Like A Melody"...from "The Ziegfeld Follies of 1919"?

(MUSICSINGS "A PRETTY GIRL IS LIKE A MELODY")

(APPLAUSE)

ANNOUNCER: That was just fine, Fred. Let's return for a minute to the story of Fred MacMurray. Tell me, what happened after "Roberta

MACMURRAY: Then I got a film test.

ANNOUNCER: Yessss???

MACMURRAY: Then I saw it.

ANNOUNCER: Yesssssss...

MACMURRAY: Then I wanted to die. I thought I was terrible...awful! But Hollywood evidently thought differently, because I got orders to fly right out. Big hurry.

ANNOUNCER: Ah ... they sure move fast in Hollywood, Fred.

MACMURRAY: Ah .. they sure do. John. Why, only six months later I could almost get into the studio without a pass.

ANNOUNCER: Well - they let you in now without too much questioning, don't they?

MACMURRAY: Yeah, as a matter of fact, they let me in a little too easily now. I practically live in the studios.

ANNOUNCER: I happen to know that, Fred. Seeing you in so many pictures, I've sometimes wondered if Hollywood considers you its only eligible leading man. They had you singing in "Champagne Waltz", tooting a trumpet in "Swing High Swing Low", and now barking orders as a newspaper editor in "Exclusive". Tell me, aren't you beginning to feel the strain a little?

MACMURRAY: Well, if you'll pardon the statistics, I figured out recently that I've spent about 10,000 hours before that sound camera.

ANNOUNCER: Boy - what does that do to you - especially your throat?

MACMURRAY: What doesn't it do! But as a matter of fact my throat's feeling fine, thanks. Only it doesn't really like working ten hours a day. If anyone would like to see what it's like, they ought to try talking into a telephone ten hours some day. They'd see what a difference Luckies make.

ANNOUNCER: When did you start smoking them, Fred?

MACMURRAY: It was at the first big party I went to in Hollywood. There were a lot of Luckies around and.. well naturally I helped myself.

ANNOUNCER: So what? I don't suppose the hostess objected.

MACMURRAY: On the contrary. But I helped myself to so many that in the wee sm' hours I began to worry. I had a hard scene ahead at the studios next day and - well I was concerned about my throat. But next morning my throat felt fine. That was proof enough for me. I've stuck to Luckies ever since.

ANNOUNCER: It's nice of you to tell us that about Luckies, Fred. I think that winds up your story pretty completely.... all except for one thing. Confidentially, Fred, how's the stew these days?

MACMURRAY: The stew? Oh yes. Why Lillian's stew has been practically perfect ever since a little incident in Las Vegas, New Mexico on June 20th of last year. You see, on that day Lillian became one of the MacMurrays -- and her stew ever since has been ---well, come out and try it sometime.... Good night all.

(SWITCH: LOS ANGELES TO NEW YORK)

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief pause 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 this week obtained by a careful check of the most popular tunes in all America.. the only authoritative and complete picture of America's favorite tunes today.

(FANFARE)

ANNOUNCER: Number THREE .. from the Empire State to the Golden Gate.. it's all America's choice for third place on YOUR HIT PARADE .. "A Sailboat in the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLUE HAWAII" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Now light up a Lucky ... while the orchestra plays the tune that's in ninth place this week ... "Blue Hawaii" ... Number NINE.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

["YANKEE DOODLE"
"OH SUSANNAH"
"I WISH I WAS IN DIXIE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! . . . A medley of three real American favorites you all know, played in a special arrangement by Harry Salter and the Orchestra . . . "Yankee Doodle", "Oh Susannah", and "I Wish I was In Dixie".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

LUCKY STRIKE

COMMERCIAL #2 FRED MACMURRAY

ANNOUNCER: From Hollywood, a few minutes ago, Fred MacMurray told you he had spent about 10,000 hours before the sound camera. That gives you a good picture of how hard a popular leading man, like Mr. MacMurray, really works. And of course, a large part of the strain is on his throat. Now the reason Fred MacMurray finds Luckies easy on his throat, even under this strain, is twofold. First, Lucky Strike buys only the finest tobacco money can buy. But that is not enough, for all tobacco, even the finest, contains throat irritants which interfere with the full enjoyment of your cigarette. And so Lucky Strike developed the exclusive process "It's Toasted" which removes certain harsh irritants and makes Luckies easy on your throat. That is why when you smoke Luckies you're sure of a light smoke of the finest tobacco money can buy .. a light smoke kind to your throat. And remember ..."with men who know tobacco best .. It's Luckies 2 to 1!"

"'CAUSE MY BABY SAYS IT'S SO" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . a new melody appearing in tenth place on
YOUR HIT PARADE tonight . . . "'Cause My Baby Says It's So"
. . . from the motion picture "The Singing Marine".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(PANFARE)

ANNOUNCER: Here it is Number ONE your choice for the top
spot straight across the country, played by the Lucky Strike
Orchestra . . . "It Looks Like Rain in Cherry Blossom Lane" . . .
number one.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE . . . Your nationwide authority for the
most popular tunes in America played by Harry Salter and the
Lucky Strike Orchestra (PAUSE) And now a word about
Luckies. Sworn records on file for your inspection show that
among independent tobacco experts Lucky Strikes have more
than twice as many exclusive smokers as have all other brands
combined. These experts are not connected with any
manufacturer . . . their opinion is unbiased. Next time you
buy cigarettes, remember "with men who know tobacco best--
It's Luckies . . . two to one!"

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 24th, 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 Peter Van Steeden and the Lucky Strike Orchestra. Later in the program we will introduce Conrad Thibault, outstanding concert and radio singer. Twice each week YOUR HIT PARADE brings you America's favorite music ... selected by 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.

All right, Peter Van Steeden, let's start things off... with a sparkling tune that's in tenth place tonight ... "Cause My Baby Says It's So", from the picture "The Singing Marine" ... Number TEN.

("CAUSE MY BABY SAYS IT'S SO" QUARTET AND ORCH.)

(MUSIC SWELLS AND FINISHES)

segue to

("BLUE HAWAII" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the tune that's in ninth place on Your Hit Parade ... "Blue Hawaii" ... a selection from the movie "Waikiki Wedding".

(MUSIC SWELLS AND FINISHES)

segue to

("WHERE D'YA WORKA JOHN"
"FUNICULI, FUNICULA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Peter Van Steeden and the Orchestra present a colorful and novel arrangement of two familiar numbers ... "Where D'Ya Worka John" and "Funiculi, Funicula".

(MUSIC SWELLS AND FINISHES)

segue to

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... from the Broadway musical comedy success, "Babes in Arms", the Lucky Strike Orchestra plays the tune that's in fourth place this week straight across the country ... "Where or When".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL

ANNOUNCER: If you have ever visited a tobacco auction you know how the buyers follow the auctioneer, as he moves between the long rows of tobacco piled in baskets. The buyers make their bids in competition and the auctioneer knocks down each lot to the highest bidder. Now obviously those buyers must know, not only the quality of the tobacco sold, but who buys it. They actually see who gets the best! So it's mighty interesting to learn what brand of cigarettes those buyers choose for their own personal enjoyment. Sworn records on file for your inspection show that among independent tobacco experts - not only buyers but auctioneers, warehousemen and others who know tobacco best - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Now all of these men are truly independent, too, dealing with all manufacturers but not connected with any. So could anything say more for Luckies' high quality than the fact that they themselves smoke Luckies two to one? Take a tip from the experts ... ask for Lucky Strike. Remember!--
"with men who know tobacco best - It's Luckies two to one!"

(FANFARE.....)

ANNOUNCER: Reach for a Lucky as you listen to Number TWO ... the song that's in second place this week ... "The Merry Go Round Broke Down".

("THE MERRY GO ROUND BROKE DOWN" QUARTET AND ORCHESTRA
(MUSIC SWELLS AND FINISHES)

segue to

("GONE WITH THE WIND" ALLEN AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... a brand new tune written by Allie Wrubel that's making its first appearance on Your Hit Parade this week 'way up in fifth place ... "Gone With the Wind".

(MUSIC SWELLS AND FINISHES)

segue to

("WE'RE IN THE MONEY"
("EENEY, MEEENEY, MINEY, MO" ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Double ... an extra ... a medley of two sparkling tunes ... tap your feet while the orchestra plays "We're in the Money" and "Eeney, Meeneey, Miney, Mo".

(MUSIC SWELLS AND FINISHES)

segue to

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

ANNOUNCER:

Number EIGHT ... from the motion picture "Melody for Two", the Lucky Strike Orchestra plays the tune that's in eighth place this week ... "September in the Rain".
(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE ... CONRAD THIBAUT ... FROM NEW YORK)

ANNOUNCER: Not only are Lucky Strike smokers legion, but this legion contains many of America's most distinguished names. Now tonight one of these famous persons, the concert and radio star, Mr. Conrad Thibault, is going to sing for us. But first I should like to introduce him to you as a friend...Mr. Conrad Thibault.

(APPLAUSE)

THIBAUT: Thank you. Good evening, everyone.

ANNOUNCER: Mr. Thibault, before you sing for us suppose you tell the rest of us Lucky Strike smokers how you came to smoke Luckies.

THIBAUT: I'm afraid it might be a long story. In fact, if I were to explain my real reason for smoking Luckies I'd have to go way back to the days before I smoked at all..

ANNOUNCER: Well, that sounds interesting. Were you born on a tobacco plantation or something?

THIBAUT: (LAUGHS) Not exactly. I was born in Northbridge, Massachusetts and spent all my early life there. My knowledge of a tobacco plantation is pretty sketchy even today.

ANNOUNCER: Then I don't quite understand?

THIBAUT: Well, let's see if I can explain. My life has centered around my voice.

THIBAUT: When I was fourteen my family moved to Northampton, Massachusetts, and I began singing in a church choir. The Director of the Choir took an interest in me. So I started to study singing in earnest.

ANNOUNCER: Yes?

THIBAUT: Well, you know what that means. Singing scales of one kind or another over and over every day like this - "Oh-oh-oh" (SINGS A SCALE) And this for fifteen minutes or so "Mi-mi-mi-mi". Do you see what I mean?

ANNOUNCER: I gather it wasn't all play and no work.

THIBAUT: Well, it certainly wasn't play - though I enjoyed it - and after I got into the Curtis Institute...

ANNOUNCER: Hold on a minute - how did you get into the Curtis Institute?

THIBAUT: I was fortunate enough to win a scholarship and spent five years there.

ANNOUNCER: Going "Mi-mi-mi-mi"....?

THIBAUT: (LAUGHS) Yes, the same old scales - plus piano instruction and stage department and languages and eurhythmics and

ANNOUNCER: That sounds like a real schedule.

THIBAUT: It was, and during my summer vacations, I went to Paris and kept on studying. So you see it was "Mi-mi-mi-mi" all the year 'round. (MORE)

(CONRAD THIBAUT)

-8-

THIBAUT: But perhaps you're wondering what all this has to do
(CONT'D) with Luckies?

ANNOUNCER: (CHUCKLES) Well.

THIBAUT: I warned you it would be a long story. I had to emphasize
just how important my voice has been in my whole career.

ANNOUNCER: And you mean that's your reason for smoking Luckies?

THIBAUT: Yes. I smoke them because I've found that they don't
interfere with my voice -- with my singing. They're
really a cigarette that's easy on the throat.

ANNOUNCER: Well, I must say with all that "mi-mi-mi-mi" -- that means
something.

THIBAUT: (LAUGHS) And don't forget, during the eight years
I've been smoking them, I've not only been doing me
vocalizing - there's hardly been a week when I wasn't
on the air as well. And besides that I've sung in
concert, in opera, at recitals - and I've made dozens
of records, both popular and classic - and -

ANNOUNCER: And you've just come back from Hollywood where you had
a 39 weeks radio engagement! Mr. Thibault, I should
think you'd be completely fagged out.

THIBAUT: (LAUGHS) On the contrary, I feel fit as a fiddle. So
what do you say, shall I sing?

(CONRAD THIBAUT)

ANNOUNCER: Fine! I understand you've chosen "The Song Is You".

THIBAUT: Yes, one of my favorites ...

(MUSIC FADES FOR ANNOUNCEMENT)

ANNOUNCER: Conrad Thibault - golden-voiced baritone - brings the magic of his art to "The Song Is You" from "Music in the Air".

(SINGS.....)

(APPLAUSE)

ANNOUNCER: Thank you Mr. Thibault for a very fine performance.

THIBAUT: Thank you and good-night.

WEAF

LUCKY STRIKE "YOUR HIT PARADE"

(REVISED)

() ()

10:00 - 10:45 P.M.

JULY 28, 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. Later in the program we will introduce Florence Easton, famous soprano of Opera and Concert stage. Twice each week, YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land selected by 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.

O.K. Harry Salter ... we're off to a flying start with the tune that's in TENTH place this week ... "The You and Me That Used To Be".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("GONE WITH THE WIND" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE another tuneful ballad by Allie
Wrubel that's in fifth place on YOUR HIT PARADE ...
"Gone With The Wind".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ALL GOD'S CHILLUN GOT RHYTHM" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra Harry Salter and the orchestra
in a special arrangement of "All God's Chillun Got
Rhythm" from the Marx Brothers motion picture
"A Day at The Races"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... Reach for a Lucky ... while the
orchestra plays the song that's in seventh place in
your favor "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL #1...(TOBACCO)

ANNOUNCER: If you know how a tobacco auction is run, you know that one of the key figures is the warehouseman. Naturally, a tobacco warehouseman has to know tobacco.... He has to know the quality of each of the various lots. In many cases he assists the farmer in grading his tobacco to obtain the highest bid..... He has to know the value of tobacco and the price it should bring. And, in this, he is typical of other tobacco experts - auctioneers, buyers and so forth, as well as warehousemen. They all know tobacco from A to Z. So it's interesting to see what brand of cigarettes these tobacco men choose for themselves. Now here are the facts .. Sworn records on file for your inspection show that among independent tobacco experts, Lucky Strikes have more than twice as many exclusive smokers as have all other cigarettes combined..... More than twice as many! This is the more amazing since not one of these experts is connected with any cigarette manufacturer. All are independent, unbiased - in a position to truly judge a cigarette on its own merits. So the next time you buy cigarettes, remember .. "With men who know tobacco best .. it's Luckies 2 to 1."

(FANFARE)

ANNOUNCER: Number THREE ... the Lucky Strike Orchestra presents a colorful tune by Carmen Lombardo, in third place this week.
"A Sailboat in the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TOMORROW IS ANOTHER DAY "..... ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ...a newcomer to YOUR HIT PARADE that enters in this week at ninth place... "Tomorrow Is Another Day".... from the motion picture .."A Day at the Races".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra .. Harry Salter and the Orchestra in a tingling arrangement of an old favorite .. "Some of These Days".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... from the musical comedy success "Babes In Arms", here's the tune that's your choice for fourth place on YOUR HIT PARADE this week .."Where Or When".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE FLORENCE EASTON FROM NEW YORK

GUEST APPEARANCE FLORENCE EASTON

ANNOUNCER: And now ... for the highspot on our program. (PAUSE)
Suppose you were told by the great Caruso himself that you possessed a great voice - and suppose, too, he had said to you: "When are you coming to sing at the Metropolitan?" What would you have done in that case? Well, I can tell you what Florence Easton did - she came, she sang, and become one of the most distinguished sopranos to ever step on the stage of the Metropolitan Opera. Ladies and gentlemen, I take great pleasure in presenting as our guest this evening another brilliant name in Lucky Strike's own Who's Who - Florence Easton:

(APPLAUSE)

EASTON: Good evening, ladies and gentlemen and hello Basil... it's so nice to be with you again.

RUYSDAEL: Miss Easton it's a privilege to have you as our guest - but didn't you decide a few years ago to forsake your opera and concert work and just enjoy yourself?

EASTON: (LAUGHS) Not really; I felt that I had to have a rest but to tell you the truth I found resting very hard work -- besides -- I love to sing for people ... and I've decided that's how I really enjoy myself.

RUYSDAEL: Florence, how old were you when you sang in public for the first time?

EASTON: Four years old

RUYSDAEL: Four?

EASTON: Yes, you see Father and Mother were both singers and I sang at their farewell concert in England... Oh, I must tell you something amusing - I sang a little hymn: "Hold Thou My Hand" I think it was called - and after I finished one verse everyone clapped and clapped - and I refused to sing the second verse.

RUYSDAEL: But why?

EASTON: (WITH DETERMINATION) I thought they were very noisy people ... and wouldn't sing for them (LAUGHS) but oh how I've changed now the noisier they are the more I love it.

RUYSDAEL: Well - I'll warrant - You'll hear plenty of applause in just a few moments .. ladies and gentlemen, Miss Florence Easton will sing "Summertime" from George Gershwin's folk opera ... "Porgy and Bess".

(SINGS: MUSIC)

(APPLAUSE)

RUYSDAEL: Lovely, Miss Eason, perfectly beautiful .. surely you'll want to tell our audience a little more about yourself.... how you cultivated such a wonderful voice.

EASTON: Why thank you, Basil.... I will. Let me see. At ten I gave up singing and took piano lessons - I might say that later when I returned to singing I found it most valuable to know how to play the piano. Really there should be a law compelling all singers to learn to play .. it's unbelievably helpful in learning different singing roles.

RUYSDAEL: And speaking of singing roles, I understand your own repertoire includes eighty-nine different operas.

EASTON: Yes - when I sang with Caruso.

RUYSDAEL: You sang with Caruse? .. I'm sure you must treasure that experience.

EASTON: I do. I sang with him many times both here and abroad. And Caruso once said of me - (LAUGHS) "Her head is like a music box. She lifts off the lid, takes out one record and puts in another."

RUYSDAEL: Whenever I talk to anyone about opera for more than five minutes, Caruso's name is sure to be mentioned.

EASTON: That's because we all regarded him as a glorious person as well as a glorious artist. (PAUSE) Caruso, you know, was a lot like Minnie the Moocher.

RUYSDAEL: Minnie the Moocher?

EASTON: Don't you remember the song "Minnie Had a Heart as Big as A Whale"? Caruso had a big pocketbook, also. He was always helping out people who were broke .. here is another fact about him that should interest you. Right in the middle of an opera - "Aida" or "Pagliacci" - between difficult passages - he would step to the wings and take a big whiff from a cigarette - he told me it relaxed him - and he enjoyed it also.

RUYSDAEL: That is interesting Miss Eason - and how about you - we know you smoke Luckiss .. but do you smoke them when you're singing a great deal?

EASTON: Yes - but not like Caruso did in the middle of an opera. But ever since, let's see ... yes, since 1919, I've been smoking Luckies, and I've never yet found them irritating to my throat.

RUYSDAEL: Do you find that many singers smoke Luckies?

EASTON: Indeed, I do after all ... if they smoke and so many of us do and why not, why take chances with our most precious possession ... our throats so naturally one singer benefits from the experience of others, and as I told you a few minutes ago, I've smoked Luckies for 18 years.

RUYSDAEL: Thank you so much, Miss Easton.... for graciously consenting to visit us for your song ... and we hope you'll enjoy Luckies for many, many years to come.

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief pause 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 this week obtained by a careful check of the most popular in all America .. the only authoritative and complete picture of America's favorite tunes today.

(FANFARE)

ANNOUNCER: Number TWO .. sit back and enjoy a Lucky while the orchestra plays a novelty arrangement of the song that's in second place across the United States .. "The Merry Go Round Broke Down".

("THE MERRY GO ROUND BROKE DOWN" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE FIRST TIME I SAW YOU" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT The Lucky Strike Orchestra offers a new tune by Allie Wrubel and Nat Shilkret that's reached eighth place this week "The First Time I Saw You".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

{ "THE BEST THINGS IN LIFE ARE FREE"
{ "GOOD NEWS"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... the orchestra presents
a medley of two tunes of a decade ago that will set your
toes tapping "The Best Things In Life Are Free",
and "Good News".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO.2)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL No. 2--FLORENCE EASTON

ANNOUNCER: You might have wondered why we stress that so many singers smoke Luckies. In fact, you might have said to yourself "That's interesting ..but I'm not a singer". Now all we want to do is impress one simple fact on you. The most sensitive throats in the world are singers' throats. The gentlest cigarette on these throats should be gentlest on any throat. So it's important to every smoker when a great singer like Florence Easton says - as she did a few minutes ago on this program - that she has smoked Luckies for 18 years without any irritation. How can this be so? There are two answers: First is the tobacco bought for Luckies... tobacco that is the "Cream of the Crop".. the rich and tender center leaves. Second is the exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco - even the finest. So next time you buy cigarettes ask for Luckies - a light smoke - easy on your throat. And remember .."with men who know tobacco best - it's Luckies 2 to 1!"

("SO RARE" GIBSON AND ORCHESTRA..)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX .. another newcomer that's already sky-rocketed to sixth place on YOUR HIT PARADE .. "So Rare".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Here it is ..Number ONE .. from the Empire State to the Golden Gate it's a Lucky Strike topnotcher in first place.. "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: That's YOUR HIT PARADE .. Your nationwide authority for the most popular tunes in America played by Harry Salter and the Lucky Strike Orchestra ..(PAUSE)..And now a word about Luckies. Sworn records on file for your inspection show that among independent tobacco experts LuckyStrikes have more than twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer ..their opinion is unbiased. Next time you buy cigarettes, remember .."With men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

dbm/dm
7/28/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JULY 31st, 1937

10:00 to 10:45 PM

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 Peter van Steeden and
the Lucky Strike Orchestra. Later in the program, the
Lucky Strike spotlight ^{shines on one of Musical Comedy's}
~~shines on Hollywood where it~~
^{outstanding stars, the glamorous Tamara}
~~shines on John Boles.~~ Twice each week YOUR HIT PARADE
brings you America's favorite music...selected by 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.

All ready, Peter van Steeden...let's start the musical
ball rolling with the tune that's ⁱⁿ ranking tenth ^{place} the
country round..."The You and Me That Used To Be".

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

(MUSIC SWELLS AND FINISHES)

segue to

("THE FIRST TIME I SAW YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT... a sparkling newcomer to YOUR HIT PARADE, in eighth place this week... "The First Time I Saw You".

(MUSIC SWELLS AND FINISHES)

segue to

("LIZA"
("SOMEBODY LOVES ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: ~~As a tribute to the late George Gershwin who has~~
~~contributed so many grand songs to YOUR HIT PARADE,~~
double
a Lucky Strike Peter van Steeden and the Lucky Strike Orchestra play
a medley of two of ~~his~~ *George Gershwin's* early favorites... "Liza" and
"Somebody Loves Me".

(MUSIC SWELLS AND FINISHES)

segue to

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN... the Lucky Strike Orchestra presents the tune that's seventh this week from Portland, Maine to Portland, Oregon... "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1...(TOBACCO)

ANNOUNCER: If you know how a tobacco auction is run, you know that one of the key figures is the warehouseman. Naturally, a tobacco warehouseman has to know tobacco...He has to know the quality of each of the various lots. In many cases he assists the farmer in grading his tobacco to obtain the highest bid..... He has to know the value of tobacco and the price it should bring. And, in this, he is typical of other tobacco experts - auctioneers, buyers and so forth, as well as warehousemen. They all know tobacco from A to Z. So it's interesting to see what brand of cigarettes these tobacco men choose for themselves. Now here are the facts...Sworn records on file for your inspection show that among independent tobacco experts, Lucky Strikes have more than twice as many exclusive smokers as have all other cigarettes combined....More than twice as many! This is the more amazing since not one of these experts is connected with any cigarette manufacturer. All are independent, unbiased - in a position to truly judge a cigarette on its own merits. So the next time you buy cigarettes, remember..."With men who know tobacco best ...it's Luckies 2 to 1."

(FANFARE)

ANNOUNCER: Number TWO.. light up a Lucky..and listen to the tune that's riding high in second place..."The Merry Go Round Broke Down".

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

(MUSIC SWELLS AND FINISHES)

segue to

("GONE WITH THE WIND" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE.. a ^{trifling} ~~sparkling~~ arrangement of the song that's in fifth place on YOUR HIT PARADE..."Gone With the Wind".

(MUSIC SWELLS AND FINISHES)

segue to

("SATAN TAKES A HOLIDAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...as a special tonight, the orchestra plays a rhythmic number by Larry Clinton... "Satan Takes A Holiday".

(MUSIC SWELLS AND FINISHES)

segue to

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...from the musical comedy hit,
"Babes in Arms", the Lucky Strike Orchestra presents
the tune that's in fourth place..."Where or When".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: One of the ~~most~~ mis-used words in the English
language is 'exotic'. Yet no other word can
adequately describe our guest of this evening...
beautiful, charming, talented and - exotic
Miss Tamara!

(APPLAUSE)

Arriving from Russia in 1922, Miss Tamara made
herself the "Toast of Broadway" for her singing
and dancing in exclusive night clubs. Then she
became one of musical comedy's outstanding stars
in "Roberta". And this past season her
versatility has been displayed once more by her
fine work on the legitimate stage...Miss Tamara,
Lucky Strike is honored to count you as a friend.

TAMARA: Thank you, sir! You are being very gallant.

ANNOUNCER: On the contrary, I'm really being very reserved.

TAMARA: (LAUGHS) We sound a little like Alphonse and
Gaston! ... I wonder if I may make a remark that
I have always wanted to make every time I'm called
'exotic'.

ANNOUNCER: Of course.

TAMARA: It is just this. I perhaps seem exotic to Americans. But I ask myself if Americans realize how exotic their country appeared to me -- a foreigner -- arriving for the first time in New York.

ANNOUNCER: You mean, everything seemed different?

TAMARA: Yes, different - and - exciting. I sometimes wonder, when I hear Americans get so thrilled about foreign things...I wonder if they do not realize how fascinating their own country is!

ANNOUNCER: Are you judging by New York alone, Miss Tamara?

TAMARA: Not at all! I have really "seen America." You see, I was in vaudeville once. (LAUGHS) I was part of an act called "The Collegiates". A lot of fun! I was supposed to represent a Russian college girl. I would come out on the stage dressed in a big sweater, with a college letter on it and sing...

ANNOUNCER: "Because of You," "I think the song was.

ANNOUNCER: (LAUGHS) And so you saw America?

TAMARA: Yes, we toured the West and the Southwest...Big towns, little towns...To me it was -- well -- fascinating. Incidentally, I should like to say that now I am an American myself.

ANNOUNCER: 100%?

TAMARA: Well, at least 99 and 44/100!

ANNOUNCER: Miss Tamara, we want to hear more about you... about how you got started in your work. But, first, how about singing for us.

TAMARA: Yes, gladly. For the song I have chosen is very dear to me -- very closely connected with my own career -- "Smoke Gets In Your Eyes" from "Roberta".

ANNOUNCER: I have heard it said, Miss Tamara, that Jerome Kern wrote that part of "Roberta" around you -- so that it was really, in a sense, you.

TAMARA: That I do not know. But I do know that playing the part was one of the fine experiences of my life. So now I will sing for you.

("SMOKE GETS IN YOUR EYES".....TAMARA)

(APPLAUSE)

ANNOUNCER: Miss Tamara, I'm certain the applause in this studio speaks for the millions listening in all over the country.

TAMARA: Thank you.

ANNOUNCER: I understand that "Roberta" has been revived this summer at the famous "floating stage" stadium out at Jones Beach, Long Island.

TAMARA: Yes, and it has been a great experience playing under those conditions. (LAUGHS) On two or three nights the stage not only floated on the sea but at the same time rain fell from above. We actually went through whole performances in a driving rain. The audience wouldn't let us stop. They had raincoats and umbrellas. But we had only our sheer stage costumes.

ANNOUNCER Very inconsiderate of them, I should say.

TAMARA: No -- very flattering. But it was a little difficult.

ANNOUNCER: Hard on your voice?

TAMARA: Yes -- singing under such conditions of course is hard on the throat. But -- here's something you'll be interested in. Even after - you might say - "singing in the rain?" I found Luckies were just as easy on my throat as ever.

ANNOUNCER: Well, that is interesting. Have you been smoking Luckies long, Miss Tamara?

TAMARA: At least twelve years. And when I was married -- not so long ago -- I, so to speak, married Luckies, too. For my husband smokes nothing but Luckies.

ANNOUNCER: I hope they're still the family cigarette!

TAMARA: (LAUGHS) Oh yes. We both like their fine flavor and you see, Luckies are a cigarette a person can really settle down with and live happily ever afterward -- for they're easy on the throat -- And if you won't think me conceited -- I really believe that's a subject I'm qualified to speak on.

ANNOUNCER: You mean...

TAMARA: I mean -- Heavens! -- the demands I put upon my throat. You see, back in Russia, I used to sing just to amuse myself. But when I came to America I lost my "amateur standing" in a hurry. Why, at one time, I was singing in four night clubs at once. I would finish my act at one club -- then jump into a taxi and rush to the next. I'd arrive, all out of breath, just as my act was being announced -- go on with the act -- then away in the taxi again for another club!

ANNOUNCER: You must have been glad when that siege was over!

TAMARA: Yes, but what with musical comedy and legitimate plays and radio and concert work -- I can't say that my life has ever really settled down. And to tell you the truth, I like to keep going at a fast tempo, I like to be on the move.

ANNOUNCER: Proof of your new Americanism, Miss Tamara?

TAMARA: (LAUGHS) Perhaps it is.

ANNOUNCER: Miss Tamara, thank you very much for being with us this evening -- for your song and your very interesting remarks. We hope you'll visit Your Hit Parade again.

TAMARA: I'd love it! Good night, everyone.

(APPLAUSE)

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

ANNOUNCER: After a brief pause 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 Peter van Steeden and
the Lucky Strike Orchestra...the favorite music of
this week obtained by a careful check of the most
popular tunes in America - the only authoritative
and complete picture of America's favorite tunes
today.

(FANFARE.)

ANNOUNCER: Number THREE...reach for a Lucky as you listen to the
song that's in third place in your favor this week
from the Empire State to the Golden Gate...
"A Sailboat in the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

segue to

("SIDEWALKS OF CUBA"
("MARIA, MY OWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...a change in rhythm, and the orchestra presents a medley of two Cuban rhumbas... "Sidewalks of Cuba", and "Maria, My Own".

(MUSIC SWELLS AND FINISHES)

segue to

("TOMORROW IS ANOTHER DAY".ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...from the Marx Brothers's picture "A Day at the Races", the Lucky Strike Orchestra offers the song that's in ninth place throughout the land..."Tomorrow is Another Day".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

LUCKY STRIKE "YOUR HIT PARADE"

(Commercial #2) (TAMARA)

ANNOUNCER: A few minutes ago, the lovely star of musical comedy and radio - Miss Tamara - told you about a few of the many demands her career places upon her throat. And she pointed out that this is her reason for smoking Luckies -- because they are always easy on her throat. Now Miss Tamara should know, for she has been smoking Luckies, as she told you, for at least twelve years. But perhaps she doesn't know why they're so easy on her throat. Listen...Earlier in this program you heard one significant fact about Luckies... remember?...with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1! That's **the** tobacco experts' own tribute to the high quality of Lucky Strike tobacco. But now here's another significant fact about Luckies. By means of the exclusive process "It's Toasted", Lucky Strike removes certain harsh throat-irritants naturally present in all tobacco - even the finest. These harsh irritants are out of Luckies. That's why Miss Tamara finds Luckies a light smoke - easy on her throat in spite of all the strains of her singing career. Doesn't it stand to reason that Luckies will be easy on your throat, too? Ask for a pack next time you buy cigarettes.

(FANFARE.....)

ANNOUNCER: Here it is...Number One ...a Lucky Strike high-flyer
that's your favorite melody this week...
"It Looks Like Rain in Cherry Blossom Lane"...
Number ONE.

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

(MUSIC SWELLS AND FINISHES)

segue to

("SO RARE"GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...it's a newcomer to YOUR HIT PARADE ~~by~~
that enters this week
~~Johnny Herst and Jack Sharpe...yet already it's in~~
sixth place..."So Rare".

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY"ORCHESTRA)

(FADE FOR A NNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE...Your nationwide authority for the most popular tunes in America played by Peter van Steeden and the Lucky Strike Orchestra.
(PAUSE) Each day, Monday through Friday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace newsmen. Tune in on Monday morning to this same station and hear Mr. Hill's thrilling dispatches from every corner of the world.
(PAUSE) And the next time you buy cigarettes, remember...With independent tobacco experts..."With men who know tobacco best...it's Luckies, two to one!"

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

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK