

AUGUST

THE AMERICAN TOBACCO COMPANY

W E A F

"YOUR HIT PARADE"

REVISED

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

AUGUST 4, 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 present lovely Lucy Monroe, youthful star of stage, radio and opera. 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 songs 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.

Let's go, Harry Salter ... with the tune that's in sixth place throughout the nation .. "So Rare"... Number SIX.

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the Lucky Strike Orchestra presents the song that's in eighth place tonight from the Atlantic to the Pacific ... "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("HALLELUJAH"
"I'LL SEE YOU IN MY DREAMS"
"I LOVE LOUISA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... three rhythmic favorites of a few years back ... "Hallelujah", "I Love Louisa" and "I'll See You In My Dreams".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: Number THREE ... from the musical comedy success, "Babes In Arms", comes the tune that's in THIRD place on YOUR HIT PARADE this week... "Where or When".

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

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

(COMMERCIAL NO. 1)

ANNOUNCER: What class of smoker is hardest to please? Who's the most difficult - the most critical - the most pernickety of all people as regards cigarettes? Well, for one, we'd say the tobacco expert - for he knows better than anyone else what makes a good cigarette. He knows tobacco. So we think you'll be impressed by an interesting fact about tobacco experts. Now here it is ... Sworn records on file for your inspection 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 this is really an amazing majority - for these experts are the men who know tobacco best - auctioneers, buyers, warehousemen, and so forth, down 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 but deal impartially with all - so they are absolutely unbiased. Naturally, when they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco. What could say more for the high quality of Lucky Strike tobacco than the fact that in the honest opinion of independent tobacco experts - of those who know tobacco best - it's Luckies 2 to 1.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . Sit back and enjoy a Lucky while the orchestra plays the tune that's fifth in your favor this week . . . "The You And Me That Used To Be".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double . . . the orchestra presents a medley of two ever-popular favorites from down on the farm...
"Turkey In The Straw" and "Chicken Reel".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"GONE WITH THE WIND" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . a grand song by Allie Wrubel that's in ninth place this week . . . "Gone With The Wind".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"STOP, YOU'RE BREAKING MY HEART" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . A newcomer this week in tenth place. The Lucky Strike Orchestra plays "Stop, You're Breaking My Heart".

(MUSIC SWELLS AND FINISHES)

- - - - - GUEST APPEARANCE - LUCY MONROE from NEW YORK - - - - -

LUCY MONROE SPOT -1-

ANNOUNCER: From the chorus to leading lady is not an unheard of jump. But from the chorus in musical comedy to prima donna in grand opera is ... well ... a record that stands by itself. Our lovely guest of tonight not only accomplished this astounding feat but she has found time to make a name for herself on the concert stage and in radio, too. I take pleasure in introducing one more in that distinguished list of people who choose Luckies for their cigarette/ ... Miss Lucy Monroe!

(APPLAUSE)

MONROE: (VIVACIOUSLY) Thank you and good evening, everyone! ... Pardon me, if I sound a little - excited. There's something about a radio appearance that always pepes me up - like an opening night in the theatre.

ANNOUNCER: But I had thought nothing could be quite as exciting as the opening of a big show on Broadway.

MONROE: Well - perhaps you're right ... Flowers in your dressing room - critics out front - that awful feeling of not knowing whether your songs are getting across or not - then, if the thing's a success, more flowers and telegrams and people calling you up to read you the notices in the morning papers and oh, it is thrilling!

ANNOUNCER: (CHUCKLES) Miss Monroe, something tells me that you have quite a love for the theatre.

MONROE: I guess I have. I know that my father spent years trying to drill it out of me - and never succeeded.

LUCY MONROE SPOT - 2

ANNOUNCER: Your father was - opposed to a theatrical career?

MONROE: (LAUGHS) But definitely! You see, Dad was a diamond importer and, being in that business, he knew practically everyone connected with the theatre. In fact, most of his best friends were theatrical people. But when it came to me - his darling daughter --

ANNOUNCER: Ah, that was different!

MONROE: I should say it was. I can remember that - though he always wanted me to sing and arranged for me to take lessons with a very good teacher - he would never allow me to sing before anything that even vaguely resembled an audience... I can tell you a story about that!

ANNOUNCER: Please do!

MONROE: Well, it was when I was just 12 years old. Dad and I were up at a summer resort and whenever he'd go out fishing, I'd sneak into the main room of the hotel and...

ANNOUNCER: Yes?

MONROE: Well, maybe it won't sound so very daring. But, considering Dad, it was! For there was a piano there and I'd sit down and sing. Since I was so young, people would gather around to listen. They'd even applaud. Well....(BREATHLESSLY) one night Dad got back early from a fishing expedition and found me there. I can remember very plainly I was singing Annie Laurie - but I never finished it. He yanked me off the piano stool and marched me right out of the room. Then he set me down on his knee and lectured me for the longest time. (LAUGHS) ...but to absolutely no avail, I'm afraid.

LUCY MONROE SPOT - 3 -

ANNOUNCER: (CHUCKLES) Well, Miss Monroe, I think that we're glad it was to no avail. For now we're to have the pleasure of hearing you sing - quite unmolested - "When You're Away", isn't it?

MONROE: Yes, one of Victor Herbert's best songs in my opinion.

(MUSIC AND SINGS)

(APPLAUSE)

ANNOUNCER: Miss Monroe, I understand how how disappointed those hotel guests at that summer resort must have felt when your father marched you off in the middle of a song.

MONROE: (LAUGHS) It's nice of you to say that! Thank you.

ANNOUNCER: Miss Monroe, you've had a most varied career in concert, musical comedy and radio, I know. But I understand that your debut at the Metropolitan Opera was made only very recently.

MONROE: Yes, just a few months back.

ANNOUNCER: How about it? Was that exciting?

MONROE: I'll be frank. I was so nervous about making my debut before that famous "Diamond Horseshoe" of the Met that ... well.... Down in my dressing room before the curtain went up, I had to tell myself: "Now calm down, my dear - just relax, light up a Lucky, and forget all about your debut for a minute".

ANNOUNCER: You weren't afraid to smoke just before singing in your first Metropolitan opera performance?

LUCY MONROE SPOT - 4 -

MONROE: Not at all. For I've been smoking Luckies 3 years now and I know how easy they are on my throat. Even when I was starring in three different radio programs a week - and you can imagine the hours and hours of rehearsal that meant - even under such a strain I was able to enjoy Luckies without the least worry about my throat.

ANNOUNCER: That's very interesting. For I should say that a singer puts a cigarette to the hardest test in the world... Thank you very much, Miss Monroe for singing for us this evening and for your very interesting stories about your career.

MONROE: I've enjoyed my visit thoroughly. Goodnight, 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 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.

("I KNOW NOW" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... Reach for a Lucky while the orchestra plays
the tune that's in seventh place ~~this~~ week right across
the country... "I Know Now".. from "The Singing Marine".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CARIOCA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Harry Salter and the Orchestra in a
fast moving arrangement of Vincent Youman's great hit...
~~the~~ "Carioca".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: Number TWO . . . "It Looks Like Rain In Cherry Blossom Lane" . . .
in second place on "YOUR HIT PARADE" this week.

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

(MUSIC SWELLS AND FINISHES)

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

(COMMERCIAL #2)

ANNOUNCER: I know you enjoyed lovely Lucy Monroe's voice a few minutes ago. And so I think you'll be interested in knowing about one important precaution Miss Monroe takes to guard her voice. And that's where Luckies come in! As you heard from her own lips, even when she was starring in three different radio programs a week - which called for endless hours of rehearsal - even under that strain, she was able to enjoy a Lucky without the least worry about her throat. Now that says volumes for Luckies' throat comfort. Luckies are easy on the throat at all times and under all conditions because Luckies are different from other cigarettes. In the first place, Luckies are made of the finest tobacco money can buy - the tender center leaves that are the "Cream of the Crop". In the second place, the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobacco - even the finest. Remember, only Lucky Strike offers you the benefits of this "Toasting" process which makes Luckies so easy, so gentle on your throat. And remember, too, what you heard earlier in this program ... With independent tobacco experts - with men who know tobacco best - it's Luckies two to one!

(FANFARE)

ANNOUNCER: Here it is..... Number ONE.... the Lucky Strike Orchestra plays the topnotch favorite of the week ... "A Sailboat In the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... Harry Salter presents the novelty tune that's in fourth place on YOUR HIT PARADE this week ... "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 of the most popular tunes in all 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 the independent tobacco experts Lucky Strikes 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 tobacco experts ... with men who know tobacco best, it's Luckies, two to one!

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, AUGUST 7, 1937

10:00 - 10:45 P.M.

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

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... All America's choice in popular music played by Peter Van Steeden and the Lucky Strike Orchestra. Later in the program we will present Jan Peerce, featured tenor at New York's big Radio City Music Hall, and well-known to the concert stage. (PAUSE) 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 songs 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 open Your Hit Parade with the tune that's in fourth place this week ... "The Merry Go Round Broke Down" ... Number FOUR.

("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 NINE ... a colorful arrangement of the song
 that's in ninth place on YOUR HIT PARADE ...
 "Gone With the Wind".

(MUSIC SWELLS AND FINISHES)

segue to

("ORIENTALE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Peter Van Steeden presents
 a modern, danceable arrangement of that famous
 composition by Cesar Cui ... "Orientale".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... the Lucky Strike orchestra plays
 the tune that's all America's choice for fifth
 place this week ... "The You and Me That Used To Be"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 1)

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 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 - These men are 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 ... light up a Lucky, while the orchestra plays a tune that's near the top. It's in third place this week ... "Where or When".

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("MERRILY WE ROLL ALONG"

("GOOD NIGHT LADIES"

("WE WON'T GO HOME UNTIL MORNING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... the orchestra presents a medley of familiar songs - ever old but ever new - "Merrily We Roll Along", "Goodnight Ladies" and "We Won't Go Home Until Morning".

(MUSIC SWELLS AND FINISHES)

segue to

("I KNOW NOW" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the motion picture "The Singing Marine", here's the tune that's seventh on YOUR HIT PARADE ... "I Know Now".

(MUSIC SWELLS AND FINISHES)

segue to

("SO RARE" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... the Lucky Strike Orchestra in a sparkling arrangement of the song that's in sixth place this week ... "So Rare".

(GUEST APPEARANCE...JAN PEERCE...NEW YORK)

ANNOUNCER: For our guest tonight, Lucky Strike brings you the noted tenor, Mr. Jan Peerce. If you have ever visited Radio City Music Hall in New York, you remember Mr. Peerce as the featured soloist in that great theatre. And this week he has just returned from a triumphant appearance in the Hollywood Bowl. Ladies and gentlemen, it is my pleasure to present ... Mr. Jan Peerce!

(APPLAUSE)

PEERCE: Thank you and good evening, everyone.

ANNOUNCER: Mr. Peerce, we know you as a singer. We know the unusual range of your repertoire - everything from Wagner to the latest "hit" on Your Hit Parade. We know you as a good friend of Lucky Strike, too. But ... we really don't know you.

PEERCE: (LAUGHS) Well ... maybe I should get myself mixed up in some scandal!

ANNOUNCER: Of course, that is one way of giving your private life to the world, but for a family man like you, Mr. Peerce ...

PEERCE: No, I guess it wouldn't be advisable.

ANNOUNCER: So, suppose you just tell us a few things about yourself, Mr. Peerce. To begin at the beginning, where were you born?

PEERCE: In New York. If you want me to be poetic, it was in the shadow of the old Williamsburgh Bridge. If you want me to be literal, it was on the lower East Side.

ANNOUNCER: Then you're really one of those who sprang from the sidewalks of New York.

PEERCE: Yes, musically and every other way. In fact, when I was only 13 years old, I organized a dance band of my own, down in my neighborhood. The band consisted of fiddle, piano and drum. I played the fiddle and occasionally sang. We were known as "Pinky and His Band" - I was "Pinky" - and we managed to make ourselves pretty popular for neighborhood dances. Our price for an evening was \$1.50 - 50 cents apiece.

ANNOUNCER: Say, you were in the money!

PEERCE: Well, as a matter of fact, we didn't feel satisfied. So after a time we went on strike.

ANNOUNCER: Ah, and what did you ask?

PEERCE: 75 cents apiece - (QUICKLY) and we got it, too!

ANNOUNCER: Well, I must say you started your musical career pretty young, Mr. Peerce.

PEERCE: As a matter of fact, I intended to be a doctor. And for three years, I did study medicine. But all the time I kept on with my violin playing and - more and more - with my singing.

ANNOUNCER: And your voice won out?

PEERCE: After a good many set-backs - yes! Roxy finally gave me my big chance ...

ANNOUNCER: And you've been a headliner at the Radio City Music Hall ever since! Mr. Peerce, I understand that tonight you're going to sing for us one of the many songs you've thrilled audiences with, in that great theatre.

PEERCE: Yes, I picked out "Night and Day" because it's a favorite of my own. I hope you like it.

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Mr. Peerce. Do you know - your voice, just by it self, makes one of the very best arguments for Luckies that I have ever heard.

PEERCE: How do you mean?

ANNOUNCER: I mean that it's so clear and flawless - it's audible proof that your throat is in A-1 condition - though I've noticed that you smoke a lot.

PEERCE: That's not so hard to explain. When I was studying to be a doctor, I found out for one thing that throat membranes are extremely delicate, and a harsh cigarette can cause trouble. That's why I smoke Luckies.

ANNOUNCER: Have you smoked them long?

PEERCE: Oh ... about ten years, I guess.

ANNOUNCER: That's indeed gratifying to us, Mr. Peerce. Especially interesting, because of the strain you put on your throat.

PEERCE: (LAUGHS) I hate to claim a title but if there's a harder working voice than mine I've never heard of it. When I'm singing at the Music Hall, I have four shows every day - five on weekends and holidays - besides that I'm usually appearing on the radio and rehearsing new shows, new roles. For example - Erno Rapee - he's my boss at the Music Hall, and incidentally I owe everything to him - will call us together and say: "Boys and girls you're going to learn Siegfried!" ... that's one of Wagner's hardest operas, you know. Well, and two weeks from then, we have to know Siegfried! And we have to be able to sing the most difficult ~~arises.~~ ^{arias.}

ANNOUNCER: Have you ever thought of devoting yourself to opera exclusively, Mr. Peerce?

PEERCE: Of course, I'm studying operatic work all the time, but I think my real love is radio. I like to be able to sing to large audiences. I like the idea of my voice reaching millions.

ANNOUNCER: Speaking of large audiences, you certainly must have faced a large gathering recently when you sang in the Hollywood Bowl.

PEERCE: Yes, and I can't begin to tell you how thrilled I was. For little "Pinky" from the East Side to be soloist at that great music event - well - well it was just more than I had ever dreamed of.

ANNOUNCER: Mr. Peerce, we wish you even many more successes. And thank you a lot for this visit - for your song and your interesting remarks about Luckies, too.

PEERCE: It was a pleasure to be here. Goodnight, 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

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.

(FANFARE.....)

ANNOUNCER: Number TWO ... runner-up for top honors on YOUR HIT PARADE ... in second place this week, "It Looks Like Rain in Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

segue to

("BROADWAY RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... a special arrangement of a hit of two seasons ago played by Peter Van Steeden and the orchestra ... "Broadway Rhythm".

(MUSIC SWELLS AND FINISHES)

segue to

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... Light up a Lucky ~~Strike~~ while the orchestra plays the song that's eighth this week straight across the United States ...
"Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER:

A few minutes ago, you heard the noted tenor, Jan Peerce, put in a good/strong claim for the title of "hardest-working voice". With four shows a day at New York's famous Radio City Music Hall - and radio performances as well, rehearsals and so on - Mr. Peerce's voice and throat are under an exceptional strain. So the fact that he has been able to enjoy Luckies for the past ten years says a lot to you as a smoker. For certainly, since Luckies are easy on this "hardest-working" throat, they should be easy on your throat, too. And here's the explanation. Luckies are the only cigarette from which certain harsh throat-irritants have been removed by the exclusive process, "It's Toasted". These irritants are out of Luckies. That's one big advantage Luckies offer you. Another is ... finer flavor ... better tobacco. Luckies are made of the tender center leaves - the "Cream of the Crop". When you ask for Lucky Strike you are following the example of the independent tobacco experts themselves. For remember ... "with men who know tobacco best - it's Luckies 2 to 1!"

FANFARE.....)

ANNOUNCER: Here it is ... Number ONE ... a song by
Carmen Lombardo that's number one winner on
YOUR HIT PARADE ... "A Sailboat in the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

segue to

("STOP, YOU'RE BREAKING MY HEART" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... from Jack Benny's motion picture,
"Artists and Models", the Lucky Strike Orchestra
plays a newcomer that's in tenth place this week ...
"Stop, You're Breaking My Heart".

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

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 the four corners 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

WEAF

AMERICAN TOBACCO COMPANY -- LUCKY STRIKE

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

AUGUST 11, 1937

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... All America's choice in popular music, played by Richard Himber and the Lucky Strike Orchestra. Later in the program our scene shifts to Hollywood for a visit with John Boles, outstanding screen personality. Twice each week YOUR HIT PARADE brings you America's favorite music...the most popular songs in the land selected by a vast nation-wide survey which checks the music and records you buy, the songs 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 Richard Himber! Let's start the nation dancing with the song that's in FIFTH place this week... "A Sailboat In The Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHISPERS IN THE DARK" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... a lilting ballad that's breaking records for popularity throughout the country - in seventh place on YOUR HIT PARADE ... "Whispers In The Dark" from the motion picture "Artists and Models".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CLAP YO' HANDS"
"DON'T HOLD EVERYTHING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... the orchestra presents a medley of two ever-popular hits ... "Don't Hold Everything" and "Clap Yo' Hands".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SWEET LEILANI" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... Light up a Lucky while the Orchestra plays a distinctive ballad that's eighth in your favor this week ... "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: When one of the world's great chefs sits down to dinner, you can be sure that the finest delicacies, the most luscious viands, find their way to his table. For he is an expert on food. He knows how to pick the best and, of course, exactly the same thing holds true when the professional tobacco expert picks a cigarette for his own enjoyment. Naturally, his great knowledge of tobacco influences his choice. That's why it means so much that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! This is not just a claim. It is a fact, proven by sworn records on file for your inspection. These independent tobacco experts are the auctioneers, buyers, warehousemen, etc. - men who spend their lives buying, selling, and handling tobacco. And their preference for Luckies is perfectly impartial - based on merit alone - for they are not connected with any cigarette manufacturer. Next time you buy cigarettes, remember that in the honest opinion of independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

("LULLABY OF BROADWAY" ORCHESTRA .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... as a special tonight, Richard Himber plays a song that was a Hit Parade leader back in 1935 ... "The Lullaby of Broadway".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("MY CABIN OF DREAMS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's a sparkling song, a newcomer to YOUR HIT PARADE, and in ninth place this week.... "My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SATAN TAKES A HOLIDAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... a Lucky Strike newcomer this week, and already it's up in sixth place... "Satan Takes A Holiday".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO ... our Lucky Strike batoneer, Richard Himber, presents his arrangement of the high-flying song that's second this week ... "Where Or When" from the musical comedy "Babes In Arms".

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE....JOHN BOLES FROM HOLLYWOOD)

NY ANNCR: Now it is our pleasure to present another of Lucky Strike's good friends ... a fine actor, a fine singer, a true gentleman....John Boles!

(SOUND - APPLAUSE)

Few Hollywood stars have played opposite so many lovely leading ladies as John Boles. Having just completed "Stella Dallas" with Barbara Stanwyck, John is now busy in "Fight For Your Lady" with Jack Oakie and Ida Lupino for RKO pictures. Tonight we will talk with John Boles and we will also hear his rich singing voice.. right from Hollywood!

(SWITCH NEW YORK TO LOS ANGELES)

BOLES: Good evening, ladies and gentlemen.

ANNOUNCER: Producers have often said that the only trouble with you, John Boles, is that there aren't two of you, so you could fill all the film engagements that come your way.

BOLES: Ah...but there nearly were two of me...in the beginning I mean. One half of me wanted to be a doctor. The other half craved a concert career. I would have been a doctor, too, except for the war.

ANNOUNCER: The war? You mean you saw enough trouble overseas?

BOLES: No...not that. You see, I was raised in the Texas cotton country and learned to sing the old folk songs from the darkies on my father's plantation.

ANNOUNCER: But you decided to forget singing for medicine...was that it?

BOLES: Yes, that was the idea. I was all set for John Hopkins University, but along came the war and almost by accident I discovered I had a voice.

ANNOUNCER: It took a war to convince you?

BOLES: Not exactly that. You see, I sang one night at a camp get-together at Havre, France, when someone in the audience, who later turned out to be a London vocal teacher, urged me to study voice seriously.

ANNOUNCER: How did your folks like that?

BOLES: Frankly, they were disappointed, but I had already decided on a singing career. To earn money for voice instruction, I taught voice and French at Glens Falls High School.

ANNOUNCER: You gave singing lessons to earn enough to take singing lessons? Wasn't that sort of putting the cart before the horse?

BOLES: Maybe so...but the cart simply couldn't wait.

ANNOUNCER: And where did this ambition take you next?

BOLES: I studied with Oscar Seagle in New York and decided to continue with Jean de Reszke in Europe.

ANNOUNCER: With all that voice training behind you, you landed a job right away?

BOLES: Oh sure...that's what I thought too. But, oddly enough, when I got back, Broadway never seemed to have heard of me. I pounded the pavement for months.

ANNOUNCER: Were you tempted to give up?

BOLES: You bet...especially when I thought of that swell Southern cooking of my mother's. But finally I got a chance to sing in a musical show called "Little Jessie James". The ingenue was a girl you may have heard of... Miriam Hopkins.

ANNOUNCER: Miriam Hopkins? The name is familiar. So you were off to the races?

BOLES: No, I'm afraid not. I had some of that bad luck you read about. I turned down a part in "Castles In The Air"... and it ran two solid years.

ANNOUNCER: Ouch! That was certainly tough luck, John.

BOLES: (LAUGHS) In a way it was, but if I'd gone out on the road with "Castles" I wouldn't have played in a little summer show called "Kitty's Kisses", which ultimately took me to Hollywood.

ANNOUNCER: How was that?

BOLES: Well...Gloria Swanson saw me in that and put me in my first picture, "The Loves of Sonya". Then I hopped at the chance of singing in one of Hollywood's first operettas, "The Desert Song".

ANNOUNCER: Oh sure...I remember it well. And I also remember how marvelous your voice was.

BOLES: (LAUGHS) It was something of a marvel in those days to get four voices onto the sound tracks at all. It was nothing for us to record one song for as many as eight hours at a stretch.

ANNOUNCER: Whew! Eight hours on one song. Wasn't that pretty hard on your throat, John?

BOLES: You said it, Michael. But it taught me the value of relaxation between takes.

ANNOUNCER: Do you get much time for that? Just how do you relax from the camera's grind?

BOLES: Not too much, but some anyway, and that's the time I like a cigarette the best. And before you ask me if by cigarettes I mean Luckies, I'm going to confess that I've smoked Lucky Strikes ever since those days in France, twenty years ago, when I first sang for the doughboys. I've always found them very easy on my throat.

ANNOUNCER: Thank you, John. That means something, coming from the possessor of such a grand voice as yours. We've been so busy learning about your life that we haven't heard you sing yet. How about giving us something from your first show, "Little Jessie James"?

BOLES: I'd love to. As a matter of fact, that show had one of my favorite songs... "Suppose I Had Never Met You".

(SONG: "SUPPOSE I HAD NEVER MET YOU")

ANNOUNCER: Thank you very much, John Boles. The way you sing it, that should be everybody's favorite. But before we say goodbye, would you mind giving me some low-down?

BOLES: No, not at all...that is....

ANNOUNCER: Then tell me...which of your many leading ladies have you liked the most?

BOLES: Here! Just a minute. You aren't trying to start a hair-pulling bee, are you?

ANNOUNCER: (LAUGHS) Come on, John...out with it. Who is she?

BOLES: All right, you asked for it. Out of more than fifty leading ladies I've had in films and on the stage, none has had more charm than Miss...

ANNOUNCER: Ah...we're getting warm. Miss who?

BOLES: Miss Shirley Temple!

(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 Richard Himber 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 ... light up a Lucky while the orchestra
plays a danceable arrangement of the tune that's in
third place this week..."The Merry Go Round Broke Down".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I KNOW NOW" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... From Dick Powell's latest picture, "The
Singing Marine", here's the song that's fourth on YOUR
HIT PARADE this week...."I Know Now".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("GREAT DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... the orchestra presents a song by Vincent Youmans that has enjoyed continual popularity since it was first heard in 1929 ... "Great Day" from the Broadway production of the same name.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: Tonight you heard John Boles say he had found Luckies an ideal cigarette with which to relax after an eight hour grind before the sound camera. You may well ask yourself - "How does this apply to me...my work doesn't require me to spend eight hours recording a single song before the sound camera". Perhaps not, but your throat is mighty important to you, too. So when John Boles tells you that he has smoked Luckies for twenty years without any throat irritation, it's important to every smoker...because it stands to reason that if Luckies are gentle to the ultra-sensitive throat of a singer, they'll be gentle on your throat, too. And there are two reasons that make this true - first, only tender center leaf tobaccos are used in Luckies - the "Cream of the Crop". Second, the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobacco, even the finest. These irritants are out of Luckies...and that's why Luckies are gentle on your throat. So next time you buy cigarettes, ask for Lucky Strike - a light smoke. And remember - with independent tobacco experts - with men who know tobacco best, it's Luckies - two to one!

(FANFARE)

ANNOUNCER: Here it is...Number ONE ... the top-notch song on YOUR HIT PARADE that's first in your favor right across the United States ... "It Looks Like Rain In Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SO RARE" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the Lucky Strike Orchestra presents a sparkling tune that's tenth the country round.. "So Rare".

(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 All America played by Richard Himber and the Lucky Strike Orchestra (PAUSE). And now a word about Luckies. Sworn records on file for your inspection show that among men who know tobacco best... independent experts who make their living buying, selling and handling the various grades of tobacco...Luckies 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 independent tobacco experts - "With men who know tobacco best, it's Luckies - two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, AUGUST 14th, 1937

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 Mark Warnow and the Lucky Strike Orchestra. Later in the program we will present Lanny Ross, beloved star of radio and concert. 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 songs you request most frequently when you're out dancing, and your radio favorites. When all these figures are assembled and tabulated, the result is YOUR HIT PARADE... not just a program of dance music, but a composite picture of America's weekly musical opinion ... the only authentic mirror of the nation's musical taste.

(FANFARE.....)

ANNOUNCER: Strike up the band, Mark Warnow ... let's go with the tune that's THIRD in all America's favor this week ...
"The Merry Go Round Broke Down".

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

(MUSIC SWELLS AND FINISHES)

Segue to

("SWEET LILIAN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... The Lucky Strike Orchestra plays a Hawaiian ballad that's in eighth place from the Empire State to the Golden Gate ... "Sweet Leilani".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... try square-dancing to these three old time rhythm favorites as played by Mark Warnow and the Orchestra ... "Little Brown Jug", "Buffalo Gal", and "Sailor's Hornpipe".

(MUSIC SWELLS AND FINISHES)

segue to

("MY CABIN OF DREAMS" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... Another newcomer to YOUR HIT PARADE, and in ninth place ... "My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL #1)

ANNOUNCER: When one of the world's great chefs sits down to dinner, you can be sure that the finest delicacies, the most luscious viands, find their way to his table. For he is an expert on food. He knows how to pick the best and, of course, exactly the same thing holds true when the professional tobacco expert picks a cigarette for his own enjoyment. Naturally, his great knowledge of tobacco influences his choice. That's why it means so much that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! This is not just a claim. It is a fact, proven by sworn records on file for your inspection. These independent tobacco experts are the auctioneers, buyers, warehousemen, etc - men who spend their lives buying, selling, and handling tobacco. And their preference for Luckies is perfectly impartial -- based on merit alone -- for they are not connected with any cigarette manufacturer. Next time you buy cigarettes, remember that in the honest opinion of independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

("ESPAGNA CANI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... the Orchestra presents a
distinctive arrangement of a Spanish Passo Doble ...
"Espagna Cani".

(MUSIC SWELLS AND FINISHES)

segue to

("I KNOW NOW" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... a sparkling song that's your choice for
fourth place on YOUR HIT PARADE ... "I Know Now", from
the motion picture "The Singing Marine".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... light up a Lucky while the Orchestra
plays a favorite by Carmen Lombardo and Johnny Loeb
that's in fifth place ... "A Sailboat in the Moonlight".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number TWO ... now the Lucky Strike Orchestra presents
the danceable hit that's in second place this week ...
"Where or When".

("WHERE OR WHEN" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE .. LANNY ROSS .. FROM NEW YORK)

(MORE)

ANNOUNCER: For six full weeks now, radio listeners have been asking each other a question! "Where is Lanny Ross? When is he coming back on the air?" ... Tonight, Lucky Strike is able to present a real radio "scoop" -- we have the missing Troubadour here in person! Always a good friend of Lucky Strikes as you will recall from his previous visit to Your Hit Parade, Mr. Ross has consented to be with us again this evening and to tell us of his plans ... Ladies and gentlemen, it is my privilege to present radio's great favorite -- Lanny Ross!

(APPLAUSE)

ROSS: Thank you, and good evening, everyone!

ANNOUNCER: And now, Lanny, that you're finally out of hiding -- let's waste no time in dispelling the mystery.

ROSS: (LAUGHS) But -- there's been no mystery!

ANNOUNCER: That's what you think, Lanny -- but millions and millions of radio listeners still crave to be enlightened!

ROSS: You mean ... as to my future!

ANNOUNCER: Yes -- last time you visited us you told us all about your schooling -- your training -- and how you got started in radio -- but now we want your plans, instead of your past ... Just where do you go from here, Lanny?

GUEST APPEARANCE ... LANNY ROSS

- 6 -

ANNOUNCER: For six full weeks now, radio listeners have been asking each other a question! "Where is Lanny Ross? When is he coming back on the air?" ... Tonight, Lucky Strike is able to present a real radio "scoop" -- we have the missing Troubadour here in person! Always a good friend of Lucky Strikes as you will recall from his previous visit to Your Hit Parade, Mr. Ross has consented to be with us again this evening and to tell us of his plans ... Ladies and gentlemen, it is my privilege to present radio's great favorite -- Lanny Ross!

(APPLAUSE)

ROSS: Thank you, and good evening, everyone!

ANNOUNCER: And now, Lanny, that you're finally out of hiding -- let's waste no time in dispelling the mystery.

ROSS: (LAUGHS) But -- there's been no mystery!

ANNOUNCER: That's what you think, Lanny -- but millions and millions of radio listeners still crave to be enlightened!

ROSS: You mean ... as to my future!

ANNOUNCER: Yes -- last time you visited us you told us all about your schooling -- your training -- and how you got started in radio -- but now we want your plans, instead of your past ... Just where do you go from here, Lanny?

ROSS: Well, that's a question that would really take some answering. Suppose I tell you simply: - I'll be back on the air this fall - September 9th in fact - on a big new program from Hollywood - with Charlie Butterworth.

ANNOUNCER: That's swell, Lanny - swell. But ... can't you tell us more?

ROSS: ~~You mean you want to know what are my real inmost plans for my own future - but that's so hard to explain. It's well to tell you the truth, I feel more or less right now as I felt when I graduated from Yale ten years ago. I feel I'm starting on a new phase!~~

ANNOUNCER: ~~You mean you're going to change your style, Lanny?~~

ROSS: ~~No, not that - not that at all! I'm going to sing the same kind of songs I've always sung - the simple ballads that I love - only (QUICKLY) I intend to sing them a whole of a lot better than I ever have before!~~

ANNOUNCER: ~~Better? - gosh, Lanny, that's saying something!~~

ROSS: ~~(LAUGHS) Thank you - but I really feel what I just~~
Well
said. In a way, I believe I'm at a "turning point" in my career. If you won't think me foolish, I'd like to tell you of a dream I had the other night.

ANNOUNCER: A dream? Tell us about it.

ROSS: I warn you it was an unpleasant kind of dream -- a regular nightmare!

ANNOUNCER: (CHUCKLES) Go ahead, Lanny - we'll try not to get too scared.

ROSS: (SERIOUSLY) Well - it was just this. I dreamt of a world without song - a world in which no one - no one at all - sang. (PAUSE) It was very horrible!

ANNOUNCER: Yes, I can understand that, Lanny! A world without song - why it's almost too awful to imagine.

ROSS: Well, when I woke from the dream - I got to thinking. And somehow the more I thought, the more important it seemed to me to be a singer - to help, even in a small way, to bring song into the world. Why, in a sense, it's song that makes the world go round ... makes people forget about - about death and taxes ... and that ticket you got for speeding ... and the gas bill ... and ... It's song that makes all that endurable.

ANNOUNCER: And you, Lanny, in your own future? ...

ROSS: Well, I hope to live up to my ideal more fully than I ever have before. Just as kings used to surround themselves with troubadours upon whom they could call for a song when they felt blue I - (HALF-LAUGH) - well, I want to be troubadour to the American people!

ANNOUNCER: That's an ideal that's worthy of the best in any man, Lanny. And I know your millions of radio friends have absolute confidence in you ... And now will you sing for us?

ROSS: Of course - I'm going to sing a ballad I think quite beautiful. It's "Serenade in the Night".

(MUSIC ... SINGS)

(APPLAUSE)

ANNOUNCER: Lanny that was swell - I can't think of any better proof that in the future you will be even more successful than you've been in the past. But - before you say goodbye to us this evening, I'd like to ask you one question - in confidence.

ROSS: Go right ahead Basil -

ANNOUNCER: Well Lanny, last time you visited us you told us you smoked Luckies. Do you still carry a pack in your pocket?

ROSS: (LAUGHS) Why, of course, I do Basil. I've been smoking Luckies for ten years now. And believe me I'll keep on smoking them as long as they continue to be so easy on my throat.

ANNOUNCER: But tell me - do you ever try other cigarettes to see if Luckies really suit you better?

ROSS: Oh, don't worry about that. From time to time I sample them all - but frankly, none of them come up to Luckies - not only because of my throat but because I like their taste best.

ANNOUNCER: Well, we hope you'll always prefer Luckies, Lanny, and thanks a lot for being with us this evening -for your song and this extremely interesting glimpse into your future ... We wish you all success!

ROSS: Thank you and ... goodnight 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 Mark Warnow and the Lucky Strike Orchestra ... the favorite music of this week obtained by a careful check of the most popular tunes in all America ... the only authoritative and complete picture of America's favorite tunes today.

("SATAN TAKES A HOLIDAY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... Sit back with a Lucky while the orchestra presents a new song making its first appearance on YOUR HIT PARADE this week ... "Satan Takes a Holiday" ... in sixth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from Jack Benny's new picture, "Artists and Models", comes the tune that's a Lucky Strike newcomer in seventh place ... "Whispers in the Dark".

(MUSIC SWELLS AND FINISHES)

segue to

("OF THEE I SING"
("WINTERGREEN FOR PRESIDENT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... the Orchestra presents a medley of two of George Gershwin's hit tunes ... "Wintergreen for President" and "Of Thee I Sing" from the show of the same name.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: You must admit, I'm sure, that Lanny Ross -- whom you just heard a few minutes ago -- has a grand voice. All of us, as well as Lanny, hope he keeps that voice for many, many years to come. Now it's very interesting to hear him say that although he has tried all brands of cigarettes, none of them come up to Luckies. You remember he stated he's smoked Luckies for ten years and would keep on as long as they continued to be easy on his throat. And added, too, that he liked their taste best. Now Luckies better taste is easily explained. It's simply ... better tobacco. Luckies use the tender center leaves that are the "Cream of the Crop". This partly explains why they are so easy on Lanny Ross' throat. But there's an added reason. Lucky Strike, and Lucky Strike alone, has that exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco -- even the finest. These irritants are out of Luckies ... and that's why Luckies are gentle on your throat. So even a busy singer like Lanny Ross -- with constant demands upon his throat -- finds Luckies a light smoke. Next time you buy cigarettes, ask for Lucky Strike, too. Remember -- with independent tobacco experts -- "with men who know tobacco best, it's Luckies two to one!"

(FANFARE.....)

ANNOUNCER: Here it is ... Number ONE ... the Lucky Strike top-ranking
tune throughout the nation ... "It Looks Like Rain in
Cherry Blossom Lane".

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

(MUSIC SWELLS AND FINISHES)

segue to

("SO RARE" Gibson and Orchestra)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the Orchestra presents a colorful tune
that's in tenth place on YOUR HIT PARADE ... "So Rare".

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

(MORE)

ANNOUNCER: That's YOUR HIT PARADE ... Your nationwide authority for the most popular tunes in America played by Mark Warnow 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 Monday morning to this same station and hear Mr. Hill's thrilling dispatches from every corner of the globe. (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

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THE AMERICAN TOBACCO COMPANY

W E A F

"YOUR HIT PARADE"

REVISED

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10:00 - 10:45 P.M.

AUGUST 18, 1937

WEDNESDAY

ANNOUNCER: With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!

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

ANNOUNCER: Lucky Strike presents.. YOUR HIT PARADE... All America's choice in popular music played by Richard Himber and the Lucky Strike Orchestra. Later in the program we will present Dennis King, widely known star of stage and musical comedy. 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 songs 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!

Let's go, Richard Himber... with the tune that's FIFTH this week in popular favor straight across the nation...

"So Rare".

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

COMMERCIAL #1 (TOBACCO)

ANNOUNCER: Things are humming down in Dixie, for these are busy days in the tobacco districts. The big season of the tobacco auctions is at hand and right now the veterans of the business - tobacco auctioneers, buyers, warehousemen, etc., are hard at work. These are the men who have spent their lives buying, selling and handling tobacco - men who rightfully know tobacco from A to Z. Now, if you were to walk up to such a tobacco man and ask him (PAUSE) "Excuse me, but I've heard so many conflicting claims about cigarettes, I wonder if you'd tell me just what is your opinion about the best cigarette made!"....What would he say? (PAUSE) Well, I can't answer that exactly, but here is a fact that speaks louder than words. Sworn records, open for your inspection, show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Surely these men make the best judges of cigarette quality. And since they are not connected with any manufacturer, their verdict is truly impartial. With independent tobacco experts...."With men who know tobacco best, it's Luckies two to one!"

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX .. light up a Lucky while the orchestra plays a novelty song hit that's in sixth place .. "The Merry Go Round Broke Down".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN .. from Jack Benny's latest picture, "Artists and Models", comes a haunting melody that's tenth this week from the Great Lakes to the Gulf .. "Whispers in the Dark".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("CAN THIS BE LOVE"
"HOW'S CHANCES" ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Double .. a medley of yesterday's hits that will start toes tapping straight across the country .. "How's Chances" and "Can This Be Love".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("THE FIRST TIME I SAW YOU" GIBSON AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. the Lucky Strike Orchestra presents the song that's all America's choice for eighth place ... "The First Time I Saw You"

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE DENNIS KING NEW YORK)

GUEST APPEARANCE....DENNIS KING

ANNOUNCER: This morning, when the regular over-night plane roared in from the Coast, it brought back to New York one of New York's most famous theatrical figures...Mr. Dennis King. Equally successful as singer and as actor, Mr. King has had a varied career since his triumphant appearance in "The Vagabond King", that outstanding Broadway success of a few seasons back....one year finds Mr. King playing Shakespearean leads - the next year he's starring in musical comedy... It is with real pleasure that we present him to you as our guest tonight....Ladies and gentlemen - Mr. Dennis King!

(APPLAUSE)

ANNOUNCER: Tell us, Mr. King, were you in California long this time?

KING: No, it was just a flying visit -- I hopped out by plane to do a radio version of "As You Like It".

ANNOUNCER: That's really bringing the Bard of Avon up to date! Airplanes - radio - and - Shakespear....

KING: (LAUGHS) ...with Shakespeare, if I may say so, more than holding his own!

ANNOUNCER: You've appeared in a number of plays, haven't you, Mr. King?

KING: The theatre and I were already fast friends when I was only fourteen. I did my first work under John Drinkwater in the famous Birmingham Repertory Theatre in England.

ANNOUNCER: And how did you happen to come to America?

KING: But - in search of fame and fortune, of course!

ANNOUNCER: I remember that you were with Jane Cowl in "Romeo and Juliet"?

KING: Yes, that was one of the first things I did in America. Then I jumped from "Romeo and Juliet" into "Rose Marie".

ANNOUNCER: Quite a jump, I'd say. How did you happen to do it?

KING: Well, I had one very bad habit at that time... I used to sing in my dressing room. I sang solely for my own amusement but - the partitions were thin!

ANNOUNCER: Ah... and some music scout overheard you?

KING: No - but the other members of the company did. In fact they heard me night after night! I have often thought it may have been some desperate member of the cast - perhaps Miss Cowl herself - who suggested me to Mr. Hammerstein as a possibility for "Rose Marie".

ANNOUNCER: So you tried out for "Rose Marie" and got the job.

KING: Yes, it seems I was the type they wanted and though I had never sung before - that is - professionally - they thought my voice would do.

ANNOUNCER: You mean you had never even studied singing?

KING: Well, I did take a few lessons in my spare time - but not many, because I could never find a teacher that I agreed with.

ANNOUNCER: (CHUCKLES) I take it you wanted to sing your own way, Mr. King - and your career certainly shows you knew what you were doing.

KING: Oh, I still think of myself chiefly as an actor - an actor who sings on occasion - a kind of professional amateur.

ANNOUNCER: A very professional amateur! Mr. King I understand that we are to hear you in the "Song of the Vagabonds".

KING: Yes, one of the best parts of "The Vagabond King". With the assistance of your quartette here, we'll see what we can do.

ANNOUNCER: In just an amateur way?

KING: Yes. In just an amateur way...

(MUSIC: SINGS)

(APPLAUSE)

ANNOUNCER: Mr. King, that was magnificent!

KING: Thank you - (LAUGHS) It's a nice little tune, isn't it?

ANNOUNCER: Sure... "nice" and "little" the same way Niagara Falls are "cute".... You certainly let yourself go when you sing a song like that.

KING: As a matter of fact, when I play a part of that kind on stage, I have to live like a monk off stage. Eight performances a week - week after week - are quite a strain.

ANNOUNCER: I should think it would be a special strain on your throat.

KING: It is - but I see to it that my throat's always in trim. That's one reason you can count me as a friend of Lucky Strike.

ANNOUNCER: And a friend of long standing, Mr. King. I recall a statement you made in 1928 when you were playing in "The Three Musketeers", nine years ago.

KING: Yes, I remarked at that time on how gentle Luckies were to my throat - and that holds just as true today.

ANNOUNCER: When I think back over your career, that statement strikes me as one of the best tributes any cigarette could have.

KING: Well, musical comedy, plays, motion pictures, radio, do make a good testing ground.

ANNOUNCER: Mr. King... I'd like to ask you one more question. What has been the high point in your whole career - your really big moment?

KING: That's a bit hard to answer off-hand.

KING: But... it was on one of my visits back to England. I was playing at the Drury Lane Theatre - that famous theatre, you know, of Garrick and Irving and Mrs. Siddens and Nell Gwynne and a dozen other immortals. I had the very great honor at that time of playing before the late King George and the present dowager Queen Mary. And after the show back-stage, I was presented to Their Majesties in person...

ANNOUNCER: That must have been a very great thrill.

KING: It was - but I haven't told you the real thrill yet. Some three or four days later, after a bit of wire-pulling on my part, the royal box was once more thrown open, the royal carpet laid down, the royal canopy set up...complete with a magnificent lackey, powdered hair, red breeches, red coat...

ANNOUNCER: You mean the King and Queen came back?

KING: No - not that soon again.

ANNOUNCER: Well, some visiting royalty perhaps?

KING: No - here's where my thrill comes in...(SLIGHT PAUSE)
It was my own mother and father who occupied the royal box that day...(SLIGHT PAUSE) And that was the big moment of my career....Goodnight everyone. I have enjoyed this visit with you.

(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 Richard Himber 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR .. the Lucky Strike orchestra plays the song that's your choice for fourth place this week .. "It Looks Like Rain In Cherry Blossom Lane".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

(FANFARE)

ANNOUNCER: Number THREE .. a charming ballad that's scaled the heights to third place on YOUR HIT PARADE .. "Where Or When" from the Broadway musical comedy, "Babes in Arms".

("WHERE OR WHEN" ALLEN AND ORCHESTRA ..)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("WHY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra .. Richard Himber and the Lucky Strike Orchestra present a song that all the nation was humming back in 1929 .. "Why", from the musical comedy "Sons o' Guns".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: That stirring "Song of the Vagabonds", which Mr. Dennis King sang for you a few minutes ago, makes a real test for any singer. For it must be executed so lustily, with such great volume of voice, that it's a special strain on the throat. Yet Mr. King sang it, and other songs like it, day after day -- eight performances a week -- during a long and most successful run on Broadway. The reason he was able to withstand this strain, as Mr. King himself pointed out, was that he's always careful of his throat. And in this connection he mentioned Luckies, which he has smoked for over nine years. Luckies, to use Mr. King's own word, are "gentle" to his throat. And now here's the reason for Luckies gentleness....In the first place, only tender center leaf tobaccos are used in Luckies - the "Cream of the Crop". Second, the exclusive process, "It's Toasted" removes certain harsh irritants naturally present in all tobacco, even the finest. These irritants are out of Luckies - so that's why Luckies will be gentle to your throat too. Next time you buy cigarettes, think of your throat and ask for Lucky Strike. And remember: with independent tobacco experts - "With men who know tobacco best - it's Luckies two to one"!

("STARDUST ON THE MOON" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...a newcomer to YOUR HIT PARADE, making its first appearance in ninth place.. "Stardust on the Moon".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Here it is...number ONE!... a Lucky Strike top-notch riding on the crest of the musical wave this week....

"A Sailboat In The Moonlight".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER: That's YOUR HIT PARADE....your nationwide authority for the most popular tunes in All America, played by Richard Humber and the Lucky Strike Orchestra....(PAUSE)..And now a word about Luckies...Sworn records on file for your inspection show that among the men who know tobacco best...independent experts who earn their living buying, selling and handling the various grades of tobacco...Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. These experts are not connected with any manufacturer..their opinion is unbiased. So 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)

ANNOUNCER: Heard on this program were "Why Do I Love You" from "Show Boat" and "How's Chances" from "As Thousands Cheer". THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

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

SATURDAY, AUGUST 21st, 1937
10:00 to 10:45 PM

ANNOUNCER: "With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Mark Warnow and the Lucky Strike Orchestra. Later in the program we will present Norman Cordon, eminent baritone of the Metropolitan Opera Company. 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 songs 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, Mark Warnow? Then we're off with the tune that's FIFTH throughout the land this week ... "So Rare".

("SO RARE" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.)

ANNOUNCER: Number THREE ... from the musical comedy "Babes in Arms" here's the tune that's in third place on YOUR HIT PARADE ... "Where or When".

("WHERE OR WHEN" Allen and Orchestra)

(MUSIC SWELLS AND FINISHES)

segue to

("SHORTNIN' BREAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra . . . a rhythmical Southern tune by Jacques Wolfe played in a special arrangement by Mark Warnow . . . "Shortnin' Bread."

(MUSIC SWELLS AND FINISHES)

segue to

("STARDUST ON THE MOON" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . Light up a Lucky while you listen to the song that's in ninth place this week from Maine to Mexico . . . "Stardust on the Moon."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

ANNOUNCER: Nearly everybody has an opinion about cigarettes. You'll hear people in all walks of life making very positive statements on the subject. And that's quite as it should be but ... at the same time ... whose opinion about cigarettes would you trust most? A club-woman's? - an acrobat's? - a public accountant's say? - or - a tobacco expert's? ... Well, we think the answer is obvious. Tobacco is the tobacco expert's business. He knows what makes a good cigarette. And so his opinion should surely carry most weight of all! Well, now here are the facts, as shown by sworn records on file for your inspection ... Among independent tobacco experts - men who earn their living in buying, selling and handling tobacco - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! ... Could anything say more for Luckies' high quality? Remember.. these independent tobacco experts - auctioneers, buyers, warehousemen, etc. - are not connected with any cigarette manufacturer but deal with all impartially. So their two-to-one preference for Luckies cannot be other than the tobacco experts' own tribute to Your Lucky Strike. Next time you go into a store and say "Luckies, please", --- just remind yourself ... "with men who know tobacco best, it's Luckies two to one!"

("FIESTA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Extra.... A change in rhythm and the
orchestra plays a colorful CUBAN rhumba.... "Fiesta."

(MUSIC SWELLS AND FINISHES)

(Segue to)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the Lucky Strike Orchestra presents
a melody that's eighth in your favor this week...

"The First Time I saw You" from the motion picture

"The Toast of New York."

(Segue to)

("MY CABIN OF DREAMS" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... The Lucky Strike Orchestra presents
a grand song that's in seventh place this week --

"My Cabin of Dreams."

(MUSIC SWELLS AND FINISHES)

(Segue to)

("WHISPERS IN THE DARK" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... from ^{Jack}Benny's new motion picture,
"Artists and Models," here's a haunting ballad that's
in tenth place this week on YOUR HIT PARADE.....

"Whispers in the Dark."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE NORMAN CORDON NEW YORK

GUEST APPEARANCE - NORMAN CORDON

ANNOUNCER: Anybody who thinks a singer's life is an easy one should ponder the schedule of our guest this evening - Mr. Norman Cordon. Just returned from a season of summer opera in Cincinnati, he sails in a couple of days for Venezuela. After three weeks of opera there, he'll hurry back to New York and take a plane for San Francisco. A month of opera in Los Angeles and San Francisco, and he hops another plane back to New York, arriving just in time for the opening of the regular season at the Metropolitan ... But such is the penalty he pays for having one of the finest, richest young bass-baritone voices in this country.

Ladies and gentlemen, it is with real pleasure that I present ... Mr. Norman Cordon.

(APPLAUSE)

CORDON: Thank you, everyone ... (CHUCKLES) Do you know, that introduction sounded a little like a train announcer doing his stuff?

ANNOUNCER: (LAUGHS) Cincinnati, New York, Venezuela, Los Angeles, San Francisco, and points West!

CORDON: It surely seems like a lot of travelling when you reel it off that way!

ANNOUNCER: I hope you like to travel.

CORDON: Fortunately, I do ... To let you in on a secret, I like practically everything I'm doing these days.

ANNOUNCER: Well, success has certainly been coming your way since you made your debut at the Metropolitan ... That was only a couple of seasons back, wasn't it?

CORDON: Yes - but it certainly was about time.

ANNOUNCER: How do you mean? You look very young for a Metropolitan Opera singer!

CORDON: Well, maybe, but I've done an awful lot of singing in my time. I figured up the other day. I've been on more than 1200 radio broadcasts. (LAUGHS)
You see, my background hasn't been a very orthodox one for an opera singer. I used to be what is known as a "hot bass".

ANNOUNCER: A "hot bass" ?

CORDON: Yes, a rhythm singer - I was one of a quartette that sported the name, "Merriemen".

ANNOUNCER: When did you first start singing, Mr. Cordon?

CORDON: When I was seven years old. I sang as a boy soprano in a church choir. I kept at that until my voice changed. It took about five years to change.

ANNOUNCER: Well, it had a good bit of changing to do after all - from soprano to bass!

CORDON: (LAUGHS) At any rate, those five years were the only part of my life when I wasn't singing. You see, I was born in the South and I had a long succession of mammy nurses - all mighty enthusiastic singers. They drummed music into me before I knew how to walk.

ANNOUNCER: But when did you really start to study singing?

CORDON: Well, let's see. I went to the University of North Carolina for a couple of years. I regret to say that I didn't study anything while I was there. But I used to sing with the Glee Club and around the fraternity house - I'm a Deke - and I got more and more interested in music. So when I left the University, I went to New York and got a job in the chorus of a Shubert show called "The Love Song". I got the job because I could sing loud, I guess.

ANNOUNCER: I seem to remember that show was a big success.

CORDON: It was and I learned something about acting from it that's helped me at the Metropolitan.

ANNOUNCER: And did you stay on Broadway then?

CORDON: No, after the show closed, I went to Nashville and entered the Conservatory there. I really did some honest-to-goodness studying for the next four years.

ANNOUNCER: And then graduated into a "hot bass" !

CORDON: (LAUGHS) Yes, my studying didn't show many results until a couple of years ago,

ANNOUNCER: Well, it's certainly showing them now! But tonight I see that you're going to skip opera and sing a great American song for us - "Old Man River."

CORDON: Yes, one of the real modern classics in my opinion - and a swell tune!

(MUSIC ... SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Mr. Cordon. It almost makes us regret that opera has claimed you.

CORDON: Thanks ... As a matter of fact, I hope to keep on with my radio singing as well as opera.

ANNOUNCER: You evidently don't mind hard work, Mr. Cordon.

CORDON: I like to work - as long as it's singing. I've rehearsed as many as three different operas at one time - in addition to my usual performances. Once I had six rehearsals in one day and then sang in an opera that evening!

ANNOUNCER: That must be quite a strain on your voice, isn't it?

CORDON: Oh, your throat gets tired, naturally. But a singer knows how to take care of his throat. We're as careful of our throat as a star pitcher is of his arm.

ANNOUNCER: Well, how about smoking?

CORDON: Why, that's fine, as long as you pick a cigarette that's easy on the throat. That's one of my reasons for smoking Luckies.

ANNOUNCER: What's the other?

CORDON: Well, having been born and brought up in a tobacco-growing district, I know a little bit about tobacco.

ANNOUNCER: You mean you enjoy the flavor of Luckies, too?

CORDON: That's right - as far as I'm concerned, Luckies score exactly 100 and I ought to know because I've been smoking them for at least fifteen years now.

ANNOUNCER: Well, thank you very much, Mr. Cordon, for being with us this evening - for your song and for what you've said about Luckies, too.

CORDON: I've enjoyed being here - Your Hit Parade's one of my favorite programs. Goodnight 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 Mark Warnow and the
Lucky Strike Orchestra ... the favorite music of this
week obtained by a careful check of the most popular
tunes in all America ... the only authoritative and
complete picture of America's favorite tunes today.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... Sit back and enjoy a Lucky Strike
while the orchestra plays the song that's fourth this
week ... "IT Looks Like Rain in Cherry Blossom Lane."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

FANFARE)

ANNOUNCER: Number TWO ... runner-up for top honors on YOUR HIT
PARADE this week ... a distinctive tune that's in
second place ... "I KNOW NOW."

("I KNOW NOW ALLEN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CHEERFUL LITTLE EARFUL"

("ZING WENT THE STRINGS OF MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... an up-to-the-minute arrangement by Mark Warnow of two dance tunes which just yesterday were all the rage ... "Cheerful Little Earful," and "Zing! Went the Strings of My Heart!"
(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

ANNOUNCER:

When Mr. Norman Gordon, whose glorious voice you heard a few moments ago, sails for Venezuela next week, he has assured us that he is going to take plenty of Luckies along. For Luckies, as he told you just a few minutes ago, please him on two scores. First, as one who was born and brought up in the tobacco-growing districts of North Carolina, he recognizes the quality of Luckies fine center-leaf tobacco - the best tobacco money can buy ... The "Cream of the Crop". Second, as a singer, he has to take care of his throat. And what better indication could there be that Luckies are gentle on Norman Gordon's throat than the fact that he has smoked them for 15 years? And now here's the reason that Luckies are gentle ... In the first place, only tender center-leaf tobaccos are used in Luckies - the "Cream of the Crop". Second, the exclusive process, "It's Toasted" removes certain harsh irritants naturally present in all tobacco, even the finest. These irritants are out of Luckies - so that's why Luckies will be gentle to your throat too. Next time you buy cigarettes, think of your throat and ask for Lucky Strike. And remember: with independent tobacco experts - "With men who know tobacco best - it's Luckies two to one!"

(FANFARE.....)

ANNOUNCER: Here it is ... Number ONE ... top honors this week go to a sparkling song by Carmen Lombardo and Johnny Loeb ... "A Sailboat in the Moonlight."

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE MERRY GO ROUND BROKE DOWN" QUARTET & ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's a catchy arrangement of the novelty song that's sixth on YOUR HIT PARADE ...

"The Merry Go Round Broke Down."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER: That's YOUR HIT PARADE ... Your nationwide authority for the most popular tunes in America played by Mark Warnow 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 globe. And 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

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HP
SP

THE AMERICAN TOBACCO COMPANY

W E A F

LUCKY STRIKE "YOUR HIT PARADE"

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

AUGUST 25, 1937

WEDNESDAY

WEAF ANN: *Independent*
With Tobacco Experts ... "With men who know tobacco best,
it's Luckies, two to one!"

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Richard Himber and the
Lucky Strike Orchestra. Later in the program we span
the continent to Hollywood to meet Shirley Ross, singing
star of radio, stage and screen. 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
songs 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.

All right, Richard Himber! ... start things humming with
the tune that's TENTH in the nation's favor this week ...
"The Merry Go Round Broke Down".

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("STARDUST ON THE MOON" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE .. the Lucky Strike Orchestra presents a distinctive song that's ninth from New York to San Francisco... "Stardust On the Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("FINE AND DANDY"
"SWEET MADNESS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double... two of yesterday's hits rolled into a special arrangement by Richard Himber.. "Fine and Dandy", and "Sweet Madness".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. a fast-stepping arrangement of the tune that's your choice for eighth spot on YOUR HIT PARADE ... "The First Time I Saw You".

(MUSIC SWELLS AND FINISHES)

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

COMMERCIAL #1:

ANNOUNCER: Whatever business or trade you're in - you know that the successful men - the men who have really risen to the top * are usually the ones who have spent a good long while, maybe years, learning the game. Well - it's just the same in the tobacco business. Men like tobacco auctioneers, buyers, warehousemen, etc., have risen to the top because they've spent years acquiring their special knowledge and skill. They are, in the truest sense, tobacco experts. So it's interesting to see which cigarette they choose for their own personal enjoyment. Now here are the facts... Among independent tobacco experts ^{men} not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined! This amazing two-to-one majority in favor of Luckies is proven by sworn records on file for your inspection ... Doesn't it seem to you that there must be a reason for this fact? Isn't the only plausible explanation the better quality of Luckies? ... Surely it is worth your while to find out for yourself why these independent tobacco experts - these men who earn their living in buying, selling and handling tobacco - prefer Luckies. Remember.... "With men who know tobacco best, it's Luckies two to one!"

("I KNOW NOW" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... Light up a Lucky while the orchestra plays the song that's in sixth place this week - "I Know Now" from the motion picture "The Singing Marine".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: Number TWO .. runner-up for top honors in second place this week is a Lucky Strike high flyer entitled "So Rare".

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... the Orchestra presents a grand song by Fred Ahlert that was all the rage a few years back... "Take My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR our Lucky Strike batoneer, Richard Humber, presents a tune that's up among the leaders in fourth place this week "It Looks Like Rain in Cherry Blossom Lane".

(MUSIC SWELLS AND FINISHES)

* * * * * GUEST APPEARANCE * * * * SHIRLEY ROSS * * * * FROM HOLLYWOOD

GUEST APPEARANCE - SHIRLEY ROSS:

NY ANNOUNCER: Presenting ... a very charming - a very beautiful - and a very talented young lady. Although she's only 22 - already she's a success on the stage, on the screen and on the radio. Ladies and gentlemen, our guest of honor tonight is - Miss Shirley Ross!

(APPLAUSE)

Probably all of you will remember Shirley Ross in such pictures as "Hideaway Girl", "Waikiki Wedding", and "The Big Broadcast of 1937". Right now she has the leading part in Paramount's "^{Blossoms on Broadway}~~Park Avenue Follies~~", in which she appears opposite Edward Arnold. Shirley is standing by now in Hollywood, so - take it away California!

(SWITCH:.. . NEW YORK TO LOS ANGELES)

SHIRLEY: Good evening, everyone and ... hello, Mike!

ANNOUNCER: Good evening, Shirley. But where is Mike?

SHIRLEY: (LAUGHS) Our friend - the microphone here. I always believe in being polite to it. You see, I used to suffer the most horrible cases of "mike-fright". So - I believe in being nice - to Mike right from the start.

ANNOUNCER. You - mike-fright? That's hard to believe, Shirley.

SHIRLEY: Oh - it's true. I lost my first decision to mike as a concert pianist when I was nine.

ANNOUNCER: (AMAZED) When you were nine?

GUEST APPEARANCE - SHIRLEY ROSS:

SHIRLEY: Oh, I'd been studying for five years before that! I took my first lessons in Omaha, Nebraska, where I was born. My father was manager of the Ford Assembly plant there. Poor dad ... he had to listen to the slam-bang of the plant all day, and then come home to hear me slam-bang the piano all evening.

ANNOUNCER: Sounds bad. And so you made your radio debut in Omaha?

SHIRLEY: Oh, no... we moved to York, Nebraska when I was four. I gave several concerts in the next five years. Then came the day when I was invited to the State Capitol at Lincoln to play the piano over the radio. What a day! The York town fathers escorted me and my teacher to the studio, and I swept in prepared to do justice to a Bach fugue.

ANNOUNCER: Bach, eh? Quite **the** child prodigy.

SHIRLEY: But wait till you hear what happened. Like the man in the advertisement I sat down at the piano. The announcer introduced my number. Everyone waited with bated breath....

ANNOUNCER: Yes...

SHIRLEY: Nothing happened. I was frozen with terror. The palpitating public heard nothing but silence for several seconds, and then a frantic shriek for "MAMA!"

ANNOUNCER: (LAUGHS) An auspicious radio beginning, Shirley.

SHIRLEY: A very fine example of "mike fright" anyway.

ANNOUNCER: Was that the end of your career as a pianist?

SHIRLEY: Heavens, no. ~~My parents weren't taking it lying down.~~ When I was ten my family came to Hollywood, still determined to prepare me for the concert stage. I studied piano and went to Hollywood High School. But then the movie bug bit me.

GUEST APPEARANCE -SHIRLEY ROSS:

ANNOUNCER: Badly?

SHIRLEY: Oh, very badly. First I went in for high school dramatics
- then graduated into stock dramatics.

ANNOUNCER: No more Bach?

SHIRLEY: No, I gave up my piano entirely. I started singing with
dance bands though. It was while I was singing with Gus
Arnheim's Orchestra here, ~~that Bernard Hyman saw me and~~
asked me out
~~asked me to come out to MGM,~~ for a screen test.

ANNOUNCER: Of course you refused!

SHIRLEY: Of course!. I was waiting on the door step next morning.
And here, ~~Anthony,~~ is where my old jinx, mike-fright,
really did me a favor. Rogers and Hart had written a song
called "Prayer", and the script, written around the song,
called for a jittery girl trying to crash the movies.
They thought I was acting. So I was signed with MGM.
I guess that's why that song has always been my favorite.

ANNOUNCER: I don't remember a song named "Prayer".

SHIRLEY: Oh yes you do, ~~Anthony.~~ It was a big hit later after they
changed the lyrics and gave it a new title. I'll do
"Prayer" for you now as I did it that day at MGM and see
if you recognize it, ~~Anthony.~~

(MUSIC: SHIRLEY ROSS SINGS: . . . "PRAYER")

GUEST APPEARANCE - SHIRLEY ROSS:

SHIRLEY: Have you guessed what it later turned out to be?

ANNOUNCER: "Blue Moon" wasn't that it, Shirley?

SHIRLEY: That's right.

(MUSIC: SHIRLEY ROSS SINGS: "BLUE MOON")

ANNOUNCER: That was grand Shirley, you certainly have a lovely voice.

SHIRLEY: Thank you. That song always brings back some of my pleasantest memories - but one of my very worst, too.

ANNOUNCER: What was that?

SHIRLEY: You see, after making a few pictures in Hollywood, I went on a personal appearance tour through the east. The highlight of my entire career was when I **opened** at the Capitol Theatre on Broadway. Georgie Jessel was master of ceremonies and such a send-off he gave me. I rose on a lift like an angel in a white sequin gown with an 8 foot train. My first song was "Blue Moon". I knew that every critic in New York was in the house, so I really gave. I finished with a flourish... and nothing happened.

ANNOUNCER: What was wrong?

SHIRLEY: The public address system had gone haywire. Not one word of my song had passed the first three rows!

ANNOUNCER: (LAUGHS) But I seem to remember you scored a great success, nevertheless!

SHIRLEY: Well - I did get a wire from Hollywood offering me a grand part in "The Devil Is a Sissy". Production was ready to begin when up popped the romantic lead in "The Big Broadcast of 1937". ~~My pal, Bernard Hyman, graciously secured my release from the "Devil Is a Sissy" and I did the "Big Broadcast".~~ I guess you know the rest.

GUEST APPEARANCE -SHIRLEY ROSS:

ANNOUNCER: I rather guess we do, Shirley - except for one thing. We'd really like to know something about your...smoking habits.

SHIRLEY: (LAUGHS) Well, I could answer that with just one word - Luckies. But I'll gladly give you the inside story, if you like. It all started - (SLOWLY) - let me see - three years ago.

ANNOUNCER: In Hollywood?

SHIRLEY: Yes, it's a typical Hollywood story. For I was finding my screen work - not only my singing but also dramatics - a double strain on my throat. So when it came to cigarettes, I simply followed the example of the old timers in the business and changed to Luckies. I've been smoking them ever since. They really are easy on my throat.

ANNOUNCER: Well - that's saying a lot for Luckies, Shirley. Thank you. But now, before you go, tell us, to what one thing more than any other do you think you attribute your success?

SHIRLEY: Oh, that's an easy question to answer. I owe everything to one person - my first and only music teacher. She could have had a brilliant concert career if she hadn't given all of her time and talent to me. I would have given up years ago, but she laughed me out of my discouragement. Whatever I like to do, she aids and abets me. Because tennis is my favorite sport.. she plays tennis with me, and beats me. I like to shoot on a pistol range, and that's where I beat her. She's been a wonderful teacher, and a grand pal. And that's my Mother.

(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 Richard Himber 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.

("MY CABIN OF DREAMS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

by Dick Kenny

ANNOUNCER: Number FIVE ... the Lucky Strike Orchestra plays a song
that's climbed steadily to fifth place this week...
"My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(ENFARE.)

ANNOUNCER: Number THREE .. from the motion picture "Artists and
Models", here's a song that's sky-rocketed to third
place on YOUR HIT PARADE - "Whispers in the Dark".

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(ANNOUNCER:)

("LOVE IS SWEEPING THE COUNTRY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another Lucky Strike Extra.. Here's a ^{hit} tune from the
musical comedy "Of Thee I Sing", ~~which scored a triumph~~
~~on Broadway in 1932~~... "Love Is Sweeping the Country".

(MUSIC SWELLS AND FINISHES)

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

COMMERCIAL #2: (Shirley Ross)

ANNOUNCER: Asked why she preferred Luckies, the screen and radio artist, Miss Shirley Ross, told you a few minutes ago - "It's a typical Hollywood story." For as you will recall, Miss Ross was finding her screen work - not only singing but dramatics - a double strain on her throat. So - to use her own words again - quote - When it came to cigarettes I simply followed the example of the old-timers in the business and changed to Luckies - end quote. Now that is a typical Hollywood story - but it's just as applicable anywhere! For surely your throat is important to you, too. So we want to tell you the reasons why Luckies are so easy on your throat. The fine tobaccos used in Luckies are subjected to an exclusive process known as "It's Toasted". This "toasting" process removes by means of heat certain harsh throat irritants found in all tobacco. It makes Luckies a light smoke, genuinely easy on your throat, and that's why Shirley Ross finds them easy on her throat, too. Next time you buy cigarettes follow her example and ask for Lucky Strike.

"WHERE OR WHEN" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the current Broadway success
"Babes in Arms", the orchestra presents the song that's
seventh on YOUR HIT PARADE... "Where or When".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here it comes... the top-notch favorite throughout the
land.. the Lucky Strike Orchestra presents the number
ONE song for this week... "A Sailboat In the Moonlight".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER: That's YOUR HIT PARADE.. Your nationwide authority for
the most popular tunes in America played by Richard
Himber and the Lucky Strike Orchestra. (PAUSE) And
now a word about Luckies.... Sworn records on file for
your inspection show that among the men who know tobacco
best.. independent experts who earn their living buying,
selling and handling the various grades of tobacco...
Luckies 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. So 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)

igs
8/24/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, AUGUST 28, 1937

10:00 - 10:45 P.M.

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

ANNC'R: "With independent tobacco experts - with men who
know tobacco best - it's Luckies 2 to 1!"

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNC'R: Lucky Strike presents YOUR HIT PARADE ... all
America's choice in popular music played by Mark
Warnow and the Lucky Strike Orchestra. Later in
the program we will present Paul Althouse - famous
Wagnerian tenor of the Metropolitan Opera Company.
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
songs you request most frequently when you're out
dancing ... and your radio favorites. When all
these figures are assembled and tabulated, the
result is YOUR HIT PARADE ... not just a program of
dance music, but a composite picture of America's
weekly musical opinion ... the only authentic
mirror of the nation's musical taste.

(FANFARE.....)

ANNCR: Number TWO ... Mark Warnow starts things off tonight with a leader ... the tune that's in second place this week ... "So Rare".

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I KNOW NOW" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SIX ... Relax with a Lucky while the orchestra plays all America's selection for sixth place ... "I Know Now", from the motion picture "The Singing Marine".

(MUSIC SWELLS AND FINISHES)

segue to

("RED RIVER VALLEY"
("SEE'LL BE COMIN' ROUND THE MOUNTAIN" . . . ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ... the orchestra presents a dance-time arrangement of two hill-billy favorites ... "The Red River Valley", and "She'll Be Comin' 'round the Mountain".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... a sparkling hit that's in
eighth place on YOUR HIT PARADE ... "The First
Time I Saw You".

(MUSIC SWELLS AND FINISHES)

(Commercial No.1)

(COMMERCIAL #1)

ANNOUNCER: There are times, especially when you're buying something, when it's wise to be particular. That's why we think you'll be interested in knowing what cigarette is the choice of independent tobacco experts for certainly they are particular when they choose a cigarette. Now here are the facts as shown by sworn records on file for your inspection... Among independent tobacco experts -- not connected with any cigarette manufacturer -- Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many! These independent tobacco experts are the auctioneers, buyers, warehousemen, etc. who earn their living in buying, selling and handling the various grades of tobacco. Their view of cigarettes is strictly impartial - strictly expert. Naturally they are particular in their choice - and they smoke Luckies 2 to 1. Next time you buy cigarettes, ask for Lucky Strike. For remember: in the honest opinion of the independent tobacco experts - "with men who know tobacco best ... it's Luckies two to one!"

("ANDALUSIA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra... Mark Warnow and the orchestra
in an up-to-the-minute arrangement of a song of old
Spain ... "Andalusia".

(MUSIC SWELLS AND FINISHES)

segue to

("MY CABIN OF DREAMS" GIBSON AND ORCHESTR)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... the Lucky Strike Orchestra plays a
charming ballad by Rick Kenny that's up in fifth
place straight across the country ... "My Cabin of
Dreams".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... tenth place on YOUR HIT PARADE this
week goes to a novelty song ... "The Merry Go Round
Broke Down".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... here's a tune that's climbed sky-high this week to third place ... the Lucky Strike Orchestra plays "Whispers in the Dark" from the new motion picture "Artists and Models".

"WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE... PAUL ALTHOUSE.. NEW YORK)

PAUL ALTHOUSE SPOT

ANNOUNCER: There's good sound reason behind that familiar old Swimming Hole chant: "Last one in's a sissy!" ... For we all respect the man who does a thing first. And though it's a far cry from the Old Swimming Hole to -- the Metropolitan Opera, the same thing holds true there! That's why our guest of this evening, Mr. Paul Althouse, deserves special credit. He was the first American tenor, American-trained, to ever make a debut in a leading role at the Metropolitan!... So ladies and gentlemen, it is with real pleasure that I present this good friend of Lucky Strike, who is paying us a return visit ... Mr. Paul Althouse!

(APPLAUSE)

ALTHOUSE: Thank you -- it's nice to be back on Your Hit Parade again. (LAUGHS) But Heaven help me if word gets to any of those Metropolitan Opera youngsters that they've been called sissies on my account!

ANNOUNCER: Well, now I didn't really mean ...

ALTHOUSE: (STILL LAUGHING) Better think fast!

ANNOUNCER: Suppose we use a different simile entirely and say that you were a "trail-blazer."

ALTHOUSE: Well -- I think trail-blazing's a safer way to put it.

ANNOUNCER: How old were you when you made your debut at the Met, Mr. Althouse?

ALTHOUSE: Just twenty-one years old. But I'd been "discovered," if I may use the word, long before that -- in fact when I was only six.

ANNOUNCER: And who was your discoverer?

ALTHOUSE: Now, I'm glad you asked that. For I think I owe her ^{really} a great debt and this is the first time I've ever been able to make a public acknowledgement of it. (SLIGHT PAUSE) Her name is Miss Evelyln Essick and when I was a boy in Pennsylvania she was one of the Music Supervisors in the Reading Public Schools.

ANNOUNCER: And she first recognized your singing ability?

ALTHOUSE: No, for at that time I had none. But she did notice what a big voice I had, what a lot of noise I made and (CHUCKLES) instead of asking me to quiet down, as many teachers might have done, she went to my family and persuaded them to let me study singing.

ANNOUNCER: And where did you study voice?

ALTHOUSE: Oh, I entered a church choir. I sang as a soprano first. Then my voice changed -- very suddenly. One Sunday I sang with the sopranos, the following Sunday I was with the tenors.

ANNCR: Well, that's a lot of progress for one week, Mr. Althouse, but how did you get into opera?

ALTHOUSE: It was while I was at Bucknell college, studying -- of all things -- chemistry. I happened to pick up a Philadelphia newspaper in which there was an advertisement of the Hammerstein Opera Company. They were going to audition for singers on a certain day. Well - on the impulse of the moment - I took the train that is, I hopped a freight train, went to Philadelphia and sang for the audition.

ANNCR: And you got the job?

ALTHOUSE: Yes, and my life's been practically 100% opera ever since

ANNCR: Mr. Althouse, last time you were with us, you sang a fragment from one of the Wagnerian Operas for which you are so famous, but tonight I understand you have chosen a different type of song.

ALTHOUSE: Yes, I'm actually venturing into musical comedy this time. I'm going to try the song "Ziguener" from "Bittersweet".

("ZIGUENER" PAUL ALTHOUSE)

(APPLAUSE)

ANNCR: Thank you, Mr. Althouse! How does it feel to sing a song like that after years of Wagnerian opera?

ALTHOUSE: Oh, I like popular music -- when it's good popular music-

ANNC'R: It must be a great deal easier to sing than opera,
isn't it?

ALTHOUSE: (LAUGHS) Now I'd rather not get into that argument!

ANNC'R: Well -- I've heard that Wagner puts more of a strain
on the singer than any other music in the world.

ALTHOUSE: Yes, I believe that's so. You see, much of the time
in Wagnerian opera, we have to sing above the full
volume of a tremendous orchestra.

ANNC'R: Like shouting in a boiler factory!

ALTHOUSE: But a bit more melodius, I hope ... Seriously, though
any kind of singing requires stamina. I remember once
I had to sing four complete rehearsals and three
performances of "Parsifal" in nine days.

ANNC'R: And how did your throat feel after that?

ALTHOUSE: (LAUGHS) Well -- plenty tired!

ANNC'R: Tell me, were Luckies easy on your throat even after
that strain?

ALTHOUSE: I mentioned last time I was on this program that I've
averaged as much as two packages of Luckies a day for
the past ten years. So that should answer your question

ANNOUNCER: (LAUGHS) It does, Mr. Althouse ... but do you know, we like to hear you say so! For certainly nothing could be a better tribute to a cigarette.

ALTHOUSE: Well, then, let me tell you a little story about my smoking. As you may perhaps know, in the opera houses of Europe, they're very particular about smoking backstage. Their safeguards against fire are not always as modern as those we have in this country. But my enjoyment of cigarettes is well known in the opera world. So on one occasion, the manager of an opera house in Germany made this arrangement for me. He had a uniformed fireman, equipped with a fire extinguisher, stationed nightly in my dressing room -- just so I could smoke!

ANNOUNCER: (LAUGHS) Mr. Althouse, we've appreciated your paying us another visit to Your Hit Parade. Thank you for your song and for your interesting remarks about Luckies, too.

ALTHOUSE: Well, I've enjoyed this, my return visit very much Goodnight, everyone.

(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 Mark Warnow and the
Lucky Strike Orchestra. The most popular songs in the
land 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.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... a lovely melody that's in fourth place
on YOUR HIT PARADE this week ... "It Looks Like Rain In
Cherry Blossom Lane."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("STARDUST ON THE MOON".....ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... Light up a Lucky Strike while you listen
to the tune that's ninth this week from the Great Lakes
to the Gulf ... "Stardust On The Moon"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("RED WINGS" ..
("PONY BOY" ..
("RINGS ON MY FINGERS"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... the orchestra plays a medley
of three all-time favorites in modern dress ... "Pony
Boy", "Red Wings", and "Rings on my Fingers".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

ANNOUNCER: A few minutes ago, the Metropolitan Opera tenor, Mr. Paul Althouse, paid us a return visit to this program. And he took the opportunity to mention again his well-known liking for Luckies. Mr. Althouse made the following statement - Quote - I've averaged as much as two packages of Luckies a day for the past ten years - End Quote. Now, during this time, Mr. Althouse has been singing the most difficult of all music for a singer - the great Wagnerian operas. The strain on his throat has been altogether unusual - probably more than your throat will ever have to endure! So doesn't it stand to reason that since Luckies have proved themselves easy on Mr. Althouse's throat, they'll be easy on your throat, too? We have good reasons for believing that the answer is "yes". Luckies are made of the finest tobaccos money can buy - the tender center leaves that are naturally so smooth and gentle. And then, this "Cream of the Crop" tobacco is made even more mellow by the exclusive process, "It's Toasted." For all tobacco, even the finest, contains certain harsh throat irritants which this "Toasting" process removes. So next time you buy cigarettes, think of your throat and ask for Lucky Strike - a light smoke.

("WHERE OR WHEN".....ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the musical comedy "Babes In Arms" comes the song that's in seventh place this week ... "Where or When."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: Here it is ... Number ONE ... it's tops in the nation's musical favor this week ... "A Sailboat in the Moonlight" ... Number ONE.

("A SAILBOAT IN THE MOONLIGHT"GIBBON 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 Mark Warnow 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 globe. And next time you buy cigarette, 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

MS
VP
SP
MH
EB