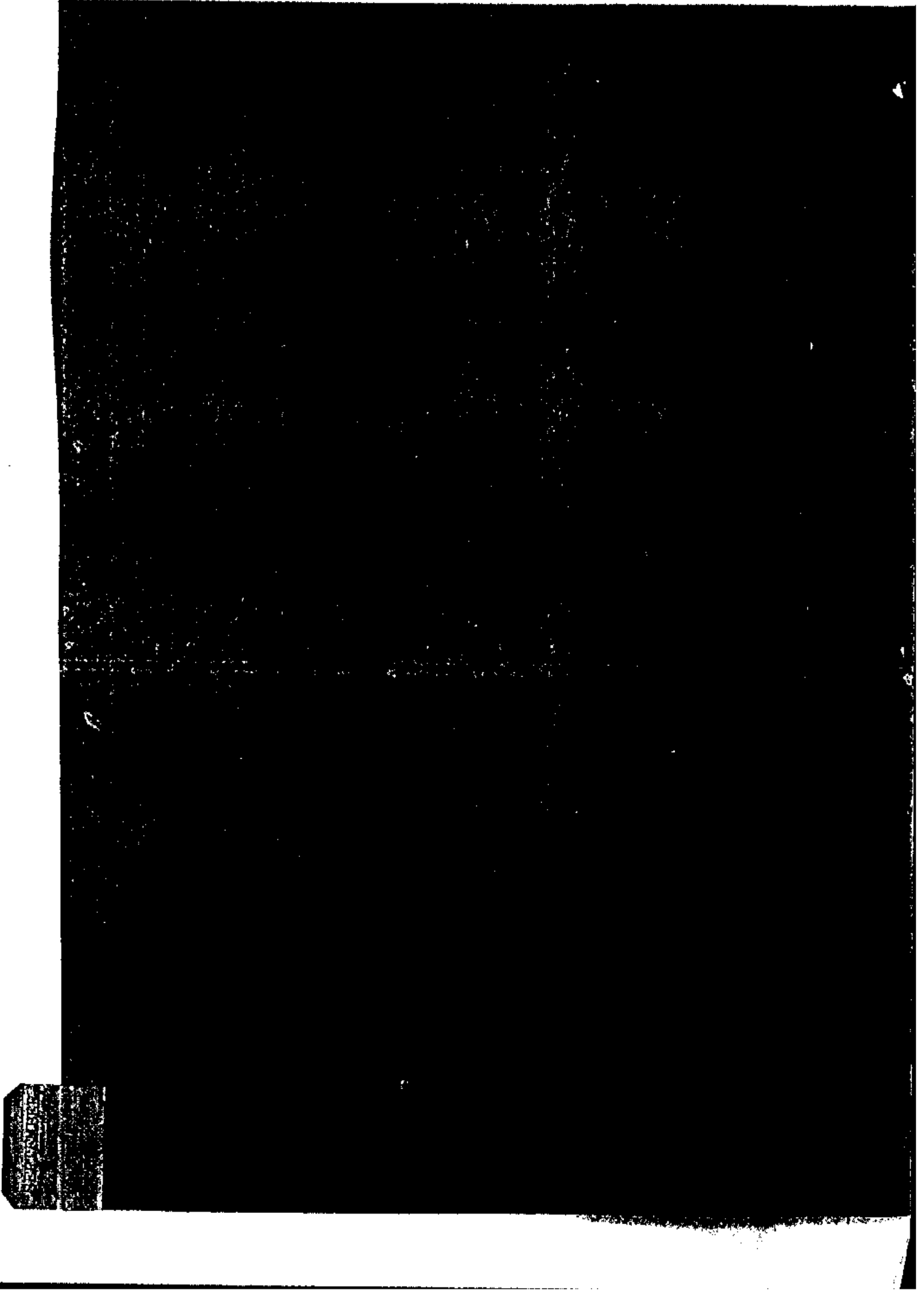


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ATX01 0024588



THE AMERICAN TOBACCO COMPANY

WEAF

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"YOUR HIT PARADE"

(REVISED)

10:00 - 10:45 P.M.

SEPTEMBER 1 1937

WEDNESDAY

ANNOUNCER: With independent 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 the Lucky Strike spotlight shines on lovely Bernice Clair, singing star of operetta, radio and motion pictures. 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 ..

(PAUSE)

All set, Richard Himber? .. Then start things off with a newcomer from the motion picture, "Varsity Show", that's in NINTH place "Have You Got Any Castles, Baby?" /

("HAVE YOU GOT ANY CASTLES BABY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO: :

ATX01 0024590

("AFRAID TO DREAM" ALIEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX . . . Enjoy a light smoke . . . a Lucky Strike . . . while the orchestra presents another newcomer . . . "Afraid to Dream" . . from the motion picture "You Can't Have Everything".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MIMI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra . . . here's an ever-popular song from yesterday's album of hits . . . "Mimi".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . Richard Himber and the Lucky Strike Orchestra present the song that's fifth in the nation's favor this week . . . "The First Time I Saw You".

(MUSIC SWELLS AND FINISHES)

. COMMERCIAL #1

(COMMERCIAL #1)

ANNOUNCER: Here is a message addressed particularly to those of our audience who are new smokers... Those who have only recently started smoking cigarettes. (SLIGHT PAUSE)

In this matter of selecting cigarettes, have you stopped for one moment to consider the facts? Have you made a real effort to find out the truth about the different brands? We think that choosing your cigarette is as important as choosing anything else that you make use of every day. So here is something really worth your thinking over ... Sworn records, on file 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! Now these veteran tobacco experts are certainly good judges of cigarette quality. Auctioneers, buyers, warehousemen, etc., they earn their living in buying, selling and handling the various grades of tobacco. Not connected with any cigarette manufacturer but dealing with all manufacturers impartially, they are in a unique position to judge a cigarette purely on its own merits. So for you who are new smokers ... indeed, for all smokers... the example of the tobacco experts is one that deserves real consideration. Next time you buy cigarettes, remember .. "with men who know tobacco best - it's Luckies, two to one!"

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. Light up a Lucky Strike while you listen to the tune that's eighth this week straight across the United States .. "It looks Like Rain in Cherry Blossom Lane:"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN .. this week, seventh place on YOUR HIT PARADE goes to a song by Carmen Lombardo and Johnny Loeb ... "A Sailboat in the Moonlight".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DANCING IN THE DARK" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra .. Richard Himber presents his own arrangement of a song that ranks as an all-time favorite.. "Dancing in the Dark".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Number TWO .. from the motion picture "The Singing Marine", comes the song that's in second place ... "I Know Now".

("I KNOW NOW" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

> GUEST APPEARANCE . . . BERNICE CLAIRE NEW YORK

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GUEST APPEARANCE - BERNICE CLAIRE

ANNOUNCER: When we asked our guest of this evening .. Miss Bernice Claire .. what she considered the most amazing incident in her career, she replied; "Why to me - it's all been amazing!" .. And that, ladies and gentlemen, is typical of the modesty with which this young star of motion pictures and operetta regards her success. Lovely, charming and with a naturally beautiful voice, she has been quick in rising to the top both as singer and actress. We are proud to present her to you tonight as a friend of Lucky Strike .. Miss Bernice Claire!

(APPLAUSE)

CLAIRE: Thank you, everyone. It's nice to be with you on Your Hit Parade.

ANNOUNCER: Miss Claire, will you tell us a few of the reasons you think your career has been "amazing"?

CLAIRE: (LAUGHS) Oh, it's just the way things have always seemed to come my way. I've never starved. I've never had to live in a garret or do any other of those things a struggling singer is supposed to do. I'm afraid it's made my life rather uninteresting.

ANNOUNCER: Have you personally found it uninteresting?

CLAIRE: On the contrary! I've enjoyed every minute of it!

ANNOUNCER: Well ... I, for one, have never been able to understand what thrill there'd be in starving.

CLAIRE: (LAUGHS) Perhaps you're right. At any rate, though I've never starved, I've never been pampered either. I've always earned my own way.

ANNOUNCER: You got an early start singing?

ATX01 0024594

(GUEST APPEARANCE - BERNICE CLAIRE:)

CLAIRE: No, not very. I really began in a very small way - as a ballet dancer ... When I was a child, you understand. I used to do (LIGHTLY) cute little dances for picnics and club meetings and things like that.

ANNOUNCER: Where was this?

CLAIRE: Back home in Oakland, California. I began dancing when I was only five years old. By the time I was in high school, I thought I knew enough to start a dancing class of my own. So I did and used the money to pay for singing lessons.

ANNOUNCER: Was that when the urge for singing first struck you?

CLAIRE: No, I'd always sung -- though not very well. But in high school we used to put on operettas. Well, our selections one year was "Mlle. Modiste" and I was bound and determined I was going to be leading lady.

ANNOUNCER: Ah -- but you had competition?

CLAIRE: Yes -- there was another girl who had had a regular operatic training. Everybody seemed agreed that I could act better than she could -- but they were also agreed that she was the better singer. (LAUGHS) That made me peeved.

ANNOUNCER: So what did you do?

CLAIRE: Well, I went home and told my family about it. My father said (IMITATING MALE VOICE) "Well, we'll give you a singing lesson then..!" (LAUGHS) A singing lesson, mind you!

ANNOUNCER: And did you take the lesson?

CLAIRE: I took several--~~and~~--I got the lead in that school production of "Mlle. Modiste". No triumph has ever meant more to me!

GUEST APPEARANCE - BERNICE CLAIRE:

ANNOUNCER: I suppose it really marked a turning point in your life!

CLAIRE: Yes, I believe it did. For after that I began to study singing very seriously.

ANNOUNCER: Then you came to New York, didn't you?

CLAIRE: Yes, when I was 19. And another of those "amazing" things happened.,my very first audition brought me the lead in the road company of "The Desert Song" and I've been singing and acting on the stage and in Hollywood ever since.

ANNOUNCER: Miss Claire, I think we all remember your success in things like "No, No, Nanette" and "Song of the Flame" and - your old friend, "Mlle. Modiste" in its modern movie version... But what are you going to sing for us tonight?

CLAIRE: Oh, I've chosen a favorite of mine -- a swell song in what I think is a most unusual arrangement.... "Love Is the Sweetest Thing."

(LOVE IS THE SWEETEST THING " CLAIRE & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: That was beautiful Miss Claire. It makes us doubly proud to have you a friend of Lucky Strike.

CLAIRE: Thank you!

ANNOUNCER: Miss Claire as a Lucky Strike smoker for...how many years is it?

CLAIRE: Seven years.

ANNOUNCER: Yes -- well, then -- you must have been interested in what you heard earlier in this program about the tobacco experts.

GUEST APPEARANCE - BERNICE CLAIRE:

CLAIRE: You mean -- about the tobacco experts smoking Luckies two to one?..... Yes, I was -- very interested... (SLIGHT PAUSE)
It's always good to be on the same side as the experts!

ANNOUNCER: How did you come to choose Luckies, Miss Claire?

CLAIRE: Well, I just know what I like, that's all.... And then, as a singer, of course, I've had to pick a cigarette that's
. easy on my throat.

ANNOUNCER: Ah -- that's something you are an expert on, Miss Claire -- your voice and throat!

CLAIRE: In a sense -- yes. When I'm working on a movie and have to get up at five every morning and sing and act all day long - or when I'm rehearsing for a radio show far into the night - my throat's under such a strain that I must pay it extra attention.

ANNOUNCER: And even under a strain like that, Luckies are easy on your throat?

CLAIRE: Let me tell you something: Once when I was on a personal appearance tour, I did five shows a day -- four songs to each show! And at the same time I was rehearsing for an appearance on the Vallee hour. So I believe I sang at least thirty songs one day... Yet-- and here's something you can really feel proud of -- my last Lucky that day tasted just as smooth and delicious as my first.

ANNOUNCER: Miss Claire, thank you for telling us so frankly of your liking for Luckies. And thank you very much for your song and for being with us this evening.

CIAIRE: I've enjoyed myself thoroughly. Good night everyone.

(APPLAUSE)

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

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

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

(LUCKY DAY SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE. . .with Richard Himber and the Lucky Strike Orchestra. The most popular songs in the land selected by a careful check of the hit tunes of all America...the only authoritative and complete picture of America's favorite tunes today.

("THAT OLD FEELING". ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...from the motion picture "Vogues of 1938", here's a newcomer to YOUR HIT PARADE in tenth place... "That Old Feeling".

(MUSIC SWELLS AND FINISHES)

SEGUE TO!

(FANFARE.)

ANNOUNCER: Number THREEup among the leaders this week in third place...a ballad by Nick Kenny entitled "My Cabin of Dreams".

("MY CABIN OF DREAMS". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S DELOVELY"
EASY TO LOVE". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double..two outstanding Cole Porter hits rolled into a medley arrangement... "It's Delovely" and "Easy to Love."

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(MUSIC SWELLS TO FINISH)

*****COMMERCIAL # 2)*****

ATX01 0024600

(COMMERCIAL #2)

ANNOUNCER: A few minutes ago, Miss Bernice Claire, lovely young star of motion pictures and operetta, told you she has been smoking Luckies for the past seven years. Now we believe that is interesting - and important too - because, as a singer, Miss Claire has a rather special knowledge of the voice and throat. In her own words -- quote -- As a singer, I've had to pick a cigarette that's easy on my throat -- end quote. And ever since 1930 -- in spite of the strain of motion pictures, radio, concert and stage work -- Luckies have proved themselves easy on Miss Claire's throat. Doesn't that say to you that Luckies will be easy on your throat, too?....

Any way you look at it, Luckies offer you advantages. The tobacco used in Luckies is the best money can buy -- the finer-flavored center leaves -- the "Cream of the Crop". Furthermore, every shred of Lucky Strike's choice tobacco goes through an exclusive extra process known as "It's Toasted". This "Toasting" process makes Luckies even finer, more mellow, by removing certain harsh throat-irritants naturally present in all tobacco. So ask for Lucky Strike and enjoy a light smoke easy on your throat. Remember -- with independent tobacco experts -- "with men who know tobacco best -- it's Luckies two to one!"

(FANFARE.)

ANNOUNCER: Here it is...number ONE ..,first place on YOUR HIT PARADE goes this week to a haunting melody from the Paramount Picture "Artist and Models"...."Whispers in the Dark."

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SO RARE".GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURthe Lucky Strike Orchestra presents the song that's fourth this week from Portland, Maine, to Portland, Oregon..."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 the land played by Richard Himber and the Lukcy 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 over twice as many exclusive smokers as have all other cigarettes combined. So next time you buy cigarettes remember, in the honest opinion of independent tobacco experts..."with men who know tobacco best, it's Luckies -- two to one!"

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

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9/1/37

RTX01 0024603

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY

Lucky Strike "YOUR HIT PARADE"

SATURDAY, SEPTEMBER 4, 1937
10:00 to 10:45 P.M.

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

ANNOUNCER: "With independent 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 Mark Warnow and the Lucky Strike Orchestra. Later in the program we shall present the Countess Olga Albani, charming star of radioland. 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. (PAUSE)

(MORE)

ATX01 0024604

ANNOUNCER: Let's go, Mark Warnow...here's a new song from the
(CONTD) Warner Brothers' picture "Varsity Show" that's NINTH
in the nation's favor... "Have You Got Any Castles,
Baby?"

("HAVE YOU GOT ANY CASTLES, BABY?" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE...A ^{LITING} ~~hit~~ tune that's climbed to fifth place
on YOUR HIT PARADE this week... "The First Time I Saw
You,"

(MUSIC SWELLS AND FINISHES)

segue to

("THE PICCOLINO ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra... the orchestra presents a
rhythmic song success of Irving Berlin ... "The
Piccolino".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... here's a ^{CHARMING} tune ~~by Nick Kenny~~ that's up among the leaders in third place ... "My Cabin of Dreams"

("MY CABIN OF DREAMS" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

A veteran tobacco buyer told us the other day: "The worst scare I ever had in my life was when I bought tobacco for the first time at an auction. The head buyer let me put in the bids for exactly 8 minutes that first day. And was I glad it wasn't any longer! At the end of the 8 minutes I was limp, fagged out!" ... (SLIGHT PAUSE) ... Does this man's story surprise you? Perhaps you hadn't realized what a responsibility it is to buy tobacco. With sales moving as fast as 6 per minute, everyone connected with the transaction must know tobacco - know it from A to Z! That's why you can't help respecting the judgement of these tobacco buyers, warehousemen, auctioneers, etc. And here is their judgement in the matter of cigarettes ... Sworn records on file for your inspection show that among independent tobacco experts - not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Can you think of any more conclusive proof of the high quality of Lucky Strike cigarettes? Remember: these independent tobacco experts spend their lives, buying, selling and handling tobacco. They - of necessity - know tobacco from A to Z. And in the impartial honest judgement of tobacco experts -- "with men who know tobacco best -- it's Luckies two to one!"

("HAND ME DOWN MY WALKIN' CANE")

("HEY, HEY FARMER GRAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... try your hand at square dancing while Mark Warnow plays a medley of real old-timers ... "Hand Me Down My Walkin' Cane", and "Hey, Hey Farmer Gray".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number TWO ... A ~~Top-notch~~ favorite from the motion picture "The Singing Marine" ... in second place on YOUR HIT PARADE this week .. "I Know Now".

("I KNOW NOW ALLEN & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Light up a Lucky Strike while the orchestra plays the
tune that's eighth this week ... "It Looks Like Rain in
Cherry Blossom Lane" ... Number EIGHT.

(MUSIC SWELLS & FINISHES)

segue to

("AFRAID TO DREAM" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... Here's a Lucky Strike newcomer from the
motion picture "You Can't Have Everything" that's in
sixth place ... "Afraid to Dream".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: COUNTESS OLGA ALBANI from NEW YORK

ANNOUNCER: Have you ever - like so many readers of romantic fiction - fallen in love with one of those glamorous titled beauties of the past? ... Well, tonight, we have in our studio a countess who looks exactly as if she had stepped from the pages of a romantic novel. Yet this countess - Olga Albani - is different from all those fictional ones. In spite of her dark Latin beauty, she is an American - and as modern as Chicago where she now lives. And she is not only glamorous, not only a countess, but a wife, a mother, and ... one of radio's great singing stars. Ladies and gentlemen, Lucky Strike is proud to present - Countess Olga Albani!

(APPLAUSE)

ALBANI: Thank you everyone... (LAUGHS) But - but gosh! What an introduction! I think if there were a novel I fitted, I'd be glad to step right in and hide between its covers!

ANNOUNCER: (LAUGHS) Ladies and gentleman, I should have added that the countess is extremely modest.

ALBANI: Well, anyway, you have me nicely flustered now! I probably shan't be able to sing a note!

ANNOUNCER: In that case I take back everything I said... But tell me, Countess, how would you describe yourself then?

ALBANI: Oh, just another hard-working singer, trying to get ahead ...

ANNOUNCER: And succeeding!

ALBANI: Well - I certainly do my darndest.

ANNOUNCER: Well, when did you begin to sing professionally?

ALBANI: Let me tell you about my first real experience. It was in Romberg's "New Moon".

ANNOUNCER: Oh yes, I remember that. It was a big hit on Broadway.

ALBANI: Yes - well - though I was entirely inexperienced, I had been accepted for one of the leading parts just on the strength of one audition. All right - the day before the opening of the show, I rode to New York from Pittsburgh in the rumble seat of an automobile. The road was dusty and hot. And when I arrived for my debut I was in a complete fog and had almost lost my voice.

ANNOUNCER: A very sad story, Countess, but I'd feel sorrier for you if I didn't know what a success you created... By the way, I understand you came from Chicago only yesterday for this program. I hope you didn't travel by rumble seat?

ALBANI: (LAUGHS) No - and I hope I won't sound as though I had.

ANNOUNCER: We'll take a chance on that. (MUSIC BEGINS)...
A KALAMERAN FAVORITE FROM "Sweet Alkino"
Countess Olga Albani sings, "Why Was I Born".

(MUSIC ... SINGS)

(APPLAUSE)

ANNOUNCER: That was very beautiful, Countess Albanii! ... Do you know our control engineer was telling me before the broadcast that your voice is the answer to a radio-man's prayer -- pitch, volume, everything just right!

ALBANI: Well, thank you - (LAUGHS) - but I think I'll always remember one day when I was the radiomen's despair.

ANNOUNCER: That sounds interesting. Let's hear it.

ALBANI: It was when I made my first audition for the air. To begin with, I was late getting to the studio.

ANNOUNCER: Bad - very bad!

ALBANI: But I'd been in an automobile accident - so I did have an excuse. Anyway when I arrived I discovered I'd left my music at home.

ANNOUNCER: (LAUGHS) ~~So~~ What happened?

ALBANI: They had to wait while someone dug up my vocal part from the music library. And then when I was ready at last, the conductor's stand fell down ... I think it was the most delayed audition anybody ever had!

ANNOUNCER: Yet you got the job! ... So it must have been worth waiting for. (SLIGHT PAUSE) Countess Albani, we have enjoyed having you here this evening. And your singing was truly beautiful. It makes us proud that you, too, are a Lucky Strike smoker.

ALBANI: Thank you - If you'd like, I'll tell you why I am a Lucky Strike smoker!

ANNOUNCER: Please do.

ALBANI: In the first place, let me say that I think there are many good cigarettes in America, but as far as I'm concerned although I've tried the others, none of them come up to Luckies. (SLIGHT PAUSE) I've stuck to Luckies for ^{Five}~~six~~ whole years now. And the reason is ... my throat.

ANNOUNCER: Well, as a singer, of course you have to think of your throat.

ALBANI: Of course, I do. (VERY QUICKLY) But shouldn't everyone? And shouldn't a cigarette that's easy on my throat in spite of all the singing I do, be easy on everyone's throat? (LAUGHS) But there! That's really none of my business, is it?

ANNOUNCER: (LAUGHS) Well, Countess Albani, whether it is or not, we're certainly glad you fool that way!

ALBANI: But I hope no one resents my speaking my mind so vigorously! Goodnight everyone...I've enjoyed my visit a lot!
(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 & FINISHES)

ANNOUNCER: On with YOUR HIT PARADE ... with Mark Warnow and the
Lucky Strike Orchestra. The most popular songs in
the land selected by a careful check of the hit tunes
of all America ... the only authoritative and
complete picture of America's favorite tunes today.

("SO RARE" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... The Lucky Strike Orchestra presents
a song by ^{Johnny Burke and} Jerry Herst that's in fourth place ...

"So Rare".

(MUSIC SWELLS AND FINISHES)

segue to

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN... From the Walter Wanger production
"Vogues of 1938" here's the tune that's tenth from
Maine to ^{Mexico} ~~Miami~~ ... "That Old Feeling".

(MUSIC SWELLS AND FINISHES)

segue to

(MORE)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... two tunes rolled into a
dance-time medley by Mark Warnow ... "An Earful of
Music" and "Thou Swell".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

9/1/37

ANNOUNCER: Radio's charming Countess, Olga Albani, made a statement a few minutes ago on this program which Lucky Strike most heartily subscribes to. She said - quote - There are many good cigarettes in America - but as far as I'm concerned although I've tried the others, none of them come up to Luckies. I have stuck to Luckies for six whole years now. And the reason is my throat - end quote. Now it's interesting that this talented singer whose voice is so precious to her should have discovered what makes Luckies different from all other cigarettes. For only Lucky Strike offers your throat the double advantages of the finest tobacco - the "Cream of the Crop" - plus the benefits of the exclusive "Toasting" process. Here are the facts ... In the first place Lucky Strike uses only the tender center leaves of the tobacco plant - the leaves that are naturally smoother, gentler ... In the second place, the process, "It's Toasted" makes this choice center leaf tobacco even more mellow by removing certain harsh irritants naturally present in all tobacco - even the finest. Those irritants are out of Luckies and that's what makes Luckies so easy on your throat. Next time you buy cigarettes, follow Countess Albani's example and ask for Lucky Strike - a light smoke.

ATX01 0024616

(FANFARE.....)

ANNOUNCER: Number ONE ... From the Paramount production "Artists and Models" ^{PROVIDES} ~~here is~~ the haunting ballad that's in first place on YOUR HIT PARADE this week ... "Whispers in the Dark".

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

segue to

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

ANNOUNCER: Number SEVEN ... Light up a Lucky and ... to the orchestra playing the tune that's in seventh place ... "A Sailboat in the Moonlight".

(MUSIC SWELLS & 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.

(MORE)

ANNOUNCER:
(CONT'D)

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 in the honest opinion of 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

HP
SP
EJ

AMERICAN TOBACCO

WEAF

LUCKY STRIKE "YOUR HIT PARADE"

(REVISED)

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10:00 - 10:45 P.M.

SEPTEMBER 8 1937

WEDNESDAY

ANNOUNCER: With independent 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 will present Ramon Novarro, outstanding romantic star of motion pictures. 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.

Strike up the band, Richard Himber, with the tune that's in seventh place this week .. "A Sailboat in the Moonlight".

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

RTX01 0024619

(MUSIC SWELLS AND FINISHES)

segue to . . .

(FANFARE)

ANNOUNCER: Number THREE this week third place on YOUR HIT PARADE goes to the tune from the motion picture "Artists and Models" . . . "Whispers in the Dark".

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to . . .

("PANAMA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra the orchestra presents a rhythmic rhumba as a special tonight . . . "Panama".

(MUSIC SWELLS AND FINISHES)

segue to . . .

("THAT OLD FEELING" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR . . . Light up a Lucky while you listen to the song that's skyrocketed to fourth place this week - "That Old Feeling" . . . from the motion picture, "Vogues of 1938."

(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 the 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 ... ing independent tobacco experts - with men who earn their ing 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. In their honest, unbiased opinion, it's Luckies 2 to 1! 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!"

(YOURS AND MINE.....ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a Lucky Strike newcomer from the M-G-M film... "Broadway Melody" of 1938" ... that's in tenth place this week ... "Yours And Mine".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(FANFARE:.....)

ANNOUNCER: Number TWO ... a romantic ballad that's jumped to second place this week on YOUR HIT PARADE ... "My Cabin of Dreams".

(MY CABIN OF DREAMS.....QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(SUMMERTIME.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... here's a favorite melody from "Porgy and Bess" played in a distinctive Richard Humber arrangement ... "Summertime".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(I KNOW NOW.....ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... Sit back and enjoy a Lucky as the orchestra plays a song from the motion picture "The Singing Marine". In fifth place this week... "I Know Now".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: RAMON NOVARRO from NEW YORK

ANNOUNCER: Few, indeed are the artists - the true artists. They may be very humble, or they may be very famous - that makes no difference. We still recognize their worth as painters, as sculptors, as writers or actors or singers. Tonight we have with us a man whose work in motion pictures has made his name known 'round the world - a man whose artistic instincts have come intact through all the temptations of a great popular success. Ladies and gentlemen, I take pride in presenting this good friend of Lucky Strike - Mr. Ramon Novaro
(APPLAUSE)

NOVARRO: Good evening, ladies and gentlemen. Thank you, and thank you, Mr. Ruysdael, for what you have just said. Although I am unworthy of your compliment I most gratefully acknowledge it.

ANNOUNCER: Well, Mr. Novarro, I was only repeating what all who have followed your career, are perfectly aware of.

NOVARRO: I hope not too closely!

ANNOUNCER: In a sense, Mr. Novarro, you ran away from fame, didn't you?

NOVARRO: Well, I would not put it that way. For many reasons I wanted just a little time off - a year or two - to myself.

ANNOUNCER: And have you enjoyed the rest?

NOVARRO: Oh, it has been truly marvelous. I have had time to read - to harmonize, and play the piano - and sing - to travel and meet people in other walks of life. Yes, I have even had time to think!

ANNOUNCER: (LAUGHS) That sounds as if you don't think thinking a very common sport.

NOVARRO: Well - I don't. I believe most of us would be happier, sounder people if we could take the time to think. You see, I've developed....something of a philosophy.

ANNOUNCER: About thinking?

NOVARRO: Yes, and about living as well. I think I have discovered a really great truth - the importance of doing nothing. You know, the very best motto we Americans could have is "Walk, do not run, to the nearest exit". We Americans take activity too seriously.

ANNOUNCER: But - you are a Mexican, aren't you?

NOVARRO: Yes, but Mexicans are Americans too, you know. The Canadians, the Mexicans, the Central Americans, the South Americans - we're all Americans as well as the citizens of the United States. It's all America.

ANNOUNCER: I think that is a very wonderful conception, Mr. Novarro. Tell us, where were you born in Mexico?

NOVARRO: In Durango. My real name is Samaniegos.

ANNOUNCER: And did you live in Durango long?

NOVARRO: I was seventeen years old when I first came to the United States. You see, my father was a dentist and he wanted me to follow in his footsteps. My mother wanted me to be a musician. But I wanted to be an actor....and stubbornness won.

ANNOUNCER: So you came to the United States in search of a job as actor?

NOVARRO: Yes - and at first I was nearly everything but an actor. I served as bus boy, waiter, piano teacher, theatre usher and....(PAUSE)

ANNOUNCER: Yes, Mr. Novarro?

NOVARRO: Do you mind if I do not talk any more about myself? That is one of the things I really wanted to run away from!

ANNOUNCER: Mr. Novarro, I think everyone of us understands how you feel - and respects you for it.

NOVARRO: Thank you. Then you won't ask me any more questions?

ANNOUNCER: (LAUGHS) On my word of honor, Mr. Novarro...but...may I ask you just one or two things about - Luckies?

NOVARRO: Of course, I'm really willing to speak my mind about Luckies because I've been smoking them for years.

ANNOUNCER: You - like their flavor, I suppose?

NOVARRO: Otherwise, why should I smoke them? But let me tell you something even more important to me as an actor....an actor who is sometimes a singer, too. Well, my voice means everything to me. So that's really my chief reason for preferring Luckies.

ANNOUNCER: You find them easy on your throat?

NOVARRO: Definitely! Luckies give me all the pleasure I want from tobacco - and without any worry about my throat.

ANNOUNCER: We are glad that you feel that way about Luckies, Mr. Novarro.

NOVARRO: And now, since you brought me here to sing, let's get it over with. But remember, the responsibility is on your head - not mine.

ANNOUNCER: (LAUGHS) We'll gladly shoulder that responsibility, Mr. Novarro.

NOVARRO: Very well. The song which I have chosen and which I like to sing very much is ... "Cielito Lindo". The literal translation means "Beautiful Sky", and yet it doesn't mean beautiful sky altogether. It's really an endearing term used by a boy and girl in love, like "honey". But it's a little to give you a logical translation because - well - because those in love are not always logical...so here it is anyway - "Cielito Lindo".

(MUSIC SINGS IN SPANISH)

(APPLAUSE)

ANNOUNCER: That was beautiful, Mr. Novarro. And now since I have promised to ask you no more questions...

NOVARRO: Wait a minute, please. I have one little message I would like to deliver. Many of you who are listening may be considering a trip to Mexico in the next year or so. Go! You will love Mexico. You will find the Mexicans eager to be your friends! You will be happy and safe in Mexico! And one thing...take as many Lucky Strikes with you as you are allowed to take across the border. For in Mexico, you will find the offer of a Lucky Strike is a perfect gesture of true friendship.....and much better than money! Muchos gracias a todos ustedes mis amables oyentes por haberme escuchado con tanta atencion - Buenos noches!

ANNOUNCER: And that means?

NOVARRO: Just a flowery "I thank you", with the scent of a few roses thrown in -- Good night!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue after a brief interval for station identification.

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 most popular songs in the land selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...the Lucky Strike Orchestra presents a lilting melody that's sixth this week.. "The First Time I Saw You".

(MUSIC SWELLS AND FINISHES SEGUE TO:)

("STARDUST ON THE MOON" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...all America's choice for ninth place on YOUR HIT PARADE... "Stardust on the Moon".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FOREVER AND EVER
ALONE TOGETHER ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...two favorites of a few years ago played by Richard Himber and the orchestra... "Alone Together" and "Forever and Ever".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: A few minutes ago, the famous actor, Ramon Navarro, gave two good reasons for smoking Luckies. First, their finer flavor. Second - let's quote his own words ... He said: "As an actor - an actor who is sometimes a singer, too - my voice means everything to me. So that's really my chief reason for preferring Luckies. Luckies give me all the pleasure I want from tobacco - and without any worry about my throat" - and quote - Now Mr. Navarro - and you too - will be interested in knowing the reasons Luckies are so easy on the throat. So here's why ... Luckies are made of the finest tobaccos money can buy -- the tender center leaves that are naturally easiest on the throat. But even this "Cream of the Crop" tobacco needs to be improved for Luckies. And that is why we employ the exclusive process "It's Toasted" to remove certain harsh irritants naturally present in all tobacco -- even the finest! These irritants are out of Luckies and that's what makes Luckies so mellow and delicious. Next time you buy cigarettes, follow Ramon Navarro's example. For if Luckies are easy on his throat - in spite of all the strains of singing and acting -- Luckies will certainly be easy on your throat, too. So ask for Lucky Strike -- a light smoke.

"AFRAID TO DREAM" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the motion picture "You Can't Have Everything" provides the song that's in eighth place on YOUR HIT PARADE this week ... "Afraid to Dream".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Here it is ... number ONE ... the Lucky Strike top-notch throughout the United States this week... "So Rare".

"SO RARE" GIBSON & ORCHESTRA)

(MUSIC SWELLS & 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 Richard Himber and the Lucky Strike Orchestra. (PAUSE) And now a word about Luckies ... Sworn records on file for your inspection show that among independent tobacco experts 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)

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, SEPTEMBER 11th, 1937
10:00 to 10:45 P.M.

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

ANNCR: With independent tobacco experts ... with men who
know tobacco best, it's Luckies, two to one!

(SIGNATURE. "HAPPY DAYS ARE HERE AGAIN")

ANNCR: 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 Boake Carter, one news commentator who says
just what he thinks. 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 set, Mark Warnow ... let's start the nation dancing
with to the tune that's in SIXTH place ... "The First Time I
Saw You".

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

(MUSIC SWELLS & FINISHES)
segue to

ATX01 0024630

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FOUR ... from the motion picture "Vogues of 1938" ~~here~~ ^{comes} the song that's fourth on YOUR HIT PARADE this week ... "That Old Feeling".

(MUSIC SWELLS & FINISHES)

segue to

("THE OLD GREY MARE".
"BY HECK" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ... ^a ~~another~~ special Mark Warnow arrangement of two tunes from down on the farm ... "The Old Grey Mare" and "By Heck".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNCR: Number THREE ... up among the leaders this week in third place ... the Lucky Strike Orchestra plays "Whispers in the Dark" from the motion picture "Artists and Models".

("WHISPERS IN THE DARK" ALLEN & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

ANNCR: Here is a message addressed particularly to those of our audience who are new smokers ... Those who have only recently started smoking cigarettes. (SLIGHT PAUSE) In this matter of selecting cigarettes, have you stopped for one moment to consider the facts? Have you made a real effort to find out the truth about the different brands? We think that choosing your cigarette is as important as choosing anything else that you make use of every day. So here is something really worth your thinking over ... Sworn records, on file 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! Now these veteran tobacco experts are certainly good judges of cigarette quality. Auctioneers, buyers, warehousemen, etc., they earn their living in buying, selling and handling the various grades of tobacco. Not connected with any cigarette manufacturer but dealing with all manufacturers impartially, they are in a unique position to judge a cigarette purely on its own merits. So for you who are new smokers ... indeed, for all smokers ... the example of the tobacco experts is one that deserves real consideration. Next time you buy cigarettes, remember ... "with men who know tobacco best - it's Luckies, two to one!"

("AY AY AY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra ... here's a gaucho song from
the Argentine played as a special tonight ... "Ay Ay Ay"

(MUSIC SWELLS & FINISHES)

segue to

("YOURS AND MINE" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN ... Light up a Lucky while the orchestra
plays a tune from ~~the latest Robert Taylor-Eleanor
Powell picture~~ "Broadway Melody of 1938" -- in tenth
place this week ... "Yours And Mine".

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN ... all America's choice for seventh place
on YOUR HIT PARADE ~~is a ballad entitled~~ "A Sailboat in
the Moonlight".

(MUSIC SWELLS & FINISHES)

segue to

("STARDUST ON THE MOON" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE ... the Lucky Strike Orchestra presents
the song that's ninth this week from the Empire State
to the Golden Gate ... "Stardust on the Moon".

(MUSIC SWELLS & FINISHES)

(GUEST APPEARANCE: BOAKE CARTER from NEW YORK)

GUEST APPEARANCE - BOAKE CARTER

ANNCR: The radio commentator has come to occupy a most important position in America. His views sway millions and his responsibilities are in proportion. Upon his integrity a really large share of our social balance depends. Tonight Lucky Strike is proud to present to you one of the ablest of these radio commentators - a man who is noted for saying what he thinks, and one who, incidentally, has long been a friend of Lucky Strikes ... ladies and gentlemen, I take great pleasure in introducing - but no! I'm going to ask him to introduce himself in his own characteristic fashion ...

CARTER: Hello, everyone - Boake Carter speaking.

(APPLAUSE)

ANNCR: Mr. Carter, I believe most people will agree that that voice of yours is one of the most individual on the air.

CARTER: Well, I'm hardly in any position to know - but the only thing I can say in self-defense is the good Lord gave it to me and I can't help it!

ANNCR: Well - I've often heard it commented on.

CARTER: Maybe my rather polyglot background might explain something. You see, I was born in Baku, South Russia - of an Irish father - and I spent my young days bumming around from country to country. *and English mother*

ANNCR: A very interesting background to have, I should think.

CARTER: Well - a very valuable one for a newspaperman.

ANNCR: You've been a newspaper correspondent most of your life, haven't you, Mr. Carter?

CARTER: Yes, except for a *short time* few years with the Royal Air Force during the War - a short time in the oil business in Mexico and Central America and I also painted portraits once to put the butter on the bread.

ANNCR: That sounds like a varied career.

CARTER: Well, I like variety.

ANNCR: You certainly get plenty of it into your news broadcasts ... Mr. Carter. We know you as one of America's most popular editorialists. You must have literally millions of friends but - tell me - how about enemies? Does a man in your position make many enemies?

CARTER: Never ... intentionally. But anyone who says what he honestly thinks - well - he's bound to get plenty of bricks at his head. Once a guy threatened to kidnap me unless he got \$5,000.

ANNOUNCER: Did you turn such letters over to the police?

CARTER: Yes, and the Federal Bureau of Investigation - but we never got the man (SLIGHT PAUSE) As a matter of fact, I'm a quiet sort of bird. I like to sail out on the water or work around a farm more than almost anything.

ANNOUNCER: A quiet bird, Mr. Carter!!! -- in view of that adventurous record of yours?! I wonder if you would tell us what you consider the most interesting experience you've ever had?

CARTER: All experiences are interesting and it's hard to pick out any particular one over the others, but I can give you what I think have been the best two stories of the last century and why. My guess as tops of all news stories in the world was the Lindbergh case, which I covered from four hours after it happened to the end. It had what every newspaperman dreams for in a story - love, pathos, tragedy, color, a villain, mystery, drama, intrigue, society, all revolving around the two most famous people in the world and a small fair haired boy, with blue eyes, twenty months old. There never was anything like the suspense which the hundreds of newspapermen who covered that case experienced, and I doubt, there ever will be again. The nearest approach to it in current times, I think, was Edward's abdication from the British throne and his marrying Mrs. Simpson. Again you had a story, which from the technical aspect - that is the newspaperman's technique - it involved two people equally famous, the man for twenty-five years the world's most eligible bachelor, the inclusion of royalty and all its glamor, and above all, the most famous ruling house in the world, one that rules over

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one quarter of the earth's surface and controls the destinies of 400,000,000 souls; political intrigue among statesmen, mystery, a woman not of royalty - a commoner and from another nation, the most powerful individual nation of the new world social interests, the stark drama of that farewell address carried by a ripple of air waves to the far corners of the globe; flight by night, abandonment of a great symbol and the glitter and tinsel of court life for the love of a woman whose capture roused the antagonism of millions of women who could not bear to accept tarnish idealism of the image of that fair haired lad they had carried around in their own hearts for years; the ultimate marriage under circumstances which no fiction writer could construct - all, everything, combining to make the second greatest individual story of individuals in the last one hundred years. I think those two stories stand out head and shoulders above all others for human interest, although obviously there have been other stories galore which held more importance and effect for the human race. But speaking of Edward marrying a lady from Baltimore, you asked me a minute ago what was the most exciting thing ever happened to me. - Being born in Russia, being a British subject, to eventually become a United States citizen and marry the best lady in the world from Philadelphia - that happened fourteen years ago and life for me's been exciting ever since! But I notice my time's getting short and so I think I'd better say ...

ANNOUNCER: Wait a minute, Mr. Carter, please. Before you say "cheerio" for the evening, let me ask you a question. It's about your trademark.

CARTER: My trademark?

ANNOUNCER: (LAUGHS) I mean that voice of yours again.

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CARTER: Oh, I see -- (CHUCKLES) Well, what would you like to know?

ANNCR: Just this, Mr. Carter. Don't you find that broadcasting as you do, rattling out word after word for fifteen minutes at a stretch, day after day -- is quite a strain on the vocal chords?

CARTER: Frankly, no. I have never noticed any strain. For I'm pretty careful about my throat. That should be of interest to you -- for it's one reason why I smoke Luckies.

ANNCR: You smoke them because they're easy on your throat?

CARTER: Yes, or rather -- yes and no. If you want to know what I sincerely think about smoking -- here it is ... Smoking is one of the greatest pleasures in the world, but it can be utterly spoiled by throat-irritation. My job's tough on the throat and I have to be careful to keep my voice clear all the time. So I let my throat decide what's the easiest and smoothest in the way of cigarettes, and long ago, Luckies were the answer. Luckies give me what I'd call a light smoke -- light in the sense they don't catch your throat. And that means everything when you're working against deadline all day and the strain makes you grab for a cigarette all the time. Believe you me, after the strain of talking, either lecturing or over the air, a Lucky hits the spot.

ANNOUNCER: Well, that certainly is a real tribute to Lucky
Strike, Mr. Carter.
Thank you!

CARTER: It's been a pleasure to be present at Your
Hit Parade - and, as you know, I do enjoy saying
what I believe. Cheerio!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a short 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 selected by a careful check of the hit tunes of
all America ... the only authoritative and complete
picture of America's favorite tunes today.

("I KNOW NOW" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Sit back and enjoy a Lucky while the orchestra plays
~~a~~ ^{the} song from the motion picture "The Singing Marine"
that's in fifth place this week ... "I Know Now" ...
Number FIVE. (MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNOUNCER: Number TWO ... it's the runner-up for top musical
honors on YOUR HIT PARADE this week ... in second
place ... "My Cabin of Dreams".

("MY CABIN OF DREAMS" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("SING SOMETHING SIMPLE"
("TITINA"
("RUNNIN' WILD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... three songs from yesterday's
album of hits in a modern dance-time arrangement by
Mark Warnow ... "Sing Something Simple", "Titina" and
"Runnin' Wild".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

A few minutes ago that famous radio commentator, Boake Carter, made a statement which every one of us would do well to think over. He said - Quote - Smoking is one of the greatest pleasures in the world but it can be utterly spoiled by throat-irritation - end quote. Now that, briefly, is the reason why Mr. Carter has stuck to Luckies for many years. Luckies are easy on his throat in spite of the strain of news-broadcasting. Doesn't it stand to reason that Luckies will be easy on your throat, too? ... Here's why you can really enjoy Luckies all day long and every day. In the first place, Luckies are made of tender center-leaf tobacco - smooth and mellow. But even this center-leaf tobacco contains certain harsh irritants which must be removed to ensure a light smoke. Now Lucky Strike - and only Lucky Strike - does remove these irritants by the exclusive process "It's Toasted". What is the result? Luckies are genuinely easy on your throat! Lot me repeat ^{Boake} ~~Mr.~~ Carter's own words: "Smoking is one of the greatest pleasures in the world but it can be utterly spoiled by throat irritation" ... so follow Boake Carter's example. Ask for Luckies, a light smoke, easy on your throat - and enjoy smoking to the full.

← ("AFRAID TO DREAM" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the motion picture "You Can't Have Everything" provides the song that's in eighth place on YOUR HIT PARADE ... "Afraid to Dream".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... the Lucky Strike top-notcher for this week is ~~the charming ballad~~ *that hitting tune* entitled "So Rare".

("SO RARE" GIBSON & ORCHESTRA)

(MUSIC SWELLS & 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 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

ms
rfd
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W E A F

LUCKY STRIKE "YOUR HIT PARADE"

(REVISED)

AMERICAN TOBACCO COMPANY

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

SEPTEMBER 15, 1937

WEDNESDAY

ANNOUNCER: With independent 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 will
present Miss Gertrude Lawrence, versatile star of 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, 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.

(M O R E)

ATX01 0024645

ANNOUNCER: (CONTINUED)

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.

Okay, Richard Himber .. the lead-off tune tonight is SEVENTH in the nation's favor .. "A Sailboat in the Moonlight."

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("HARBOR LIGHTS" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX .. sixth place this week goes to a Lucky Strike newcomer, "Harbor Lights".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("DON'T EVER LEAVE ME"
"SOMETIMES I'M HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double .. two favorite dance tunes of a few years back in a special medley arrangement .. "Don't Ever Leave me" and "Sometimes I'm Happy."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("THAT OLD FEELING" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . from the motion picture "Vogues of 1938"
comes the tune that's in fifth place on YOUR HIT PARADE
. . . "That Old Feeling."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: You have probably been to an auction of one kind or another at some time in your life. If so, you must have been impressed by the way goods exchange hands before your very eyes. You actually watch the bids put in -- you actually see what bidder buys what article. Now a tobacco auction is exactly the same in this respect. The experts see what grades of tobacco each cigarette company buys. So when they choose a cigarette for their personal enjoyment -- well -- you can easily determine what that says for the quality of that cigarette. Now here are the actual facts as proven by sworn records on file for your inspection ...Among independent tobacco experts -- auctioneers, buyers, warehousemen, etc. --

Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many! These experts are the men who know tobacco best -- 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. Absolutely honest in their opinion. They see who buys what tobacco -- and they choose Luckies by an overwhelming majority. Next time you buy cigarettes, take a hint from their expert knowledge
"with men who know tobacco best, it's Luckies two to one!"

("YOURS AND MINE" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... Light up a Lucky while the orchestra plays the song that's tenth this week ... "Yours And Mine" from the motion picture "Broadway Melody of 1938".

(MUSIC SWELLS & FINISHES)

(SEGUE TO:

(FANFARE)

ANNOUNCER: Number THREE ... up among the leaders in third place on YOUR HIT PARADE this week ... "My Cabin of Dreams".

("MY CABIN OF DREAMS" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

(SEGUE TO:

("TEMPTATION" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... the orchestra plays a bolero arrangement of an old favorite ... "Temptation".

(MUSIC SWELLS & FINISHES)

(SEGUE TO:

("I KNOW NOW" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... here's a song from the motion picture "The Singing Marine" that's your choice for fourth place. The Lucky Strike Orchestra plays "I Know Now".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: GERTRUDE LAWRENCE FROM NEW YORK

GUEST APPEARANCE - GERTRUDE LAWRENCE "YOUR HIT PARADE" -SEPT.15,1937

ANNOUNCER: Your guest of this evening, Miss Gertrude Lawrence of London, is undoubtedly one of the world's truly fine dramatic actresses. She is also a first class tap dancer. And her comic characterizations are as well known as her singing ability. In fact, she does everything, but just a little differently, a little more charminly than anyone else! Ladies and gentlemen, I present one of the most distinguished figures in the modern theatre.... lovely Gertrude Lawrence!

(APPLAUSE)

(ORCHESTRA: . . . EIGHT BARS "LIMEHOUSE BLUES")

LAWRENCE: Thank you very much, Mr. Ruysdael...But I'm afraid I'll never live up to such notices. That's really a blush you see, too.

ANNOUNCER: Tonight, Miss Lawrence, we aren't going to ask you to tell the story of your life, but is it true that you made your first professional appearance as a baby?

LAWRENCE: No, that's a slight exaggeration. I had reached the ripe age of two years when I made my first professional appearance. I'll explain that presently. And I was seven or eight when I really made my debut. (CHUCKLES) I worked years for that opportunity....but you promised this wasn't going to be my life story.

ANNOUNCER: Then we'll skip a few years and come right up to to-day You're rehearsing in a ^{new} play -- can you tell us something about it?

LAWRENCE: When you ask an actress to talk about her new play, you might as well pull up a chair and settle down for a long evening of listening. But I'll be very brief. It's John Golden's new play and it's called "Susan and God".. Miss Rachel Crothers wrote it and is directing it. It wouldn't be fair to Mr. Golden to tell you the plot.... We're rehearsing night and day...and next week we go to Washington to play a week there before the New York opening.

ANNOUNCER: Our own secret service investigators have reported that in your new play you'll act an entire scene in bed.

LAWRENCE: That's true, too. And I've bought some lovely nightgowns for that scene. I shall probably have to have a flannel one for very cold nights. Don't you think that would be a novelty? A glamorous flannel nightgown on Broadway. (LAUGHS) But we've forgotten about my first professional appearance at the age of two.

ANNOUNCER: I was going to remind you.

LAWRENCE: You see, my father was a minstrel. My mother and a noisy infant named Gertrude used to travel all over England with him. My mother....she wasn't an actress by the way....used to sing minstrel songs as lullabies. And sometimes people will name an old minstrel song and I'll say "Oh, I know that one" and behind my back I can hear them saying, "Poor thing. She is getting on a bit in years." When as a matter of fact, I learned both the words and music when I was only a year old. And, it was while I was traveling with my father that I trotted out and sold programs....age two years!

ANNOUNCER: That's a very early start in life! Miss Lawrence, do you plan to do any more shows with Noel Coward?

LAWRENCE: I hope so. It has always been grand fun to act with Noel. Do you know I've known him since we were almost babies? We met at a famous theatrical school for children in London and we've been friends ever since.

ANNOUNCER: Is Hollywood a possibility? I know you've made a number of pictures both here and in England, but it seems too long since we've seen you on the screen.

LAWRENCE: It's a possibility, of course. I'd like to do another musical comedy, but in the meantime my new play hasn't opened. We're going away into the future!

ANNOUNCER: Then let's talk about you.....and the things you like to do.

LAWRENCE: The things I like to do? That covers almost everything... Sports, dancing, taking care of my dogs....knitting, sewing, oh, I sew a pretty fine seam, sir.....and I like to write, too.

ANNOUNCER: There's a Gertrude Lawrence who does a very clever weekly column for the London Sketch....about the stage and books and people and even an occasional household hint.

LAWRENCE: (QUIETLY) Thank you sir.

ANNOUNCER: Oh, you do that, too?

LAWRENCE: Yes, it's lots of fun, But Mr. Ruysdael, I did come here to sing...and I must be getting back to rehearsal.

ANNOUNCER: Do you rehearse all night?

LAWRENCE: Yes. This week we always do, just before the play opens. But I'm glad you've chosen "Limehouse Blues" for me. I'm a bit sentimental about it as it was my first big number in my first big show in London and in America too -- Charlot's Revue in 1924. Here it is!

(MISS LAWRENCE SINGS "LIMEHOUSE BLUES")

(APPLAUSE)

ANNOUNCER: That was lovely, Miss Lawrence. And now, before you rush back to that rehearsal, I have one more question. What was the hardest work you ever had to do?

LAWRENCE: Seriously, now?

ANNOUNCER: Seriously.

LAWRENCE: Last Winter in New York in "Tonight at 8:30" with Noel Coward. We did nine different plays a week and played each one on an average of three times -- a total of 24 plays a week. We played almost every character you could think of....comedy, tragedy, singing, dancing, and it was very hard work but glorious fun. And in almost every ^{play} ~~day~~ we used cigarettes....We were smoking continuously. Cigarettes were as numerous as telephones in a French farce.

ANNOUNCER: You told me before you were a Lucky smoker?

LAWRENCE: I am. And I smoked them then....not only on the stage but off.

ANNOUNCER: Do they ever bother your throat?

LAWRENCE: No, they don't -- if they did I wouldn't smoke them.

ANNOUNCER: How long have you been smoking Lucky Strikes, Miss Lawrence?

LAWRENCE: Ever since I first tried one. That was when I came to America in 1924.- that's thirteen years, isn't it? I can get them in England, now, of course, though I often have to pay two shillings a packet....that's almost fifty cents.....but they're worth it!

ANNOUNCER: Thank you very much, Miss Lawrence. And the best of luck in your new play!

LAWRENCE: Goodnight and good-bye!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief interval 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 most popular songs in the land
selected by a careful check of the hit tunes of all
America .. the only authoritative and complete picture
of America's favorite tunes today.

(FANFARE)

ANNOUNCER: Number TWO ... here's a lilting tune that's in second
place from New York to San Francisco "So Rare".

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("AFRAID TO DREAM" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the Twentieth Century-Fox picture "You
Can't Have Everything" provides the song that's eighth
on YOUR HIT PARADE .. "Afraid to Dream."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

{ "I'VE GOT PLENTY OF NUTHIN'"
{ "S'WONDERFUL" ORCHESTRA }

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Richard Himber presents two
George Gershwin hits in a special medley .. "I Got
Plenty O' Nuthin'" and "S'Wonderful".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: Only a little while ago we were honored to have with us the internationally famous actress, Miss Gertrude Lawrence. Now perhaps you were astonished to hear Miss Lawrence say that she often pays two shillings a pack -- almost fifty cents -- for Lucky Strike cigarettes in England. But, Miss Lawrence added -- "They're worth it!" And here's the reason. Miss Lawrence gets in Lucky Strike cigarettes something that no other cigarette in the world offers her. Lucky Strike -- and only Lucky Strike -- brings her the benefits of the exclusive process "It's Toasted." This "Toasting" process makes Luckies more mellow, more delicious, by removing certain throat irritants naturally present in all tobacco -- even the finest. Miss Lawrence gladly pays more for Luckies in England -- because she has found them easy on her throat in spite of all the strain and fatigue of a singing-acting career. Now -- doesn't it stand to reason that Luckies will be easy on your throat, too? So follow Miss Lawrence's example and ask for Lucky Strike -- a light smoke.

(FANFARE)

ANNOUNCER: Here it is .. number ONE .. THE TOP TUNE ON YOUR HIT PARADE this week is from the Jack Benny film "Artists and Models" .. the haunting ballad .. "Whispers in the Dark".

("WHISPERS IN THE DARK" ALLEN & ORCH)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("HAVE YOU GOT ANY CASTLES BABY?" QUARTET AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE .. Richard Himber and the Lucky Strike Orchestra present a song from the Warner Brothers picture "Varsity Show" .. "Have You Got Any Castles, Baby?" in ninth place this week.

(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 Richard Himber and the Lucky Strike Orchestra. (PAUSE) And now a word about Luckies .. Sworn records on file for your inspection show that among independent tobacco experts 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.

(more)

ANNOUNCER: (CONTINUED)

These experts are not connected with any manufacturer ..
their opinion is completely 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: "I Got Plenty O' Nuthin'" heard on this program is from
"Porgy and Bess". This is the National Broadcasting
Company.

rg/eab/9/15/37/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, SEPTEMBER 18, 1937

10:00 - 10:45 P.M.

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

ANNOUNCER: With independent tobacco experts ... with men who know tobacco best, it's Luckies two to one.

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 shall present Virginia Rea, well known radio star. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land selected by a vast nationwide survey which checks the music and records you buy ... the 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: Number TWO ... Mark Warnow starts the nation dancing with the song that's riding high in second place ...

"So Rare."

("SO RARE" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("AFRAID TO DREAM" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... Light up a Lucky while the orchestra presents a tune from the motion picture "You Can't Have Everything" that's in eighth place this week ...

"Afraid to Dream."

(MUSIC SWELLS & FINISHES)

segue to

("EL RELICARIO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... from South America comes a song which Mark Warnow plays as a special tonight ...

"El Relicario".

(MUSIC SWELLS & FINISHES)

segue to

("I KNOW NOW" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... here's a distinctive ballad that's in fourth place on YOUR HIT PARADE this week ...

"I Know Now".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1 (Tobacco)

ANNOUNCER: A veteran tobacco auctioneer told us the other day:
(SOUTHERN ACCENT) "My father was a tobacco-planter and when I was a boy, the biggest treat in my life was to ride in with him to the tobacco auction. The excitement of it! ... The festive spirit! ... meant a lot to me as a kid! And when I saw with how much respect the auctioneers, the buyers, and other experts were treated - well - I made up my mind right then and there I was going to be one of them some day." ...
(SLIGHT PAUSE) Yes, down in Tobaccoland, there's a general feeling of respect for the men who preside at the auctions. For these men are experts, trained to know tobacco, to recognize the different grades at a glance. And that's exactly why their judgment in the matter of cigarettes should command the respect of every smoker. Now here is their judgment as shown by sworn records on file for your inspection ... Among independent tobacco experts - not connected with any manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! These experts earn their living in buying, selling and handling tobacco. And they actually see the grades of tobacco that are bought for the various cigarette companies. Could any fact say more for the high quality of Lucky Strike cigarettes?

(MORE)

ATX01 0024662

COMMERCIAL #1 CONTINUED

ANNOUNCER
CONT'D:

Next time you buy cigarettes remember - ...

"with men who know tobacco best, it's Luckies two to
one."

("THE BIG APPLE" ORCHESTRA & CHORUS)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Special Extra ... the latest craze to take dancing America by storm weaves steps from various modern dances into a complicated pattern. Tonight the Lucky Strike Orchestra and quartet give you a taste of ... "The Big Apple"!

(MUSIC SWELLS & FINISHES)

segue to

("YOURS AND MINE" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... from the motion picture "Broadway Melody of 1938" the Lucky Strike Orchestra plays the song that's in tenth place this week ... "Yours and Mine".

(MUSIC SWELLS & FINISHES)

segue to

("HAVE YOU GOT ANY CASTLES, BABY? . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the song that's all America's choice for ninth place on YOUR HIT PARADE ...

"Have You Got Any Castles, Baby?"

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... Relax with a Lucky while you
listen to a song that's up among the leaders in
third place ... "My Cabin of Dreams."

("MY CABIN OF DREAMS" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: Virginia Rea from
NEW YORK

(GUEST APPEARANCE)

ANNCR: Descended from Daniel Webster on one side and Jefferson Davis on the other, our guest of this evening -- Miss Virginia Rea -- really deserves the title "100% American". And - appropriately - her education as a singer has been American, too. Though she spent a few months abroad, studying under one of Europe's greatest teachers, she returned to this country, convinced that the best in musical instruction was obtainable here. So it is as an all-American product that we hail her outstanding success on the radio, and in concert. Ladies and gentlemen, I take pride in presenting this good friend of Lucky Strikes -- Miss Virginia Rea ...

(APPLAUSE)

REA: Thank you and good evening, everyone ... My - after that introduction, I feel as though I should sing the "Star Spangled Banner!"

ANNCR: (CHUCKLES) Miss Rea, you are from Kentucky, I believe?

REA: Yes, I grew up in Louisville.

ANNCR: And have you been back since?

REA: Several times! A few years ago, I went back and sang in the Armory there. They gave me the most wonderful reception. I was told afterward that there were 32,000 people in the audience - and 5,000 turned away.

ANNCR: That's what I'd call a real homecoming! ... Miss Rea, will you explain a puzzle for me?

REA: What's that?

ANNCR: Well - you're supposed to be one of radio's old timers - a real veteran of the air waves - yet you're obviously so young that ...

REA: (LAUGHS) Thank you, sir! Don't forget that radio's rather young itself and then ... my singing career got off to quite an early start.

ANNCR: Really? When did you make your musical debut, Miss Rea?

REA: My real debut was with my brother. We sang a duet.

ANNCR: That's very interesting! Where was this?

REA: In Sunday School - back in Louisville. He was eight and I was six.

ANNCR: (LAUGHS) That was a rather early start. And, after that did you keep right on singing, Miss Rea?

REA: Well, my real professional career didn't begin until I was eighteen. Then I persuaded my family to let me come to New York. It was summer and they thought that one hot summer as a not-too-well-off music student in New York would cure me.

ANNCR: But the cure didn't work?

REA: You see, I fooled them. I went right out and got myself a contract with a phonograph recording company -- \$3,000 a year for three years! And for only six records a year.

ANNC'R: I'd say that was doing right well for a little Louisville girl of eighteen!

REA: Well -- I've always seemed to get the breaks. I guess I'm just naturally lucky.

ANNC'R: I'd say you just naturally have a beautiful voice -- and a world of talent, Miss Rea. And now we're to hear you sing "Vienna Dreams", is it?

REA: Yes, one of Rudolph Sierzynski's really great songs in my opinion.

("VIENNA DREAMS". REA)

(APPLAUSE)

ANNC'R: That was very beautiful, Miss Rea. I have often heard technical experts say that your voice production is as perfect as any singer's on the air!

REA: Thank you.

ANNC'R: Is voice production mainly a matter of training, Miss Rea?

REA: Well -- I've been told that I have a naturally placed voice. But proper training can do wonders.

ANNC'R: I suppose it's really a little like athletics, isn't it?

REA: Exactly -- and keeping in condition is as important to us as to any athlete! In particular, of course, we have to think of our throats. And that's where - as far as cigarettes are concerned -- Luckies come in.

ANNC'R: How long have you been smoking Luckies, Miss Rea?

REA: I can answer that easily. It's four years ago. I married my husband and Luckies at the same time. You see, he's been a Lucky Strike smoker ever since the War.

ANNC'R: Had you smoked before your marriage?

REA: Very little. As a matter of fact, I didn't think I should. My work keeps my throat under such constant strain -- but when I tried Luckies, I found them different. They get along with my throat just as well as --- well as I do with my husband!

ANNC'R: (LAUGHS) I see! A very happy family all around, Miss Rea! Well, thanks for telling us about Luckies -- and thank you very much for your song and for being with us this evening.

REA: I always enjoy Your Hit Parade and I've enjoyed being here in person. Goodnight, everyone!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment ... we
pause briefly for station identification.

STATION BREAK

("LUCKY DAY" SWELLS & FINISHES)

ANNOUNCER: On with YOUR HIT PARADE ... with Mark Warnow and the
Lucky Strike Orchestra. The most popular songs in the
land selected by a careful check of the hit tunes of
all America ... the only authoritative and complete
picture of America's favorite tunes today.

("HARBOR LIGHTS" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... the Lucky Strike Orchestra presents a
lovely ballad that's in sixth place ... "Harbor Lights."

(MUSIC SWELLS & FINISHES)

segue to

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... the motion picture "Vogues of 1938"
provides the song that's in fifth place on YOUR HIT
PARADE ... "That Old Feeling".

(MUSIC SWELLS & FINISHES)

segue to

("GOOD NEWS"
"I LOVE LOUISA
"SING, YOU SINNERS ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... three old favorites rolled
into a modern dancetime arrangement by Mark Warnow ...
"Good News", "I Love Louisa" and "Sing, You Sinners."

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2 - Virginia Rea

ANNOUNCER: Most of you have heard how the radio microphone magnifies any flaws in the voice. So it's quite a tribute to Miss Virginia Rea - whom you heard a few minutes ago on this program - that even technical sound experts praise her perfect voice production. Now obviously - to merit such praise - Miss Rea's throat must be in the best condition always. That's why she is careful in her choice of a cigarette. She has smoked LUCKIES for the past four years and found them always gentle on her throat. There's a reason for this. The LUCKY STRIKE "Toasting" process expels certain harsh throat irritants naturally present in all tobacco. Miss Rea finds LUCKIES easy on her throat because these irritants are out of LUCKIES. And that's why you'll find LUCKIES easy on your throat too. Next time you buy cigarettes, choose a light smoke. Follow Virginia Rea's example and ask for LUCKY STRIKE.

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... the top notch song on
YOUR HIT PARADE this week ... "Whispers in the Dark"
from the motion picture "Artists and Models".

("WHISPERS IN THE DARK" ALLEN & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... The Lucky Strike Orchestra presents
the tune that's seventh from Maine to Mexico ...
"A Sailboat in the Moonlight".

(MUSIC SWELLS & 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 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

ms
rdf

WEAF

AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

10:00 - 10:45 P.M.

SEPTEMBER 22, 1937

WEDNESDAY

ANNOUNCER: With independent 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 the Lucky
Strike spotlight swings across the continent to
Hollywood and shines on Herbert Marshall, dramatic star
of 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 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
set, Richard Himber ... start things humming with the
song that's EIGHTH this week ... "The First Time I SAW
YOU".

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

(MUSIC SWELLS & FINISHES

(SEGUE TO)

ATX01 0024675

(AFRAID TO DREAM... ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... a tune from the motion picture "You Can't Have Everything" that's in sixth place on Your Hit Parade... "Afraid to Dream".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(RAIN OR SHINE }
(MY LOVE PARADE } ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Richard Himber and the orchestra present two hit tunes of a few years back ... "Rain or Shine" and "My Love Parade".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO ... the Lucky Strike Orchestra plays a song from the motion picture "Vogues of 1938" ... up among the leaders in second place this week ... "That Old Feeling".

(THAT OLD FEELING. QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1.

-3-

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."

ATX01 0024677

(MY CABIN OF DREAMS.GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... fourth place on YOUR HIT PARADE goes this week to a sparkling song ... "My Cabin of Dreams".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(HARBOR LIGHTS.QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Light up a Lucky while the Orchestra plays the tune that's tenth this week from the Empire State to the Golden Gate ... "Harbor Lights" ... Number TEN.

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(RAIN IN SPAIN.ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Richard Himber turns to the rhythm of the rumba and we hear "Rain in Spain".

(MUSIC SWELLS & FINISHES)

(SEGUE TO)

(REMEMBER ME.ALIEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... a Lucky Strike newcomer and already it's seventh in all America's favor ... "Remember Me".

(MUSIC SWELLS & FINISHES)

GUEST: HERBERT MARSHALL from HOLLYWOOD

HERBERT MARSHALL GUEST APPEARANCE - 1

ANNOUNCER: Everybody agrees it's pleasant to visit Hollywood. But, if you've ever actually been there, you know that getting in to see one of the big motion picture stars is about as easy as -- well -- as seeing the other side of the moon. Now tonight Lucky Strike is going to take you out there -- past all the sacrosanct portals of screendom -- for a leisurely little chat with one of the most polished and charming actors of them all...Herbert Marshall!

(APPLAUSE)

ANNOUNCER: All right, Hollywood, we're on our way. Open wide the doors!

(SWITCH: NEW YORK TO LOS ANGELES)

MARSHALL: Good evening, ladies and gentlemen -- welcome to our city! Hmm -- won't you all sit down?

ANNOUNCER: Thank you, Mr Marshall, we will. You know this is fun seeing you, face to face!

MARSHALL: Fun? ... Are you suggesting that my face inspires...mirth?

ANNOUNCER: But Mr Marshall, I didn't mean --

MARSHALL: Never mind -- I'm flattered. I want to be funny, you know. I've been wanting to be funny for years now. But they've kept me playing so many staid, dignified roles.

ANNOUNCER: Oh, you're talking about acting.

MARSHALL: Yes, of course -- acting. You see, the reason I'm so -- so particularly keen on this fun business now is that I've just finished doing a real comedy for RKO -- "Breakfast For Two." (LAUGHS) It's a wow!

ANNOUNCER: A -- wow?

HERBERT MARSHALL GUEST APPEARANCE - 2

MARSHALL: Yes, now you see you're surprised that I used such an expression. But -- in that picture which was practically slapstick, I had the time of my life doing it. It was such a relief to say (SPEAKS LIGHTLY AND GAILY) "Shall we slip away, my dear, and have a quiet lunch alone?" instead of (SPEAKS HEAVILY AND DRAMATICALLY) "Shall we slip away, my dear, and have a quiet lunch, alone?"

ANNOUNCER: (LAUGHS) Mr Marshall, your voice can certainly make the same sentence sound totally different.

MARSHALL: Well, that's an example of...vocal gymnastics.

ANNOUNCER: Vocal gymnastics?

MARSHALL: Yes. You know what I mean. Take any ordinary sentence. It can easily be changed by voice inflection so that it has several entirely different meanings. Try it and you'll see what I mean.

ANNOUNCER: You try it.

MARSHALL: (LAUGHS) All right, but give me a sentence.

ANNOUNCER: Well, how about that old standby -- "Now is the time for all good men to come to the aid of the party."

MARSHALL: (LAUGHS) I say -- you don't mind making it difficult for me, do you?...But let's see what we can do. As you said it, the words are a simple statement of fact...if that. Now, suppose I say it this way -- Now is the time for all good men to come to the aid of the party -- I'm asking a question. And this way -- Now is the time for all good men to come to the aid of the party. I'm pleading with you. And this way -- Now is the time for all good men to come to the aid of the party. I'm threatening you. Do you begin to see what I mean by vocal gymnastics?

HERBERT MARSHALL GUEST APPEARANCE - 3

ANNOUNCER: I certainly do. But, Mr Marshall, how did you learn to use your voice like that? It must have taken years of study.

MARSHALL: Well...no -- I think the whole theory of the thing came to me when I was a small boy, travelling from one small English theatre to another, listening to actors, good and bad.

ANNOUNCER: That sounds like a fascinating boyhood, Mr Marshall.

MARSHALL: Yes. You see, my father was an actor. And though I was born in London, I spent very little time there. Part of the time I was away at school and, during the vacations, I travelled with my father.

ANNOUNCER: So you inherited your love of the theatre from your father.

MARSHALL: Well - I did love the theatre but somehow I never thought of going on the stage, myself. I really became an actor because of the greatest disappointment in my young life.

ANNOUNCER: Disappointment! That's interesting. A love affair?

MARSHALL: No. Nothing so romantic as that. I lost my job.

ANNOUNCER: (LAUGHS) What kind of a job?

MARSHALL: Not a very exciting one, I'll have to admit. But its loss was a great blow to me. You see, I wanted to be a big business man. So as soon as I finished school, I got a minor job in a London accounting firm. I lasted... exactly two weeks. Then I was fired, as you say in this country. I couldn't seem to make the figures in the ledgers add up to the correct sums.

ANNOUNCER: Well - that would be a drawback. So you turned to the stage?

HERBERT MARSHALL GUEST APPEARANCE - 4

MARSHALL: Yes...but not in a spectacular way. In fact, the more important the company I played with at that time, the more unimportant the roles they gave me. I suppose I'm the only one that really remembers my first visit to this country.

ANNOUNCER: When was that?

MARSHALL: Fifteen years ago. In 1922, to be exact. Then I made my second visit to America in 1925. I played a lead in 'These Charming People'.

ANNOUNCER: Oh -- I remember that well! And when did you go to Hollywood, Mr Marshall?

MARSHALL: In 1930. A bit of good luck. I happened to be in New York when talking pictures were taking the country by storm.

ANNOUNCER: I take it the Hollywood producers were looking for people with trained voices and you really reaped the reward then for your...vocal gymnastics.

MARSHALL: Well -- Hollywood has been good to me. Incidentally, you should be interested in knowing that it was Hollywood that introduced me to Luckies.

ANNOUNCER: How did that happen?

MARSHALL: Well -- when I first took a house out here, I used to buy a whole assortment of American cigarettes for my guests. In a very short time, however, I noticed that the Lucky Strikes disappeared more rapidly than the others. Then I discovered why Luckies are the favorite cigarette of Hollywood people.

ANNOUNCER: Why?

HERBERT MARSHALL GUEST APPEARANCE - 5

MARSHALL: For a very simple reason. You see, voices are of the utmost importance to us. We all must be experts in vocal gymnastics. The effectiveness of our screen scenes depends largely upon the inflection of our voices. But very often these scenes are made under conditions which are a great strain on the throat. For instance, in 'Breakfast For Two' which Barbara Stanwyck and I have just completed, we spent two entire days, making scenes in a gymnasium.

ANNOUNCER: A vocal gymnasium?

MARSHALL: (LAUGHS) Yes, in a sense. For all the time Barbara and I boxed, we had to be talking at the same time. And believe me, talking for two days is hard. So you see that's one example of why our throats must always be in top form. And when it comes to smoking, naturally, we choose a cigarette that's easy on our throats --Lucky Strikes.

ANNOUNCER: Well - that's very interesting, Mr Marshall. And we certainly have enjoyed this visit with you.

MARSHALL: Has it been "fun"?

ANNOUNCER: Yes, it has been, precisely, fun!

MARSHALL: (LAUGHS) Then I'm happy! Goodnight, all!

{SWITCH: LOS ANGELES TO NEW YORK)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment...we pause briefly for station identification.

STATION BREAK

RTX01 0024683

ANNOUNCER: On with YOUR HIT PARADE... with Richard Himber & the Lucky Strike Orchestra. The most popular songs in the land selected by a careful check of the hit tunes of all America... the only authoritative and complete picture of America's favorite tunes today.

(FANFARE.....)

ANNOUNCER: Number THREE...Relax with a Lucky while you listen to the tune that's in third place straight across the country... "So Rare".

("SO RARE".....GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

SEQUE TO

("THE MOON GOT IN MY EYES".....ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER Number NINE...here's the latest Bing Crosby song success ...in ninth place on YOUR HIT PARADE this week... "The Moon Got In My Eyes"

(MUSIC SWELLS & FINISHES)

SEQUE TO

("EMBRACEABLE YOU")

("HERE AM I".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A lucky Strike Double...two tunes rolled into a medley arrangement by Richard Himber... "Embraceable You" and "Here Am I".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2.

ANNOUNCER: A few minutes ago, Herbert Marshall, told you how, when he first came to Hollywood, he used to buy a whole assortment of cigarettes for his guests. But in his own words - "In a very short time, however, I noticed that the Lucky Strikes disappeared more rapidly than the others". Now why are Luckies, as Mr. Marshall himself called them, "the favorite cigarette of Hollywood people"? Why do stars like Robert Taylor, Joan Crawford, Madeline Carroll and many others, smoke Luckies?.... Mr. Marshall's own explanation is very logical. He points out that in motion pictures, their voices must always be in top form, so naturally they choose a cigarette that's easy on their throats -- Lucky Strikes ...Now here's the reason Luckies are easy on the throat. The exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco -- makes Luckies smooth and easy on your throat. So follow the example of the people whose voices are their fortunes. Ask for Lucky Strike -- a light smoke.

(FANFARE.....)

ANNOUNCER: Here it is....Number ONE...first place on YOUR HIT PARADE goes to a song hit from the Paramount Picture "Artists and Models"..."Whispers in the Dark"

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

(MUSIC SWELLS & FINISHES)

SEQUE TO

("HAVE YOU GOT ANY CASTLES, BABY?".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE...the Warner Brothers picture, "Varsity Show", provides the song that's fifth this week... The Lucky Strike Orchestra plays "Have You Got Any Castles, Baby?"

(MUSIC SWELLS & FINISHES)

SEQUE 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 Richard Himber and the Lucky Strike Orchestra. (PAUSE) And now a word about Luckies...Sworn records on file for your inspection show that among independent tobacco experts 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 completely unbiased.

ANNOUNCER (CONT'D)

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)

THIS IS THE NATIONAL BROADCASTING COMPANY

HF/MZ/ME
9/21/37

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, SEPTEMBER 25th, 1937
10:00 to 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 - two to one!"

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

ANNC'R: Lucky Strike presents YOUR HIT PARADE...All America's
choice in popular music played by Robert Dolan and the
Lucky Strike Orchestra. Later in the program we shall
present Miss Susanne Fisher, lovely American-born soprano
of the Metropolitan Opera.

But now, on with the dance! Let's start the musical
ball rolling with the tune that's in FIFTH place this
week..."Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES, BABY?". . . .GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE MOON GOT IN MY EYES". . . .ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number NINE...a Lucky Strike newcomer from Bing Crosby's
latest picture. It's in ninth place this week..."The
Moon Got in My Eyes".

(MUSIC SWELLS AND FINISHES)

segue to

ATX01 0024688

("YOU'VE GOT THAT THING"
("YOU DO SOMETHING TO ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Double...two songs by Cole Porter that
were all the rage a few years back..."You've Got That
Thing" and "You Do Something To Me".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNC'R: Number TWO...the motion picture "Vogues of 1938"
provides the high-flying tune that's in second place
on YOUR HIT PARADE..."That Old Feeling".

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

(COMMERCIAL #1)

ANNCR: Remember this?

BOONE: (FADE IN TEN SECONDS OF CHANT)

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

(CHANT.....)

BOONE: 1st Sale 42 dollars bid -- 45 sold American
2nd Sale 47 dollars bid -- 49 sold American
3rd Sale 51 dollars bid -- 55 all done -
SOLD TO THE AMERICAN TOBACCO COMPANY.

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

("MAMA INEZ" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Extra ... Robert Dolan gives you his own arrangement of the ever-popular rhumba ... "Mama Inez."

(MUSIC SWELLS AND FINISHES)

(Segue to)

("AFRAID TO DREAM" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SIX ... Light up a Lucky while the orchestra presents the song that's in sixth place this week ...

"Afraid to Dream" from the motion picture "You Can't Have Everything."

(MUSIC SWELLS AND FINISHES)

(Segue to)

(FANFARE.....)

ANNC'R: Number THREE ... Here's a delightful ballad that's up among YOUR HIT PARADE leaders in third place this week...

"So Rare."

("SO RARE" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(Segue to)

("MY CABIN OF DREAMS" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... The Lucky Strike Orchestra presents a sparkling tune that's fourth in the nation's favor...

"My Cabin of Dreams."

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE SUSANNE FISHER NEW YORK)

(GUEST APPEARANCE - SUSANNE FISHER)

ANNCR: A lot can happen in just four months! Last June, when Miss Susanne Fisher - lovely and talented young Metropolitan Opera soprano - appeared as a guest on this program, she was still...well...Miss Susanne Fisher. But now, as the result of a certain quiet ceremony in St. Paul, Minnesota, one week ago today (ORCHESTRA SOFTLY BEGINS "HERE COMES THE BRIDE") Miss Susanne Fisher is, in private life, Mrs. Clifford Menz! . . . Let's wish her all happiness, everybody!

(APPLAUSE AND MUSIC UP)

FISHER: Thank you. That's very sweet of you all!

ANNCR: I hope you won't think me impolite Miss Fisher - but - please tell us about it. When did the big Romance begin?

FISHER: (LAUGHS) It was this summer. At Chatauqua, New York. I was singing in "La Boheme" and he - Clifford - was in the company also. He was my Rodolfo in the opera.

ANNCR: So that immortal love story really came to life?

FISHER: Yes -- and with a happy ending! (SLIGHT PAUSE) Oh, I do so hope that everyone will understand about our marriage! Clifford and I are really so - so serious about it! We don't want anyone to think that it's one of those theatrical marriages!

ANNCR: I think we do understand, Miss Fisher.

FISHER: You see, I have such strong feelings on the subject. I think it means everything to an artist to be - well - a normal person. Clifford and I want to be normal - real people - with a home and children and...and... (LAUGHS) Please excuse me for rambling on this way. I'm really so very happy.

ANNC'R: (CHUCKLES) Why Miss Fisher - it's delightful to hear you talk this way - you're going to live in New York?

FISHER: Yes, we've already found a home - one of those typical old brownstone houses, you know ... only ours happens to be white stone... We've got a fireplace and the rooms have beautiful high ceilings and ...

ANNC'R: Is there a kitchen:

FISHER: (LAUGHS) Yes and I intend to use it, too. I'm going to introduce my Northern husband to all my own favorite delicacies. Fried chicken and corn pone and deep dish cherry pie and - you know, I come from the South, from West Virginia.

ANNC'R: Yes, I think you told me so. As a matter of fact, I think you told me your family used to raise tobacco right on your own plantation there.

FISHER: That's right. I really think I know a little bit about tobacco. That's one of the reasons I smoke Luckies. Incidentally, my husband likes them, too. You see, we really are compatible in all ways.

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment...we pause briefly for station identification.

STATION BREAK

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

ANNOUNCER: On with YOUR HIT PARADE ... all America's choice in popular music played by Robert Dolan and the Lucky Strike Orchestra Twice each week YOUR HIT PARADE brings you America's favorite tunes - the most popular songs in the land as shown by a vast, nationwide survey. Each week, sheet music and record sales are checked . . dance band leaders are asked which songs you request most frequently...and the broadcasting networks are checked for your radio favorites. When all these figures are rated, compiled and tabulated the result is YOUR HIT PARADE ... not just a program of dance music, but an accurate mirror of the nation's musical opinion, the only authoritative and complete picture of America's musical taste.

("REMEMBER ME" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... here's a newcomer to YOUR HIT PARADE entering this week in seventh place . . "Remember me"

(MUSIC SWELLS AND FINISHES)

segue to

("HARBOR LIGHTS"QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... The Lucky Strike Orchestra presents the
tune that's all America's choice for tenth place...
"Harbor Lights".

(MUSIC SWELLS AND FINISHES)

segue to

("SAY IT WITH MUSIC"
("A PRETTY GIRL IS LIKE A MELODY"
("LADY OF THE EVENING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT) ..

ANNOUNCER: A Lucky Strike Triple ... three grand songs by Irving
Berlin rolled into a medley arrangement .. "Say It With
Music", "A Pretty Girl Is Like A Melody", and "Lady of
the Evening".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

(SUSANNE FISHER - COMMERCIAL #2)

ANNOUNCER: Soon now the Metropolitan will open for another brilliant season of opera. Miss Susanne Fisher - our guest of this evening - will be back, singing leading roles. So will the famous Wagnerian tenor, Lauritz Melchior, and many other world-renowned singers. It's interesting to see how many of these famous people, whose voices are literally their fortunes, smoke Luckies ... Susanne Fisher, Lauritz Melchior, Elizabeth Rethberg, Richard Crooks to name only a few ... Now why do these noted singers choose Lucky Strikes? Susanne Fisher told you the reason in her own words just a few minutes ago... Luckies are easy on the throat. Now that's one of the highest tributes that can be paid a cigarette and it's true of Luckies for this reason. Here it is ... The Lucky Strike process known as "It's Toasted" takes out certain throat-irritants naturally present in all tobacco - even the finest. These irritants are out of Luckies - and the result is that Luckies are genuinely easy on your throat. Next time you buy cigarettes, follow Miss Fisher's example. Ask for Lucky Strike.

RTX01 0024697

(PANFARE

ANNOUNCER: Here it is number ONE ... a haunting ballad that's
sweeping the country and this week it's in first place...
"Whispers in the Dark", from the Paramount picture
"Artists and Models".

("WHISPERS IN THE DARK"ALLEN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... here's a melodic arrangement of the tune
that's in eighth place this week... the Lucky Strike
Orchestra plays "The First Time I Saw You".

(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 Robert Dolan 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")

ANNOUNCER: "Say It With Music", heard on this program is from the "Music Box Revue of 1921"; "Lady of the Evening" from the "Music Box Revue of 1922" and "A Pretty Girl is Like a Melody" from the "Ziegfeld Follies of 1919".

This is the COLUMBIA.....Broadcasting System.

-fade theme 20 seconds-

WABC.....NEW YORK

rdf
ln

THE AMERICAN TOBACCO COMPANY

W E A F

LUCKY STRIKE "YOUR HIT PARADE"

(10:00 - 10:45 PM.)

SEPTEMBER 29, 1937

WEDNESDAY

ANNOUNCER: With independent experts ... "with men who know tobacco best, it's Luckies two to one!"

(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 the versatile English playwright, ^{actor and} ~~composer~~ ~~actor~~ ... Noel Coward. Twice each week YOUR HIT PARADE brings you America's favorite tunes -- the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE ... not just a program of dance music, but an accurate mirror of the nation's weekly musical opinion ... the only authoritative and complete picture of America's musical taste.

All set, Mark Warnow? Start things off with the tune that's EIGHTH in the nation's favor this week ... "SO RARE."

"SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

ATX01 0024700

"ROSES IN DECEMBER" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's a newcomer to YOUR HIT PARADE ...
in ninth place this week ... "Roses in December."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Mark Warnow presents a ^{novelty} ~~variety~~
~~double~~ arrangement of two down-on-the-farm ^{favorites} ~~favorites~~

[^{and} "The Arkansas Traveler" ~~and~~ "Old MacDonal Had A Farm."]

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"HARBOR LIGHTS" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's ^{the} a song that's climbed to sixth ⁱⁿ ~~place~~
^{the nation's favor} this week ... the Lucky Strike Orchestra plays "Harbor
Lights."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 (TOBACCO)

ANNOUNCER: Last week the American Legion swept through the little village of New York like a whirlwind. ^{and} I met quite a few of the Legionnaires. One of them was from the South. I was interested in his reason for smoking Luckies. It was because he'd noticed that the tobacco experts down his way smoke them. And he added, "Now those experts know tobacco like a book. One look at a bunch of tobacco - and it's like reading to them. They can tell what kind it is, where it came from, quality, value, everything! That's why I'm glad to follow their example and choose Luckies."

(SLIGHT PAUSE) ... Yes, tobacco experts are A-1 judges of cigarette quality. So it's a mighty significant fact, that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many ... as proven by sworn records on file for your inspection. These experts actually earn their living in buying, selling, and handling the various grades of tobacco. And they're truly independent, dealing with all cigarette manufacturers. So isn't it worthwhile for you to follow their example, too! ... Next time you buy cigarettes, remember, that in the honest opinion of independent tobacco experts, it's Luckies 2 to 1!

ATX01 0024702

(SIBONEY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow presents ^{his own version of} a Cuban Rhumba ... ~~a special arrangement of~~ "Siboney."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE MOON GOT IN MY EYES" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ^{the} tuneful ballad that's ~~sweeping the~~ ^{jumped} ~~to~~ ... this week ~~is~~ ^{jumped} to fifth place on YOUR HIT PARADE ... "The Moon Got In My Eyes."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE.....)

ANNOUNCER: Number THREE ... Light up a Lucky while the Orchestra presents the song that's riding high in third place this week ... "My Cabin Of Dreams."

("MY CABIN OF DREAMS" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("AFRAID TO DREAM" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the Twentieth Century-Fox picture "You Can't Have Everything" comes the song that's your choice for seventh place ... "Afraid to Dream."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE NOEL COWARD NEW YORK

LUCKY STRIKE "YOUR HIT PARADE"

(NOEL COWARD SPOT)

ANNOUNCER: No name gleams more brightly in the theatrical firmament today than that of our guest this evening - Mr. Noel Coward. Equally famous as playwright, (composer) and actor, the versatility of his genius is one of the wonders of the modern stage. London lionizes him. New York idolizes him ... Ladies and gentlemen, we are proud to be able to present him to you as a friend and user of Lucky Strikes ... Mr. Noel Coward.

(APPLAUSE)

COWARD: Thank you and good evening ... Do you know after that introduction, I'm a bit uncertain what I should do.

ANNOUNCER: To tell you the truth, Mr. Coward, so am I! ... I wish you weren't so well-known.

COWARD: ^{Seems a little}
~~That's rather~~ unkind - but why?

ANNOUNCER: You see, in presenting the famous people who are Lucky Strike smokers to Your Hit Parade audiences, we always like to - draw them out about themselves.

COWARD: Oh, but I can be drawn out so easily. Why don't you try?

ANNOUNCER: The trouble is, Mr. Coward, that you're already ... drawn out. That autobiography of yours - Present Indicative - has made your whole life familiar to everyone.

COWARD: Really? ... I think I shall have to see my publishers.

ANNOUNCER: What about?

COWARD: About my royalties. If everyone is familiar with me through that book, my publishers certainly must be holding back!

ANNOUNCER: I shall never forget the first sentence in your book, Mr. Coward.

ATX01 0024704

COWARD: Neither shall I, you may be sure!

ANNOUNCER: As I recall, it read - let me try to quote it ... (SLOWLY)
"I was photographed naked on a cushion very early in life, an insane, toothless smile slitting my face and pleats of fat overlapping me like an ill-fitting overcoat."

COWARD: Do you know I liked that little bit, too!

ANNOUNCER: It was really an example of beginning at the beginning, Mr. Coward. But speaking of beginnings, when did your career on the stage start?

COWARD: ^{I'm afraid} ~~you~~ you must have done a bit of skipping after reading that first sentence in my book ... Don't you remember my describing how, at the age of ten, I appeared in a children's play - about fish. I was Prince Mussel - (SPELLS) M-U-S-S-E-L Prince Mussel!

ANNOUNCER: (LAUGHS) Oh, I remember that, of course. And that was really your first professional appearance?

COWARD: Yes ... I was only ten. Of course, I had done some singing before that, as a choir boy. But I didn't like that.

ANNOUNCER: Why not?

COWARD: The lack of applause in churches depressed me. It irritated me, when I had soared magnificently through some hymn to see the entire congregation just sit there instead of clapping loudly and shouting "Bravo."

ANNOUNCER: I gather you had a fairly good opinion of your voice as a boy.

COWARD: I still have a good opinion of my voice as a boy. It was wonderful!

ANNOUNCER: (LAUGHS) Really?

COWARD: Yes (SIGHS) But then it changed.

ANNOUNCER: Ah.?

COWARD: Yes, it went quite away!

ANNOUNCER: And when did it come back?

COWARD: Never.

ANNOUNCER: You mean? ...

COWARD: I mean it never came back. Would you like me to prove it to you?

ANNOUNCER: While violently disagreeing with your premise, Mr. Coward, we would like very much to hear you sing.

COWARD: Very well - name the song! But don't forget you asked for it.

ANNOUNCER: How about one of your own compositions, Mr. Coward. How about "Mad Dogs and Englishmen".

COWARD: All right. "Mad Dogs and Englishmen", then!

(MUSIC ----- SINGS)

(APPLAUSE)

ANNOUNCER: Mr. Coward, you belie yourself.

COWARD: How's that?

ANNOUNCER: Either your voice did come back - or you got another that serves excellently.

COWARD: Well, thank you - that is kind but insincere.

ANNOUNCER: Mr. Coward, as one who's been on the stage ever since you were ten...

COWARD: ...as Prince Mussel

ANNOUNCER: (LAUGHS) Yes, as Prince Mussel ... Well, in all those years on the stage, your voice and throat must have been subjected to some pretty severe strains?

COWARD: Yes, but don't feel sorry for me.

ANNOUNCER: (LAUGHS) I won't. How have you kept your voice in condition, though?

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment ... we pause briefly for station identification.

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 selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today.

("REMEMBER ME" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... this week tenth place on YOUR HIT PARADE goes to a lilting favorite ... "Remember Me" from the motion picture "Mr. Dodd Takes the Air."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(PANFARE)

ANNOUNCER: Number TWO ... here's a song from the Walter Wanger production "Vogues of 1938" ... the Lucky Strike Orchestra plays "That Old Feeling"... *this week in second place.*

("THAT OLD FEELING" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

Between

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Mark Warnow and the Orchestra
present two ~~popular~~ *similar* tunes ... "let's Swing It" and
Between
"The Devil and the Deep Blue Sea."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2 (NOEL COWARD)

ANNOUNCER: Famous as actor, as composer, as playwright, the opinions of our guest this evening -- Mr. Noel Coward -- command respect on both sides of the Atlantic. And in view of his long and busy career on the stage, it's especially interesting to hear what he has to say about smoking. You will recall that he made this statement just a few minutes ago -- QUOTE - Anybody who has ever had anything to do with the stage, knows that we actors are careful never to take any chances with our throats -- END QUOTE. Mr. Coward then went on to explain that the reason he has smoked Luckies for 16 years is that they have definitely proved themselves easy on his throat. Now Luckies will be just as easy on your throat, too...And here's why: The exclusive process "It's Toasted" removes certain throat irritants that are naturally present in all tobaccos -- even the finest! These irritants are out of Luckies - so Luckies are easy on your throat. That's just as logical as 2 and 2 make 4, isn't it? Next time you buy cigarettes make sure of a light smoke, easy on your throat. Ask for Lucky Strike.

ATK01 0024709

(FANFARE)

ANNOUNCER: Here it is.... Number ONE! ... the ~~Lucky Strike~~ ^{noteh} top ~~favorite~~ favorite throughout all America ... ~~first place~~ ~~this week's~~ "Whispers in the Dark" from the motion picture "Artists and Models".

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HAVE YOU GOT ANY CASTLES BABY?" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR the Warner Brothers picture "Varsity Show" provides the song that's fourth on YOUR HIT PARADE ... "Have You Got Any Castles, Baby?"

(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) And now a word about Luckies ... Sworn records on file for your inspection show that among independent tobacco experts who earn their living buying, selling and handling the various grades of tobacco ... 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 completely unbiased. So next time you buy cigarettes remember ... "with men who know tobacco best, it's Luckies - two to one!"

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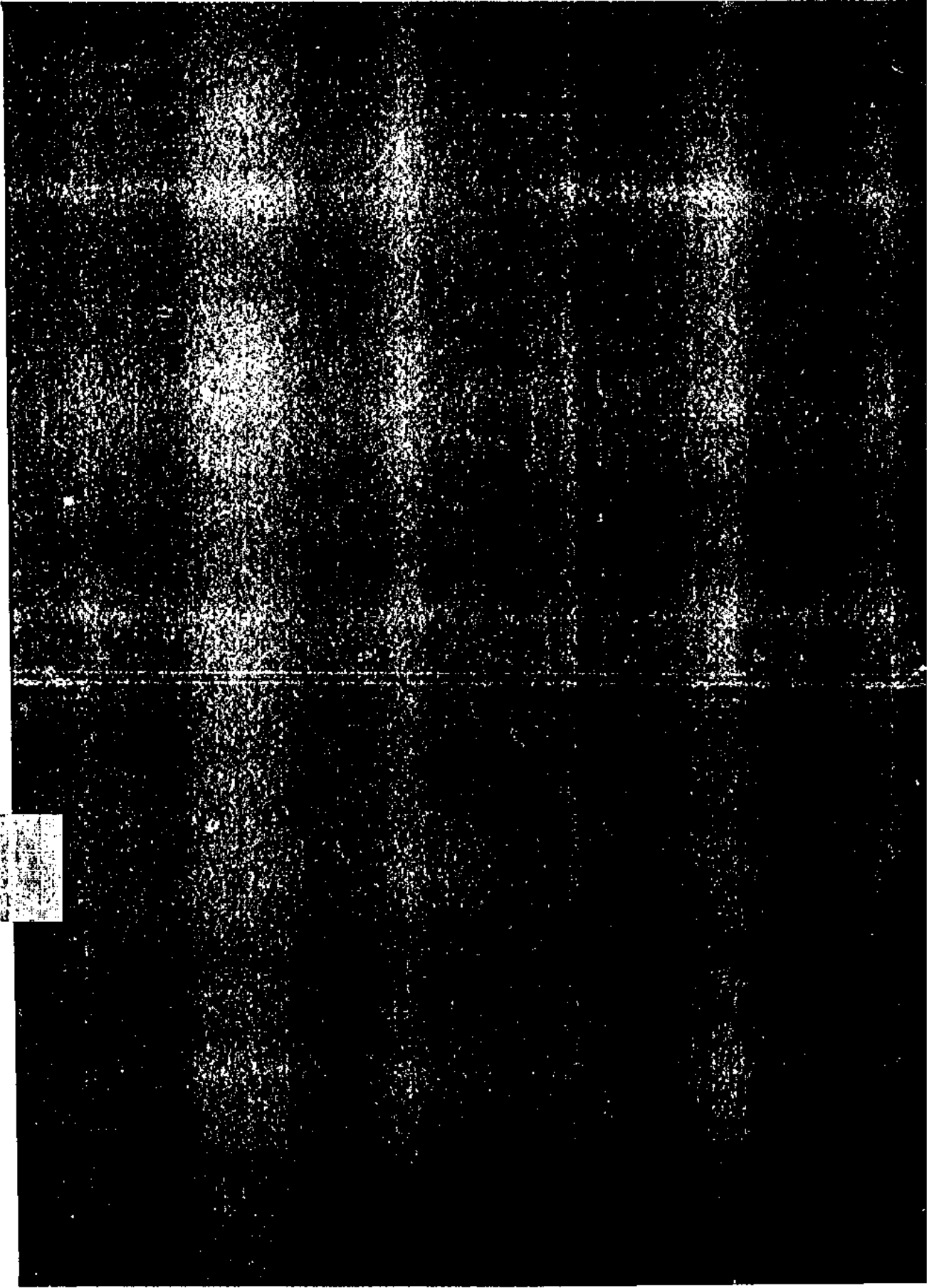
(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

DLT...9/28/37

ATX01 0024711



OCTOBER

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, OCTOBER 2nd, 1937
10:00-10:45 P.M.

REVISED

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

ANNOUNCER: With independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Al Goodman and the Lucky Strike Orchestra. Later in the program we shall introduce Miss Evelyn Laye, charming English star of stage and screen. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land as shown by a vast nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

(MORE)

ATX01 0024713

ANNOUNCER: Okay, Al Goodman ... the lead-off tune tonight is
(CONT'D) FOURTH in the nation's favor ... "HAVE YOU GOT ANY
CASTLES, BABY?"

("HAVE YOU GOT ANY CASTLES, BABY?" GIBSON & ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

segue to

("HARBOR LIGHTS" QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... a melodic favorite that's sky-rocketed
to sixth place on YOUR HIT PARADE this week ...
"Harbor Lights".

(MUSIC SWELLS AND FINISHES)

segue to

("THREE BLIND MICE"
("IN AND OUT THE WINDOW"
("LONDON BRIDGE IS FALLING DOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... three songs from your
nursery rhyme days played in an up-to-minute dance
arrangement by Al Goodman ... "Three Blind Mice",
"In and Out the Window", and "London Bridge is Falling
Down".

(MUSIC SWELLS AND FINISHES)

segue to

("REMEMBER ME" ALLEN AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number Ten ... here's a song from the new 20th Century
Fox picture "Mr. Dodd takes the Air" ... in tenth
place this week ... "Remember me".

(COMMERCIAL #1)

ANNOUNCER: Do you realize that 100 pounds of tobacco sold at auction at present prices, may bring ~~anything~~ from \$³1.00 to over \$50.00. This tremendous variation in the quality and value of tobacco makes it necessary for everyone connected with its sale to be truly an expert. Auctioneers, buyers, warehousemen, etc., must be able to tell at a glance the difference between hundreds of grades of tobacco. This careful discrimination between one quality and another quality is almost instinctive with them. So we naturally expect them to be equally discriminating in their choice of cigarettes. Now here are the facts about what brands of cigarettes they actually smoke for their own personal enjoyment ... 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! ... And remember that these independent tobacco experts actually see what quality of tobacco is bought at auction for each cigarette company. They see -- and for their own cigarette they choose Luckies. Don't you think it's a pretty good idea to follow their example? Next time you buy cigarettes, just pause an instant and reflect ... With men who know tobacco best, it's Luckies 2 to 1.

("YOU CAN'T STOP ME FROM DREAMING" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... here's a brand new song by
Dave Franklin that's catching the nation's fancy --
"You Can't Stop Me From Dreaming".

(MUSIC SWELLS AND FINISHES)

Segue to

("ROSES IN DECEMBER ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... ninth place this week goes to a newcomer
... light up a Lucky while the orchestra plays ...
"Roses in December".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Number THREE ... up among the Lucky Strike leaders in
third place this week ... "My Cabin of Dreams."

("MY CABIN OF DREAMS" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("AFRAID TO DREAM. QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the motion picture "You Can't Have Everything" comes the song that's in seventh place on YOUR HIT PARADE this week ... "Afraid to Dream".

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE EVELYN LAYS NEW YORK

ATX01 0024717

Evelyn Laye Guest Appearance

ANNOUNCER: Certainly among our most valuable imports from England are the actors and actresses who help make our Broadway season so brilliant. Perhaps you saw the musical comedy "Bitter Sweet" that was such a hit a few years back ... It brought to our shores for her first visit one of the most talented of these international stars, Miss Evelyn Laye. Now hard at work on "Between the Devil", a new comedy with music, Miss Laye has taken time out from her rehearsals to appear on our program tonight Ladies and gentlemen, I take pleasure in presenting this lovely lady of the stage ... Miss Evelyn Laye!

(APPLAUSE)

(ORCHESTRA - FEW BARS FROM "BITTER SWEET")

LAYE: Thank you very much But (LAUGHS) must I be introduced as an import - like - like British woolens or something?

ANNOUNCER: Well, I'm afraid with that accent we could hardly say that you came from Ohio.

LAYE: Do you know I'm always forgetting, when I'm in America, that I am a foreigner. We talk the same language after all - that is we start with the same words however different they sound when they come out - and I suspect that we're much the same underneath pure sentimentalists.

ANNOUNCER: Sentimentalists?

LAYE: Yes, you Americans are frightfully sentimental, don't you think? I mean I like it! I'm perfectly sloppy about sentiment myself. Just give me a little soft music, a moon, a boat and well I'm off.

ANNOUNCER: In the boat?

LAYE: You know perfectly well what I'm off in - a cloud of sighs. I told you I was the moonlight and honeysuckle type.

ANNOUNCER: Now that surprises me, Miss Laye. Judging from the parts you play on the stage, I'd always thought you quite a sophisticated person.

LAYE: As a matter of fact I'm about as "sophisticated" as tea and toast. You see, when I was just a baby, I was playing things like Madame Pompadour - parts years older than myself. In fact, I began as a soubrette.

ANNOUNCER: Really! How old a baby were you, when you went on the stage, Miss Laye.

LAYE: A 17 year old infant. (LAUGHS) But big enough to run away from home to do it.

ANNOUNCER: Your family didn't approve of the theatre?

LAYE: Not for me! They were saving me for something else - perhaps for a rainy day. But suddenly, one of the cast in a theatre my father was managing, fell ill.

ANNOUNCER: Ah - opportunity!

LAYE: Yes, but not exactly golden! The job paid just six dollars. However, I wanted it. The producer said: "Don't be silly. Your father would kill me." But I

ANNOUNCER:took the bit in your teeth!

LAYE: (LAUGHS) Yes, I insisted that he give me the job. So he risked the paternal wrath and when the company moved on well, I went with it.

ANNOUNCER: And did you like your experience?

LAYE: Oh, I was crazy about it. The part was nothing, of course - two lines and a kick and I was off the stage to the great relief of my public. But I adored the theatre. I still do!

ANNOUNCER: And, it seems to be mutual, Miss Laye.....Tonight I understand you're going to sing for us "I'll See You Again"?

LAYE: Yes, from "Bitter Sweet". And if I may attempt an American expression, it's one swell tune!

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: That was beautiful, Miss Layo - and it certainly brings out the sentimental side of your nature.

LAYE: (LAUGHS) The tea and toast side!

ANNOUNCER: Well, I don't think I'd put it that way.

LAYE: Incidentally, may I make a comment about the way you Americans make tea? I think your tea is really almost as bad as our English coffee and of course, that's frightful!

ANNOUNCER: (LAUGHS) I suppose you insist upon having your tea every afternoon over here?

(MORE)

LAYE: I couldn't get along without it. At 4:30 sharp we English members of the "Between the Devil" cast simply stop rehearsing and scream for our tea.

ANNC'R: Not a bad idea, I'd say!

LAYE: Oh, it really makes all the difference - cozy! And then I never enjoy a cigarette more than at tea-time!

ANNC'R: And speaking of that cigarette, Miss Laye, I hope it's a Lucky Strike.

LAYE: Indeed it is. You see, singing, acting and rehearsing day after day, as I do, makes your throat pretty sensitive. That's why I was happy when I discovered Luckies back in 1929.

ANNC'R: That was your first visit to America?

LAYE: Yes, and I've smoked them ever since. Last season in "Sweet Aloes" I smoked almost incessantly on the stage and it was one long succession of Luckies. Even when I had two shows a day, Luckies never bothered my throat in the least ... and I like their delightful flavor, too!

ANNC'R: Thank you, Miss Laye ... Thank you very much. And lots of luck in your new show.

LAYE: I've enjoyed my visit a lot. Goodnight, everyone!

(APPLAUSE)

(ORCHESTRA PLAYS A FEW BARS OF "BITTER SWEET")

("SWAMPFIRE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...a sizzling Al Goodman arrangement
of Harold Mooney's jazz classic..."Swampfire".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

ANNOUNCER: As well-known in London as she is in New York, our guest of this evening - Miss Evelyn Laye - has a truly international viewpoint. And her many successes on the stage - both as singer and actress - make her opinion about smoking especially interesting. Just a few minutes ago she made a statement which you undoubtedly recall. She said - quote - Last season in "Sweet Aloes" I smoked almost incessantly on the stage and it was one long succession of Luckies. Even when I had two shows a day, Luckies never bothered my throat in the least - end quote. Miss Laye simply offered this as an illustration of why she has smoked Luckies ever since her first visit to America in 1929. Now the reason Luckies are easy on Miss Laye's throat - and your throat, too - is found in the exclusive process, "It's Toasted." The "Toasting" process removes certain throat irritants that are naturally present in all tobacco - even the finest. With these irritants out of Luckies, it's clear as crystal why Luckies are so easy on your throat. Next time you buy cigarettes, follow Miss Laye's example and make sure of a light smoke. Ask for Lucky Strike.

ATX01 0024724

(FANFARE

ANNOUNCER: Here it is...Number ONE ... It's tops in the nation's favor...in first place on YOUR HIT PARADE this week. "Whispers in the Dark," from the motion picture "Artists and Models".

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SO RARE" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... Al Goodman and the Lucky Strike Orchestra play the song that's in eighth place this week from Maine to Mexico..."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 America played by Al Goodman 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. (MORE)

ANNOUNCER:
(continued)

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")

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....NEW YORK

W E A F

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

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

OCTOBER 6TH, 1937

WEDNESDAY

ANNOUNCER: With independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(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 shall present Mr. Conrad Thibault, famous star of radio and concert. Twice each week YOUR HIT PARADE ~~will~~ brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked.... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE .. not just a program of dance music, but the only authoritative and complete picture of America's musical taste today. Strike up the band, Mark Warnow! This week the opening tune is SIXTH in the nation's favor ... "So Rare."

("SO RARE" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

ATX01 0024727

("THE MOON GOT IN MY EYES" ALLEN AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . The Lucky Strike Orchestra presents a romantic ballad that's in fifth place . . . "The Moon Got In My Eyes."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CLAP YO' HANDS"
"THE GIRL FRIEND" ORCHESTRA-)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double . . . two song successes from Broadway shows of a few years back . . . "Clap Yo' Hands" and "The Girl Friend."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("AFRAID TO DREAM" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . here's a song from the motion picture "You Can't Have Everything" . . . in ninth place this week . . . "Afraid To Dream."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL # 1)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 - RIGGS

ANNOUNCER: Do you recognize this?

RIGGS: (FADE IN TEN SECONDS OF CHANT)

ANNOUNCER: You know what it is? The chant of the tobacco auctioneer! ^{that} This strange sing-song is one of the most characteristic of American traditions, handed down from generations back and still in use today. Now the auctioneer whose voice you just heard and who is standing beside me at the microphone at this minute is one of the foremost members of this expert craft.... Mr. ^{L. A.} ~~T. H.~~ Riggs who has just arrived today ^{selling tobacco at the Liberty Warehouse in} from Durham, North Carolina. Over half a billion pounds of tobacco have already been sold at auction this season, at Durham and other busy tobacco markets. And sales are only just getting started. The story of the tobacco auction is a most interesting chapter in American business. Let's just try and describe for you the scene, in one of the huge tobacco warehouses, while an auction is in progress. As Mr. Riggs moves between the long rows of tobacco piled in baskets, the buyers follow him, putting in their bids for the different companies. One buyer may signal his bids merely by the lift of an eyebrow. Another ^{may lift a finger} ~~waggles his~~ ears. A third may do all his bidding through the medium of ^{an occasional wink} ~~puffing his cigarette~~. Mr. Riggs must keep his eye on each silent signal they make. And each time the bid is raised, he records it in his sing-song chant. Listen

(CHANT.....)

RIGGS: 1st Sale
2nd Sale
2nd Sale

(MORE)

ATX01 0024729

("CLAVELITOS" ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra... Mark Warnow turns to old Spain for a sparkling song ... "Clavelitos."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ROSES IN DECEMBER" ALLEN AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Light up a Lucky while the orchestra plays the song that's tenth in all America's favor this week .. "Roses in December" - Number TEN.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO .. second place on YOUR HIT PARADE goes to a tune from the motion picture "Varsity Show" .. "Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES, BABY?" GIBSON AND ORCH)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HARBOR LIGHTS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT.. our Lucky Strike batonee, Mark Warnow, presents a melodic favorite that's eighth this week .. "Harbor Lights."

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE CONRAD THIBAUT NEW YORK . . .)

LUCKY STRIKE - "YOUR HIT PARADE" . . . CONRAD THIBAUT

ANNOUNCER: We like to think that, once you have met a singer on this program, you know him better - have an even warmer friendlier feeling for him - than ever before. And so it is as a friend - your friend and Lucky Strike's, too - that we welcome back to "Your Hit Parade" tonight the famous star of radio and concert ... Mr. Conrad Thibault!

(APPLAUSE)

THIBAUT: Thank you and good evening ... everyone!

ANNOUNCER: Mr. Thibault, the last time you were with us, you gave us quite a bit of information,

THIBAUT: Did I?

ANNOUNCER: Yes ... As I remember, you told us all about yourself.

THIBAUT: (LAUGHS) Did I?

ANNOUNCER: That tone of voice makes me wonder, Mr. Thibault ... You weren't - hum - holding back on us?

THIBAUT: (LAUGHS) Well, maybe a little. But I suppose now, as between friends, I should tell everything, shouldn't I?

ANNOUNCER: Absolutely, Mr. Thibault!

THIBAUT: Well ... last time, when I told you about coming to New York to study music, I don't suppose I mentioned spending several months as - as a floorwalker ... did I?

ANNOUNCER: A floorwalker... no - you certainly didn't mention that, Mr. Thibault!

THIBAUT: I was a floorwalker nevertheless. I was one for over six months!

ANNOUNCER: Where, Mr. Thibault?

THIBAUT: Why - In New York.

LUCKY STRIKE "YOUR HIT PARADE" GUEST APPEARANCE ... CONRAD THIBAULT

ANNOUNCER: But where?

THIBAULT: Well - in a department store.

ANNOUNCER: And where in the department store?

THIBAULT: You mean what department?

ANNOUNCER: Yes

THIBAULT: Well - well, in the (SLOWLY) Junior Misses Underwear Department.

ANNOUNCER: (LAUGHS) Now that's a really interesting way to begin a career as a singer.

THIBAULT: (LAUGHING) As a matter of fact, it was. I learned the name of a whole lot of things I'd never known the names of before ... (SLIGHT PAUSE) ... But it didn't help my music studies much. After standing on my feet ten hours a day, I was too tired even to sing in the bathtub.

ANNOUNCER: So you gave up the job. You left the ... Junior Misses Underwear Department?

THIBAULT: Yes and I don't think I've been back since ... (LAUGHS) You see, I'm really telling all tonight.

ANNOUNCER: And we're enjoying it, Mr. Thibault ... Was there anything else you - hid from us last time?

THIBAULT: No, I can't think of any particularly awful vices I have ... unless ... well, I am a baseball fan. One of the worst inbred types!

ANNOUNCER: That seems a pardonable affliction, Mr. Thibault ... What's your team?

THIBAULT: Oh, I'm for the Yankees!

ANNOUNCER: Then I suppose you haven't any doubt who's going to win the world series?

LUCKY STRIKE "YOUR HIT PARADE" GUEST APPEARANCE (CONT'D) C. THIBAUT

THIBAUT: Of course not - the Yankees!.. *Specially after that 8 to 1 victory today!*

ANNOUNCER: (LAUGHING) Spoken like a true fan - but there ^{still} might be a little difference of opinion about that.

THIBAUT: Just enough to make the Series interesting, I hope.

ANNOUNCER: Well, we'll see what we'll see ... But now how about a song?

THIBAUT: Certainly ... The song I've picked out tonight is a winner, I think - a champion in its own field - ~~the~~ "You and the Night and the Music" from "Revenge With Music."

(MUSIC SINGS)

(APPLAUSE)

ANNOUNCER: That was swell, Mr. Thibaut ... I only wish there were time for an encore.

THIBAUT: ~~Thanks.~~ (LAUGHS) But if it's all the same to you, I'm just as glad to save my voice (SLIGHT PAUSE) for the World Series, you know.

ANNOUNCER: Say, there are going to be a lot of hoarse throats among the rooters after those games, aren't there ... and with the football schedule coming in strong, too!

THIBAUT: Yes, it's one time of year when the average person really subjects his throat to just as much strain as we singers do all the time. And incidentally, can I say a word about smoking - not as a singer - but as just another guy who likes to yell his head off at baseball and football games?

ANNOUNCER: Why sure.

THIBAUT: Just this. Take a tip from a singer - because we singers know ... pick a cigarette that's easy on your throat. I mean Luckies. Because the better you treat your throat - well - the better it's going to feel after cheering at the *games.*

LUCKY STRIKE "YOUR HIT PARADE" GUEST APPEARANCE C. THIBAUT (CONT'D)

ANNOUNCER: That sounds like mighty good advice, Mr. Thibault - and
it's mighty timely, too.

THIBAUT: If you'll pardon me - it's good advice all the year 'round -
and I know because I've smoked Luckies for 8 years. And
now goodbye; I've enjoyed being here again. Goodnight,
everyone.

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment .. we pause briefly for station identification.

---*---*---*---*---*---* 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 selected by a careful check of the hit tunes of all America .. the only authoritative and complete picture of America's favorite tunes today.

(FANFARE)

ANNOUNCER: Number THREE ... sit back and enjoy a Lucky while the orchestra plays the song that's in third place straight across the country ... "Whispers in the Dark", from the motion picture "Artists and Models".

("WHISPERS IN THE DARK" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

{ "VIRGINIA"
"GOODBYE, JONAH" ORCHESTRA }

(FADE FOR ANNOUNCEMENT)

ANNOUNCER A Lucky Strike Double ... the orchestra presents two songs from the musical extravaganza "Virginia" now playing at the Center Theatre in Radio City .. the title song, "Virginia", and "Goodbye, Jonah".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("MY CABIN OF DREAMS" GIBSON AND ORCHESTRA . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN.. here's the song that's seventh on YOUR
HIT PARADE this week .. "My Cabin of Dreams."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2

ANNOUNCER: If you were lucky enough to get to one of the big football games last Saturday, your throat must have gotten quite a workout from cheering ^{for} ~~on~~ your team. Well, then, you ought to be interested in what Mr. Conrad Thibault, star of radio and concert, said a few minutes ago on this program. Here are his exact words - QUOTE - Take a tip from a singer - because we singers know .. pick a cigarette that's easy on your throat. I mean Luckies -END QUOTE -. Well, Mr. Thibault is certainly in a good position to judge. During the 8 years he has been smoking Luckies his throat has been under the constant strain of a singing career. Yet Luckies have proven themselves always easy on his throat and here's why. Lucky Strike has that exclusive process "It's Toasted" which removes certain throat irritants naturally present in all tobacco. These harsh irritants are out of Luckies. And that's why you can be sure of a light smoke ... easy and gentle on your throat. So take a tip from Mr. Thibault, as he himself suggests. Ask for Lucky Strike.

ATX01 0024737

(FANFARE)

ANNOUNCER: Here it is ..Number ONE .. at the top of the musical list
this week is a song from the motion picture "Vogues of
1938" .."That Old Feeling."

("THAT OLD FEELING"QUARTET AND ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("REMEMBER ME"ALLEN AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR .. the motion picture "Mr. Dodd Takes the
Air" provides the song that's climbed to fourth place on
YOUR HIT PARADE..."Remember Me."

(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) And next time you're
buying cigarettes, remember the honest opinion of the men
who know tobacco best.... the independent tobacco experts.
Sworn records on file for your inspection show that among
these men who earn their living buying, selling, and handling
the various grades of tobacco, Luckies have over twice as
many exclusive smokers as have all other cigarettes
combined. These experts are not connected with any
manufacturer .. their opinion is completely unbiased.
Remember .."with men who know tobacco best, it's Luckies
two to one!

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
Lucky Strike "Your Hit Parade" - CBS

SATURDAY, OCTOBER 9, 1937
10:00 to 10:45 P.M.

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

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: Lucky Strike presents YOUR HIT PARADE ...all America's
choice in popular music played by Al Goodman and the
Lucky Strike Orchestra. Later in the program we shall
present Miss Lucy Monroe, charming star of opera, concert
and radio. Twice each week YOUR HIT PARADE brings you
America's favorite music ... the most popular songs in
the land as shown by a vast nationwide survey. Each
week sheet music and record sales are checked ... dance
band leaders are asked which songs you request most
frequently... and the broadcasting networks are checked
for your radio favorites. All these figures are compiled
and tabulated, and the result is YOUR HIT PARADE ... not
just a program of dance music, but the only authoritative
and complete picture of America's musical taste today.

All set, Al Goodman? Let's start the nation dancing to
the tune that's in FOURTH place this week... "Remember Me".

("REMEMBER ME" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("AFRAID TO DREAM"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE ... light up a Lucky while the orchestra plays the tune that's in ninth place .. "Afraid to Dream" from the motion picture "You Can't Have Everything".

(MUSIC SWELLS AND FINISHES)

segue to

("SHINE ON YOUR SHOES"
("NEW SUN IN THE SKY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ...two tunes by Dietz and Schwartz that were smash hits a few seasons back... "Shine on your Shoes" and "New Sun in the Sky".

(MUSIC SWELLS AND FINISHES)

segue to

("MY CABIN OF DREAMS"GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN ... the Lucky Strike Orchestra presents the song that you've selected for seventh place this week... "My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1 - (REVISED)

ANNOUNCER: You know how carefully pearls are matched and graded. Well, tobacco is graded with almost equal care. Of just one kind of tobacco - Bright - there are actually 133 different government-recognized grades! So the tobacco expert, like the jewel expert, must know his business! He must know tobacco. That's why it should interest every smoker to learn how the tobacco expert grades cigarettes ... Now here are the facts .. 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! These experts are auctioneers, buyers, warehousemen, etc. They not only know tobacco - they know what grades of tobacco the various cigarette manufacturers buy. And since they are not connected with any of these cigarette manufacturers but deal with all impartially, you can see how much their choice of Luckies means. Next time you buy cigarettes, follow the example of the experts who spend their lives buying, selling and handling the various grades of tobacco ... ask for Lucky Strike. Remember: with men who know tobacco best, it's Luckies 2 to 1.

LUCKY STRIKE "YOUR HIT PARADE"
GUEST APPEARANCE - LUCY MONROE

ANNC'R: There's something about autumn in New York that's ... almost like Old Home Week! People who have been away all summer come back to their usual haunts. You keep meeting this friend and that friend and you - well - you have a lot of fun! Now it's exactly in this spirit that we welcome back to our program tonight Lucky Strike's good friend, the well-known star of opera, concert, and radio ... Miss Lucy Monroe!
(APPLAUSE)

MONROE: Thank you, everyone and it's fun for me being back on Your Hit Parade!

ANNC'R: Did you have a good summer, Miss Monroe?

MONROE: Oh, yes - I hate to think it's over!

ANNC'R: Well, you know a lot of people have spoken to me about your last appearance on this program. It seems they were all a little amazed at the idea of an opera singer getting her start as a musical comedy chorus girl.

MONROE: (LAUGHS) I guess it is a bit unusual! But when you're stage-struck as I was, anything connected with the theater seems wonderful. In fact, the very first job I tried out for was as a freak.

ANNC'R: A freak! (LAUGHS) Miss Monroe, that's one job I'm convinced you did not get.

MONROE: No, I didn't and I was heart-broken. You see, it was a Ziegfeld show and they wanted four freaks to do a song and dance. There was one girl that weighed 300 pounds, another that stood about 6 feet 6 inches tall, and then a midget and ... and me.

ANNCR: You must have been intended for contrast!

MONROE: Well, thank you ... but when Mr. Ziegfeld saw the act, he turned thumbs down on me. I was so disappointed that I cried and cried. The musical director of the show tried to console me but perhaps he was a little impatient. I can remember him yelling at me: "For Heaven's sake, why should you want to be a freak!"

ANNCR: (LAUGHS) Well, that certainly is a sad story, Miss Monroe.

MONROE: Yes, but it had a happy ending. For Mr. Ziegfeld hired me for his very next show.

ANNCR: As a freak?

MONROE: No, as a chorus girl. I sang and danced. It was lots of fun.

ANNCR: You know, it's still hard for me to picture an opera star dancing in the chorus.

MONROE: Would you like me to prove that I did?

ANNCR: How do you mean?

MONROE: Well, I think I still remember one tap dance routine I used to do.

ANNC'R: ~~Laughs - Miss Monroe - much as that idea may intrigue us - wouldn't I'll bet you wouldn't dare attempt it. (LAUGHING) After you really rather be a singer?~~
~~all, Miss Monroe - a prominent singer doing a tap dance!~~

MONROE: ~~(ALSO LAUGHING) Perhaps it would be safer. There's one thing about us Monroes - we never take a dare. If the orchestra will just give us a tune. (ORCHESTRA STARTS UP SOFTLY) Well, here goes. (STARTS TO TAP DANCE FOR TEN SECONDS, THEN BREAKS OFF) Gosh, I'm afraid I've forgotten the rest of it! (LAUGHING)~~

ANNC'R: ~~And what's it going to be?~~
~~Well, anyway, Miss Monroe you proved your point.~~

MONROE: ~~Did I? Then it's all right. But perhaps I'd better sing now before I do anything else shocking.~~

ANNC'R: ~~Miss Monroe, I think I speak for most of us when I say we like to be checked. On the other hand, we definitely like to hear you sing, too. So what's your selection for tonight?~~

MONROE: I've chosen "Some Day I'll Find You" and ... I hope ~~you~~ like it.
~~do better with it than with my tap dance.~~

(MUSIC ... SINGS)

(APPLAUSE)

ANNCR: That was ^{splendid} beautiful, Miss Monroe. But now ^{before you go} may I ask you just one question ~~before you go~~... Are you still sticking to Luckies?

MONROE: They're still easy on my throat .. so I don't change. You know, I think these people who keep switching from brand to brand are looking for exactly the things that I've found in Luckies.

ANNCR: What's that?

MONROE: Well, fine flavor - I mean good tobacco - but at the same time a cigarette that's easy on the throat.

ANNCR: That's saying a lot for Luckies, Miss Monroe.

MONROE: Well, don't think me conceited, but I really do know what I'm talking about. I've smoked Luckies for over three years now. And during these three years, I've used my voice almost constantly, ⁱⁿ radio and opera and concert. Since Luckies have shown themselves easy on my throat even under this strain - they certainly should be the best cigarette for anyone's throat.

ANNCR: Thank you, Miss Monroe. And ^{THANK YOU FOR YOUR SONG.} ~~you certainly appreciated~~
~~your song (CHUCKLES) and your dance, too...~~

MONROE: ^{I've enjoyed being with you AGAIN}
~~Well - I had a lot of fun. I hope you all did!~~
Goodnight! ~~Everyone~~

(APPLAUSE)

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

ANNOUNCER: YOUR HIT PARADE will continue in just a moment...we pause briefly for station identification.

STATION BREAK

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

ANNOUNCER: On with YOUR HIT PARADE ... with Al Goodman and the Lucky Strike Orchestra. The most popular songs in the land, selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today.

("COME JOSEPHINE IN MY FLYING MACHINE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...here's an old-time favorite...an Al Goodman arrangement of "Come Josephine in My Flying Machine".

(MUSIC SWELLS AND FINISHES)

segue to

("ROSES IN DECEMBER".....ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... sit back and enjoy a Lucky while the orchestra plays the tune that's in tenth place this week straight across the country.... "Roses in December".

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Number TWO ... stopping out in front, in second place this week..."Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES, BABY?".....GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO.2 - LUCY MONROE)

ANNOUNCER: Are you one of those smokers who keep switching from one brand of cigarette to another? . . . Then you must have been interested in what Miss Lucy Monroe -- star of opera, concert, and radio -- said just a few moments ago. Let me repeat her words -- QUOTE: I think these people who keep switching from brand to brand are looking for exactly the things I've found in Luckies. . . fine flavor -- I mean good tobacco -- but at the same time a cigarette that's easy on the throat -- END QUOTE. Now Miss Monroe definitely knows what she's talking about. For she has smoked Luckies for over three years now. And during all that time her throat has been under the strain of a busy singing career. So, Since Luckies have proved themselves easy on her throat, doesn't it stand to reason Luckies will be easy on your throat, too! . . . Now here's why Luckies are different from all other cigarettes. The exclusive process, "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco -- even the finest. Since these irritants are out of Luckies -- well -- Luckies are easy on your throat. Next time you buy cigarettes, follow Miss Monroe's example. Ask for Lucky Strike, a light smoke.

ATX01 0024747

("THE MOON GOT IN MY EYES" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... Al Goodman and the Lucky Strike
Orchestra present the song that's fifth this week...
"The Moon Got In My Eyes".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here it is...Number ONE...leading YOUR HIT PARADE this
week is a song from the motion picture "Vogues of
1938"..."That Old Feeling".

("THAT OLD FEELING". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That's YOUR HIT PARADE... Your nationwide authority
for the most popular tunes in America played by Al
Goodman and the Lucky Strike Orchestra. (PAUSE) Each
day, Monday through Friday, Lucky Strike presents
YOUR NEWS PARADE with Edwin C. Hill, one of American's
ace newsmen. Tune in 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 exports..."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

"YOUR HIT PARADE"

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

OCTOBER 13TH, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (FADE IN CHANT.....1st SALE (34-43) SOLD AMERICAN
2nd SALE (39-44) SOLD AMERICAN
3rd SALE (40-45) (ENDING WITH -

All done? Sold to THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: At tobacco auctions everywhere...with independent experts
who know tobacco best -- it's Luckies 2 to 1!

(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 shall
present as our guest of the evening the internationally
famous singer of popular ballads...Hildegard! Twice each
week YOUR HIT PARADE brings you America's favorite music..
the most popular songs in the land as shown by a vast,
nationwide survey. Each week sheet music and record sales
are checked...dance band leaders are asked which songs
you request most frequently...and the broadcasting
networks are checked for your radio favorites. All these
figures are compiled and tabulated, and the result is
YOUR HIT PARADE...not just a program of dance music, but
the only authoritative and complete picture of America's
musical taste today.

("YOU CAN'T STOP ME FROM DREAMING"..... GIBSON AND ORCHESTRA

(FADE FOR ANNOUNCEMENT

ATX01 0024750

ANNOUNCER: Let's go, Mark Warnow! The procession starts with a tune that's making its first appearance in Tenth place this week... "YOU CAN'T STOP ME FROM DREAMING."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE... a grand song that's up among the leaders in third place on YOUR HIT PARADE... "The Moon Got in My Eyes."

("THE MOON GOT IN MY EYES" ALLEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("OF THEE I SING"

"WINTERGREEN FOR PRESIDENT" ORCHESTRA)

ANNOUNCER: A Lucky Strike Double... two songs by George Gershwin from the Broadway musical success "Of Thee I Sing"... the title song, "Of Thee I Sing" and "Wintergreen for President"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("AFRAID TO DREAM" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT... the motion picture "You Can't Have Everything" provides the song that's in eighth place. The Lucky Strike Orchestra plays "Afraid To Dream."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: Let us take you down South - to one of the big tobacco auctions that are now going on...The warehouse floor is filled with long rows of tobacco. People are everywhere - milling about. Helpers are weighing and wheeling tobacco in baskets. The farmers are busy around their crops - rearranging the leaves to make their bundles of tobacco more attractive. But the tobacco experts - the principals in this great drama - warehousemen, buyers, auctioneers, etc. - are working at terrific speed. They're passing judgment on this year's tobacco crop. Will it be a happy day for those farmers? That all depends on the verdict of the tobacco experts. For they're the men whose opinion means everything - the men who know tobacco best...And that's why it is important for you as a smoker to listen to what these tobacco experts have to say about cigarettes. Now here are the facts: 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 these men earn their living buying, selling and handling the various grades of tobacco. They not only know tobacco from A to Z, but they also see what grades are bought by each cigarette company. So don't you think their preference for Luckies worth following? The next time you buy cigarettes, remember...in the honest opinion of independent tobacco experts...with men who know tobacco best...it's Luckies 2 to 1.

4
.....
"ANDALUSIA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow turns to the catchy rhythm of the passo doble...as a special tonight we hear "Andalusia."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"ONE ROSE" ALLEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... light up a Lucky while the Orchestra plays a romantic ballad that's a newcomer this week in ninth place... "One Rose."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO ... runner-up for top honors and in second place this week is a song from the motion picture "Mr Dodd Takes the Air." The Lucky Strike Orchestra plays "Remember Me."

"REMEMBER ME" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"HARBOR LIGHTS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's a song by Hugh Williams and Jimmy Kennedy that's sixth in the nation's favor ... "Harbor Lights."

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE HILDEGARDE NEW YORK)

ATX01 0024753

ANNOUNCER: Ladies and gentlemen, Lucky Strike presents ... Hildegarde!
(HILDEGARDE SINGS THEME SONG "DARLING, JE VOUS AIME BEAUCOUP" - COUPLE
BARS LOUD, THEN FADE UNDER ANNOUNCER'S SPEECH)

ANNOUNCER: To the smart set of three capitals - Paris, London and
New York - the song which you hear means but one thing
... Hildegarde. For, as Hildegarde, this young American
girl from Milwaukee - this girl who "sings the way Garbo
looks" - has traveled far to conquer widely. She has
even ventured into the brand-new world of television.
In fact, she might be called a veteran of this youngest
of the arts, having appeared in 24 television broadcasts.
We are glad to introduce ... Hildegarde!

(END THEME SONG - APPLAUSE)

HILDEGARDE: Thank you, everyone. I am so happy to be here!

ANNOUNCER: There's only one thing I feel sorry about, Hildegarde.

HILDEGARDE: And that is?

ANNOUNCER: ... That this is not a television broadcast. I wish
everyone listening in could also see the way you look.

HILDEGARDE: Now why do they say American men do not know how to
flatter! ... Thank you, sir.

ANNOUNCER: Tell us, Hildegarde, what is it like, to make television
broadcasts!

HILDEGARDE: Well, when I was a little girl, back home in Milwaukee,
I used to stand in front of the mirror in my room
sometimes and make faces ... You have done that, yes?

ANNOUNCER: Hmmm - in shaving perhaps - (QUICKLY) but altogether
different faces, I assure you.

LUCKY STRIKE "YOUR HIT PARADE" GUEST APPEARANCE HILDEGARDE

HILDEGARDE: (LAUGHS) Very well! In television you make faces, too, but in front of a camera - in front of six cameras to be exact.

ANNOUNCER: You mean, first one camera angle is broadcast, then another, and so on?

HILDEGARDE: That is exactly right. It is almost the same as the movies, after all. Only what it takes six weeks to do in the Hollywood cutting rooms, television must get over in a split second.

ANNOUNCER: But is television really so far advanced abroad?

HILDEGARDE: Oh yes. In London alone, I believe there are five or six thousand receiving sets - in the lobbies of theatres and department stores and private homes - and there are several in Buckingham Palace, too! The reception is really very good.

ANNOUNCER: Tell us, Hildegard, how is it that you - an American girl - went abroad to get your start?

HILDEGARDE: Oh, but I didn't. I made my start right here. Only - only - (LAUGHS) - I guess not too many people would remember. When I was just 18 I was in vaudeville here. I played in an act called "Jerry and her Baby Grands".

ANNOUNCER: You sang?

HILDEGARDE: No, I played a Baby Grand. You see, I was a pianist at first. I didn't really begin to sing until several years later.

ANNOUNCER: In Paris?

HILDEGARDE: No, this was still in America. But, as I said, not too many people would remember. You see, I really did not click in America until I had first - clicked abroad.

LUCKY STRIKE "YOUR HIT PARADE" GUEST APPEARANCE (CON'T) HILDEGARDE

-7-

ANNOUNCER: Hildegarde, will you show us how a Milwaukeean managed to become the rage of Paris - and London, too?

HILDEGARDE: You mean?

ANNOUNCER: Will you sing for us?

HILDEGARDE: But, of course. (LAUGHS) Try to keep me from it! I'M going to sing a medley of "Yours and Mine" and "Have You Got Any Castles, Baby".

(MUSIC ... SINGS)

(APPLAUSE)

ANNOUNCER: Hildegarde, that certainly makes us understand your successes abroad. But now - may I ask you one more favor?

HILDEGARDE: Of course.

ANNOUNCER: Will you tell the audience just what you were telling me about Luckies before this broadcast began?

HILDEGARDE: You mean, about my smoking them for the past 7 years?

ANNOUNCER: Well yes - but there's one question we're even more interested in - particularly as you are a singer. You mentioned that they never bother your throat?

HILDEGARDE: (LAUGHS) Would I be smoking them for seven years if they did! (SLIGHT PAUSE) Let me tell you a story of my last trip to England. It's a story they printed in the papers there - so I think it must be something. . . Anyway one day in London, because of various reasons I won't go into, I did 39 different phonograph recordings on the one day.

ANNOUNCER: Thirty-nine phonograph records?

ATX01 0024756

HILDEGARDE: (LAUGHS) Yes, and at the same time I was singing at two different night clubs - the Ritz and the Trocadero as well as appearing at the Victoria Palace Theater!

ANNOUNCER: And how did your voice and throat feel after all that?

HILDEGARDE: Well, to be perfectly frank, thoroughly tired out. And yet, do you know, I could still enjoy Luckies. Even with all that strain, they were just as easy on my throat that day as they have been, day in, day out, for the past 7 years. Now isn't that something!

ANNOUNCER: That definitely is something - a something that Lucky Strike is mighty proud of. Thank you, Hildegard, for telling us about it and thank you for being with us and singing to us this evening.

HILDEGARDE: I've enjoyed it so much. I ... oh but there's really one way I can say goodnight

(SINGS "DARLING JE VOUS AIME BEAUCOUP" - APPLAUSE COMES IN FAST)

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER YOUR HIT PARADE will continue in just a moment .. we
pause briefly for station identification.

----- 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
selected by a careful check of the hit tunes in all
American ... the only authoritative and complete picture
of America's favorite tunes today.

("I MISS MY SWISS"
"LILY OF THE VALLEY"
"HAS ANYBODY HERE SEEN KELLY" ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple ... Mark Warnow and the Orchestra
present a medley of three tunes as an extra tonight ...
"Miss My Swiss," "Lily of the Valley," and "Has Anybody
Here Seen Kelly?"

(MUSIC SWELLS AND FINISHES)
(SEQUE TO)

("WHISPERS IN THE DARK" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER Number FIVE ... stepping along in fifth place on YOUR HIT
PARADE this week ... "Whispers in the Dark" from the motion
picture "Artists and Models."

(MUSIC SWELLS AND FINISHES)
(SEQUE TO)

("MY CABIN OF DREAMS" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2

ANNOUNCER: The internationally famous American singer, Hildegarde, told you just a few minutes ago how she made 39 different phonograph recordings in one day in London. And at the same time she was singing at two night clubs as well as at a theatre. While that, of course, was an unusual day, it certainly shows the kind of throat strain a singer has to put up with! So it's significant that Hildegarde like so many other famous singers--Lanny Ross, Susanne Fisher, Richard Crooks and others--chooses Luckies for her cigarette. In her own words--"they have been easy on my throat, day in, day out, for the past seven years." Now it simply stands to reason that since Luckies are easy even on singers' hardworked throats, they will be kind to your throat, too. And here's what makes Luckies differentThe exclusive process, "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco. These irritants are out of Luckies--so you get a light smoke, easy on your throat. Tomorrow when you step up to the cigarette counter, remember what Hildegarde just told you and ask for Lucky Strike.

ATX01 0024753

(FANFARE)

ANNOUNCER: Here it is ... number ONE . . . this week a song from the motion picture "Vogues of 1938" holds the top-notch place on YOUR HIT PARADE ... "That Old Feeling."

("THAT OLD FEELING QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HAVE YOU GOT ANY CASTLES, BABY? ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . . Mark Warnow and the Lucky Strike Orchestra present the song that's seventh this week ... "Have You Got Any Castles, Baby?"

(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 Orchestras. (PAUSE) And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best ... the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling, and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer ... their opinion is completely unbiased. Remember ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

ANNOUNCER: "Have You Got Any Castles, Baby?" heard on this program is from "Varsity Show." "Yours and Mine" is from "Broadway Melody of 1938."

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, OCTOBER 16th, 1937

10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer ...

AUCTIONEER: 1st SALE ... (38 - 43) ... SOLD AMERICAN!
2nd SALE ... (39 - 44) ... SOLD AMERICAN!
3rd SALE ... (40 - 45) ... ending with
SOLD ... TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Yes - It's the tobacco that counts - and with
independent experts - with men who know tobacco best,
it's Luckies - two to one!"

(SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Al Goodman and the
Lucky Strike Orchestra. Later in the program we shall
present as our guest of the evening, the charming and
talented Sheila Barrett, brilliant impersonator.
Twice each week YOUR HIT PARADE brings you America's
favorite music ... the most popular songs in the land
as shown by a vast nationwide survey. Each week sheet
music and record sales are checked ... dance band
leaders are asked which songs you request most
frequently ... and the broadcasting networks are
checked for your radio favorites. All these figures are
compiled and tabulated and the result is YOUR HIT
PARADE ... not just a program of dance music but the
only authoritative and complete picture of America's
musical taste today.

ATX01 0024762

(PANFARE . . .)

ANNOUNCER: Number TWO ... Okay, Al Goodman ... start things off with a bang with the song that's in second place ... "Remember Me!"

("REMEMBER ME" ALLEN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("HARBOR LIGHTS". QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's a melodic ballad that's in sixth place this week ... the Lucky Strike Orchestra plays "Harbor Lights".

(MUSIC SWELLS AND FINISHES)

segue to

("RIDIN' HIGH"
("STOMPIN' AT THE SAVOY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Al Goodman plays a special arrangement of two tunes that will start your toes tapping ... "Ridin' High" and "Stompin' at the Savoy".

(MUSIC SWELLS AND FINISHES)

segue to

("WHISPERS IN THE DARK" ALIEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... a lovely ballad from the motion
 picture "Artists and Models" ... in fifth place on
 YOUR HIT PARADE this week ... "Whispers in the Dark".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

COMMERCIAL #1 (SHEWMAKER)

ANNOUNCER: Do you recognize this?

SHEWMAKER: (FADE IN TEN SECONDS OF CHANT)

ANNOUNCER: You know what it is? The chant of the tobacco auctioneer! That strange sing-song is one of the most characteristic of American traditions and handed down from generations back still in use today. Now the auctioneer whose voice you just heard and who is standing beside me at the microphone at this minute is one of the foremost members of this expert craft .. Mr. Hart Shewmaker, who has just arrived today from auctioning tobacco at Rocky Mount, North Carolina. Nearly half a billion pounds of tobacco have already been sold at auction this season, at Rocky Mount and other busy tobacco markets. And sales are only just getting started. The story of the tobacco auction is a most interesting chapter in American business. Let's just try and describe for you the scene, in one of the huge tobacco warehouses, while an auction is in progress. As Mr. Shewmaker moves between the long rows of tobacco piled in baskets, the buyers follow him, putting in their bids for the different companies. One buyer may signal his bids merely by the lift of an eyebrow. Another may lift a finger. A third may do all his bidding through the medium of an occasional wink. Mr. Shewmaker must keep his eye on each secret signal they make. And each time the bid is raised, he records it in his sing-song chant. Listen ...
(CHANT . . .)

ATX01 0024765

SHEWMAKER: 1st SALE ... (38 - 43) ... SOLD AMERICAN
2nd SALE ... (39 - 44) ... SOLD AMERICAN
3rd SALE ... (40 - 45) ... (ENDING WITH -
SOLD TO THE AMERICAN TOBACCO COMPANY,

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

"THE NIGHT WAS MADE FOR LOVE" ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra . . . a tune from Jerome Kern's Broadway success "The Cat and the Fiddle" brought up to date in a rumba arrangement by Al Goodman . . . "The Night Was Made for Love".

(MUSIC SWELLS AND FINISHES)

segue to

"AFRAID TO DREAM" QUARTET & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT . . . from the motion picture "You Can't Have Everything" comes the song that's eighth in your favor this week . . . "Afraid to Dream".

(MUSIC SWELLS AND FINISHES)

segue to

"HAVE YOU GOT ANY CASTLES BABY" GIBSON & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Light up a Lucky while the Orchestra plays the song that all America has put in seventh place this week . . . "Have You Got Any Castles, Baby?" . . . Number SEVEN!

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... up among the leaders on YOUR HIT
PARADE ... this week third place goes to "The Moon
Got In My Eyes".

("THE MOON GOT IN MY EYES" ALLEN & ORCHESTRA)

MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE SHEILA BARRETT NEW YORK

(GUEST APPEARANCE) - SHEILA BARRETT

ANNOC'R: "Amateur hours" on the radio have disclosed one very interesting fact about the American public ... There are literally thousands of people in this country who aspire to be impersonators. They will impersonate anything from Greta Garbo to a slow-running freight train. And they may be quite good at it, too, but ... well ... there's another kind of impersonation that is more than impersonation. It's art - it's satire - it's impersonation with a point. And only one in a million is capable of it ... This millionth one is our guest tonight - Miss Sheila Barrett. Back for another brilliant season at the Rainbow Room high above Radio City, Miss Barrett nightly entertains New York's smart set with her character sketches. Ladies and gentlemen, it gives me pleasure to present this witty and charming lady of the theater, Miss Sheila Barrett!

(APPLAUSE)

BARRETT: Thank you, everyone. Do you know this is a rather novel experience for me.

ANNOC'R: How do you mean?

BARRETT: Well - usually when I face a microphone, I'm playing the part of some character. I may be W. C. Fields and talk like this (two or three phrases) or Fannie Brice (two or three phrases) or perhaps a Brooklyn belle, in which case I'm like this (two or three phrases)... I'm really not used to being myself!

ATX01 0024769

ANNC'R: Well - how do you like playing the part of Sheila Barrett?

BARRETT: (MIMICKING ECSTASY) But I adore it, of course.

ANNC'R: (LAUGHS) But, Miss Barrett, you're still mimicking.. I almost suspect you've forgotten how to be yourself.

BARRETT: Maybe I never was.

ANNC'R: Was what?

BARRETT: Maybe I never was myself. I mean I've always been a mimic. Perhaps I was just born with a bad streak. When I was in school it got me in no end of trouble - I had a cross-eyed French teacher once ... but perhaps I'd better not go into that.

ANNC'R: Where was this school?

BARRETT: In Washington, D. C. ... (ELABORATE SOUTHERN ACCENT)
You see, I am from Washington ... D.C.

ANNC'R: (LAUGHS) Miss Barrett, I'll bet you can't go two minutes without mimicking someone or something.

BARRETT: (HEAVY IMITATION OF ANNOUNCER) Oh, do you, really bet I can't go two minutes without mimicking!

ANNC'R: Yes - and I just won my bet. (LAUGHS) Miss Barrett, how did you get started on your career?

BARRETT: Ah yes, my career! ... Well, I'll tell you. I came here from Washington, D. C. to become a great dramatic actress - another Cornell or Duse ... and then I sat around for three years doing nothing - except imitating people.

ANNCR: (LAUGHS) Still, I gather somebody heard you and gave you a chance.

BARRETT: Not a chance - just encouragement. It was Lenore Ulric - but then I did get my first job shortly afterward at the Club Richman.

ANNCR: And the rest, as they say, is history! Now won't you give our audience a little example of that art which has made you so famous? Won't you sing for us, Miss Barrett?

BARRETT: Yes - if I only could! ... But I am going to try to give my impression of that old classic, "Goody - Goody" - first as Lionel Barrymore might sing it ...

(MUSIC - SINGS)

(APPLAUSE)

ANNCR: (LAUGHING) Miss Barrett, that was grand! I think it's amazing the way you are able to change the whole quality and tone of your voice.

BARRETT: Without wishing to let out any trade secrets, it's darned hard work!

ANNCR: I can imagine it is - especially when you do so much of it!

BARRETT: May I let down my hair for a minute and tell you that sometimes after my act at the Rainbow Room, I'm so tired I can hardly walk off the floor. I'm on for a good 50 minutes, you know.

ANNC'R: You mean, 50 minutes without a break?

BARRETT: That's right. A few seconds out for bows is all. And that every night and of course radio, too! It's...

ANNC'R: It must be a terrible strain on your voice and throat!

BARRETT: Do you know, everybody makes that same comment. Impersonations are harder on the throat, I think, than anything. In some of my sketches, I take as many as six or seven different parts, alternating from one to the other. It means talking steadily and of course in a variety of pitches and tones.

ANNC'R: Do you have to be careful about your smoking, Miss Barrett?

BARRETT: Heavens, no! I smoke - oh - it must be about two packs a day. But I am careful what I smoke. It's been Luckies with me for a good ten years now because I've found that no matter how tired my throat is, Luckies never irritate it.

ANNC'R: Well, that certainly is excellent proof that Luckies are easy on the throat, Miss Barrett, and that two-packs-a-day shows you like their taste, too!

BARRETT: As a matter of fact, I'm longing for one right now.
So if you'll excuse me ...

ANNCR: (LAUGHS) Miss Barrett, thanks a lot for being with us
this evening... But...I hope you won't impersonate me
in any of your future sketches.

BARRETT: (MIMICKING HIS TONE) Wait and see (LAUGHS) Goodnight,
everyone, I've enjoyed being here!

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment ...
we pause briefly for station identification.

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

("LUCKY DAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE ... with Al Goodman and the
Lucky Strike Orchestra. The most popular songs in
the land selected by a careful check of the hit tunes
of all America ... the only authoritative and complete
picture of America's favorite tunes today.

("ONE ROSE" ALLEN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... ninth place on YOUR HIT PARADE goes
to a newcomer this week ... the tuneful ballad
"One Rose".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike triple ... a medley of American folk-songs in modern dress ... Al Goodman plays "The Farmer in the Dell", "Mary Had a Little Lamb", and "Twinkle Twinkle Little Star".

(MUSIC SWELLS AND FINISEES)

segue to

("CABIN OF DREAMS" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... light up a Lucky while the Orchestra presents the tune that's fourth this week from Maine to Mexico ... "My Cabin of Dreams".

(MUSIC SWELLS AND FINISEES)

COMMERCIAL #2

COMMERCIAL #2

-15-
(SHEILA BARRETT)

ANNOUNCER: The famous impersonator, Miss Sheila Barrett, told you a few minutes ago that the throat strain of her work is such that she must be careful to choose a cigarette that is easy on the throat. That's why Miss Barrett has smoked Luckies for the past ten years. For even though she usually smokes two packs a day, she has found that Luckies never irritate her throat. And here's the reason, Certain throat irritants naturally present in all tobacco are not present in Luckies. The exclusive process "It's Toasted" takes these irritants out of Luckies. And the result is that Luckies are a light smoke, easy on your throat. Next time you buy cigarettes, remember the example of Miss Sheila Barrett. For it certainly stands to reason that, since Luckies are easy on her throat --- in spite of the extraordinary strains it is under --- well, Luckies will be just as easy on your throat, too. So next time you buy cigarettes, ask for Lucky Strike -- a light smoke.

ATX01 0024776

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... The Lucky Strike top-notch for this week ... in first place throughout the land ... "That Old Feeling" from the motion picture "Vogues of 1938".

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a tune that's catching the nation's musical fancy ... entering YOUR HIT PARADE this week in tenth place ... "You Can't Stop Me From Dreaming".

(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 Al Goodman 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. 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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rdf

WEAF

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR HIT PARADE"

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

OCTOBER 20, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer --

AUCTIONEER: First Sale - (38-43) ... Sold American!
Second Sale -(39-44) ... Sold American!
Third Sale -(40-45) ... ending with - ALL DONE ---
SOLD ... TO THE AMERICAN TOBACCO COMPANY

ANNOUNCER: Yes, it's the tobacco that counts - and with independent experts - "with men who know tobacco best - it's Luckies, two to one!"

(SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Leo Reisman and his Orchestra. Later in the program we shall present Miss Lois Bennet, outstanding radio headliner. 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. Each week sheet music and record sales are checked - dance band leaders are asked what songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

(FANFARE)

ATX01 0024779

ANNOUNCER: Number TWO... Okay, Leo Reisman... start the nation dancing with ^{the} ~~A~~ tune from the motion picture "Varsity Show" that's in second place this week.. "Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES BABY?" ENSEMBLE & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE MOON GOT IN MY EYES" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... ~~coming up~~ ^{the romantic tune} in fourth place on YOUR HIT PARADE this week... ~~the hit tune~~ "The Moon Got In My Eyes".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE BLUE DANUBE" ORCHESTRA)
(FADE FOR ANNOUNCEMENT)
ANNOUNCER: A Lucky Strike Extra ... a Johann Strauss waltz classic brought up to date in a Leo Reisman arrangement - "The Blue Danube".
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("SO MANY MEMORIES" GIRL TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... a Lucky Strike newcomer, in seventh place this week from New York to San Francisco... "So Many Memories".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. I)

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 and buyers, 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 the choice of these tobacco experts - remember...
"With men who know tobacco best...it's Luckies 2 to 1".

Clark

("ROSES IN DECEMBER" TENOR AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Light up a Lucky while the Orchestra plays the song that's
in sixth place this week.... "Roses in December"..Number SIX.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("SAY SI SI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... as a special tonight Leo
Reisman plays the rhumba .. ~~"SAY SI SI"~~. "*Para Migo No Voy*"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE ... third place on YOUR HIT PARADE goes
tonight to that haunting ballad from the motion picture
"Artists and Models" ... "Whispers in the Dark".

("WHISPERS IN THE DARK" GIRL TRIO, CHORUS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("MY CABIN OF DREAMS" ENSEMBLE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... The Lucky Strike Orchestra presents the
song that's tenth this week from Maine to Mexico ..
"My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - LOIS BENNETT - NEW YORK)

ANNOUNCER: Until very recently, some of the most popular singers on the air were known only to a few by their right names. They might be internationally famous as "Betty" of "Betty and Jack" - or "Jack" of "Jack and Betty" - (CHUCKLES) or the "Toothbrush Twins" - or some equally fanciful label ... but their real identity was familiar only to radio's inner circle. Our guest of this evening has been a headliner on the air for the past seven years, yet she has only recently begun to claim in her own name all the honors that are due her. Ladies and gentlemen, it gives me great pleasure to present this charming and talented friend of Lucky Strike - Miss Lois Bennett!

(APPLAUSE)

BENNETT: Thank you, everyone, and good evening! (LAUGHS) But Mr. Ruysdael, please! Do I deserve being called a "Toothbrush Twin"?

ANNOUNCER: (ALSO LAUGHING) I'm sorry, Miss Bennett! I put that in just for a touch of color.

BENNETT: And now that you have your color, I suppose you'll want to know where I was born? - and when? - and why?

ANNOUNCER: Well - certainly not why, Miss Bennett!

BENNETT: Now that's ^{Sure!} ~~quite~~ ~~sure~~ of you. Perhaps I'll forgive you about the "Toothbrush Twins".

ANNOUNCER: Then you will tell us where you were born? - and when?

BENNETT: I'll tell you where ... Houston, Texas. But I grew up in ~~Oklahoma~~ - Oklahoma City.

ANNOUNCER: Ah - your family was connected with the oil business?

BENNETT: No, I wish they had been! I've always thought how nice it would be to be an heiress!

ANNOUNCER: Well - probably you inherited your musical ability?

BENNETT: ^{I suppose I did} ~~Suppose I did~~ Mother was an amateur singer. Father sang too. As a matter of fact they met in a church choir. And it was always just tacitly agreed that I'd be a singer.

ANNOUNCER: When did you make your first public appearance?

BENNETT: At the age of five - but I was tricked into it.

ANNOUNCER: Tricked?

BENNETT: ^{really tricked} Yes. You see, I kept saying all along that I wouldn't do it - I wouldn't sing before any public gathering. But my aunt ... she was the trickster ... dressed me all up in my best bib and tucker one night and took me to the theatre. She told me that it was for the dress rehearsal, but when I got out on the stage, there were all the people facing me in the audience.

ANNOUNCER: So what did you do?

BENNETT: Well, I went right ahead and sang. I guess I had some of a trouper's instincts even at the age of five.

~~ANNOUNCER: Do you remember the song you sang?~~

~~BENNETT: (LAUGHING) I shall never forget it.~~

~~ANNOUNCER: Well - how did it go?~~

~~BENNETT: (STILL LAUGHING) It was called "I'm Getting A Big Girl Now". This was the way the first verse went. (SINGS WITHOUT MUSIC)~~

(MORE)

BENNETT: (CONTINUED)

~~"I'm getting a big girl now
I'm getting a big girl now
I don't play with toys
But I rather like boys
I'm getting a big girl now."~~

ANNOUNCER: (LAUGHS) Why, that's great, Miss Bennett. Bravo!

~~And~~^{then} I suppose then you kept right on with your career?

BENNETT: No, father and mother didn't approve. But when they thought me old enough they sent me to New York to study for the concert stage. But as a matter of fact before I achieved my Town Hall recital I had a solo act in vaudeville...I was just eighteen.

ANNOUNCER: Really! How were you billed?

BENNETT: (LAUGHS) Do I have to tell ~~that~~^{that} too?

ANNOUNCER: You're among friends, Miss Bennett.

BENNETT: Oh, very well. I was called ^a"Little Ray of Western Sunshine". (LAUGHS)

ANNOUNCER: And I suppose you came on in a sun-bonnet?

BENNETT: No, not that, thank heavens!

ANNOUNCER: Well, Miss Bennett, I'm afraid I missed that act. But I did see you on Broadway in several of Winthrop Ames' revivals of the Gilbert and Sullivan operettas you starred in. You were a full-fledged artist by then.

~~BENNETT: I had gotten a big girl, I suppose?~~

ANNOUNCER: (LAUGHS) What are you going to sing for us this evening Miss Bennett?

BENNETT: I've chosen "One Kiss" from "The New Moon". I hope you like it.

(MUSIC SINGS)

(APPLAUSE)

ANNOUNCER: Thank you, Miss Bennett. That was exquisite! I suppose that you ... studied abroad?

BENNETT: No, and I've never seen why any American singer needs to go abroad to study. My own teacher - ~~He's still a~~
^{was} ~~teacher~~ - Percy Rector Stephens of New York.

ANNOUNCER: Oh yes, ^{I know him} He's one of the best, isn't he?

BENNETT: Well, you Lucky Strike people should think so. He recommends Luckies to all his singing students. It was on his advice that I started to smoke Luckies - oh, a good ten years ago.

ANNOUNCER: Well, that's very interesting. What was his reason for suggesting Luckies?

BENNETT: Because, according to him, they're the easiest cigarette on the throat. And I've found that out for myself, since. Even with three radio shows a week - and you know all the hours and hours of rehearsal that means - Luckies have never bothered my throat in the least.

ANNOUNCER: Well - a singer certainly puts a cigarette to the hardest test of all. So we're proud of your liking for Luckies, Miss Bennett. Thank you very much for being with us this evening and for your song.

BENNETT: Your Hit Parade has always been one of my favorite programs. (LAUGHS) I've won quite a number of bets guessing what would be the Number One Song of the Week.

ANNOUNCER: Well, here's wishing you continuing luck.

BENNETT: Thanks - Goodnight everyone.

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment...we pause briefly for station identification.

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

("LUCKY DAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE ... with Leo Reisman and the Lucky Strike Orchestra. The most popular songs in the land selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today'

("BLOSSOMS ON BROADWAY" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... relax with a Lucky while the orchestra plays ^{the} a song that's a newcomer ~~arranging~~ in ninth place this week ... "Blossoms on Broadway" from the motion picture of the same name.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HARBOR LIGHTS" MALE QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... ^{the} a tuneful ballad that's in eighth place on YOUR HIT PARADE this week ... "Harbor Lights".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ST. LOUIS BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... ^{A Leo Reisman Arrangement} the father of all blues numbers ~~and topping them all~~ ... W. C. Handy's famous "St. Louis Blues".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: When one of America's most prominent singing teachers advises his students to smoke Luckies - well - that's pretty good evidence that Luckies are easy on the throat, isn't it? Now just a few minutes ago on this program, you heard the popular radio and concert singer - Miss Lois Bennett - say that she started to smoke Luckies on her singing teacher's advice. And she added that she has found out for herself, since, how right he was. Even with three radio shows a week - and the hours and hours of rehearsal that means - Luckies have never bothered Miss Bennett's throat. Now here's why. The exclusive process "It's Toasted" takes out certain harsh throat-irritants present in all tobacco - even the finest. Since these irritants are out of ~~most~~ ^{Luckies}, naturally ~~they~~ ^{Luckies} are easier on your throat. Next time you buy cigarettes, follow Lois Bennett's example. Consider your throat and ask for a light smoke - Lucky Strike.

(FANFARE)

ANNOUNCER: Here it is . . . Number ONE . . . the top ^{note} ranking song on YOUR HIT PARADE this week . . . "That Old Feeling" from the motion picture "Vogues of 1938".

("THAT OLD FEELING" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("REMEMBER ME" ENSEMBLE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . the motion picture "Mr. Dodd Takes The Air" provides the song that's fifth this week in all America's favor . . . "Remember Me".

(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 Leo Reisman and the Lucky Strike Orchestra. (PAUSE) And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best . . . the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer . . . their opinion is completely unbiased. Remember . . . "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE) THIS IS THE NATIONAL BROADCASTING COMPANY. res-10/19/51

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY
"YOUR HIT PARADE"

SATURDAY, OCTOBER 23, 1937
10:00 to 10:45 P.M.

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

ANNOC'R: Listen to the chant of the tobacco auctioneer ...

AUCTIONEER: 1st Sale 38 - 43 Sold American!
2nd Sale 39 - 44 Sold American!
3rd Sale 40 - 45 (ENDING WITH....) ALL DONE

SOLD ... TO THE AMERICAN TOBACCO COMPANY!

ANNOC'R: Yes, it's the tobacco that counts - and with
independent experts - "with men who know tobacco
best, it's Luckies - two to one!"

(SIGNATURE. "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... All America's choice in popular music played by Al Goodman and the Lucky Strike Orchestra. Later in the program we shall present as our guest of the evening, Hilda Burke ... lovely coloratura soprano of the Metropolitan Opera Company. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

Let's go, Al Goodman. Start things humming with the tune that's FIFTH in the nation's favor ... "Remember Me".

("REMEMBER ME"CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("HARBOR LIGHTS".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number EIGHT ... eighth place on YOUR HIT PARADE
goes this week to a sparkling melody ... "Harbor Lights"

(MUSIC SWELLS & FINISHES)

segue to

("SWING HIGH, SWING LOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra ... a song hit of last year
played tonight in a special Al Goodman arrangement ...
"Swing High, Swing Low".

(MUSIC SWELLS & FINISHES)

segue to

("MY CABIN OF DREAMS".....GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN ... Light up a Lucky while the orchestra
presents the song that's tenth this week from the
Great Lakes to the Gulf ... "My Cabin of Dreams".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1 (CALHOUN)

ANNOUNCER: Do you recognize this?

CALHOUN: (FADE IN TEN SECONDS OF CHANT)

ANNOUNCER: You know what it is? The chant of the tobacco auctioneer! That strange sing-song is one of the most characteristic of American traditions and handed down from generations back and still in use today. Now the auctioneer whose voice you just heard and who is standing beside me at the microphone at this minute is one of the foremost members of this expert craft .. Mr. Jack Calhoun, who has just arrived today from auctioning tobacco at Rocky Mount, North Carolina. Nearly half a billion pounds of tobacco have already been sold at auction this season, at Rocky Mount and other busy tobacco markets. And sales are only just getting started. The story of the tobacco auction is a most interesting chapter in American business. Let's just try and describe for you the scene, in one of the huge tobacco warehouses, while an auction is in progress. As Mr. Calhoun moves between the long rows of tobacco piled in baskets, the buyers follow him, putting in their bids for the different companies. One buyer may signal his bids merely by the lift of an eyebrow. Another may lift a finger. A third may do all his bidding through the medium of an occasional wink. Mr. Calhoun must keep his eye on each secret signal they make. And each time the bid is raised, he records it in his sing-song chant. Listen ...
(CHANT . . .)

ATX01 0024793

CALHOUN: 1st SALE ... (38 - 43) ... SOLD AMERICAN
2nd SALE ... (39 - 44) ... SOLD AMERICAN
3rd SALE ... (40 - 45) ...
4th SALE ... (41 - 46) ... (ENDING WITH -

All done -- SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNC'R: And "SOLD TO THE AMERICAN TOBACCO COMPANY" - makers of Lucky Strike cigarettes - has come to be a genuine mark of merit at tobacco auctions everywhere - a mark of merit established by sworn records available for your inspection. These records show that among independent tobacco experts, buyers, auctioneers, warehousemen, and so forth, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling, and handling the various grades of tobacco, They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, and expert. They know tobacco and they smoke Luckies 2 to 1. Could any fact speak more convincingly of the high quality of Lucky Strike Cigarettes?

("THE NIGHT WAS MADE FOR LOVE".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Extra ... here's a grand tune by Jerome Kern that was a Broadway hit a few years back ... "The Night Was Made For Love".

(MUSIC SWELLS & FINISHES)

segue to

("THE MOON GOT IN MY EYES".CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... up in fourth place on YOUR HIT PARADE this week ... "The Moon Got in My Eyes".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNC'R: Number TWO ... our Lucky Strike Batoneer, Al Goodman, presents the song that's up among the leaders in second place ... "Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES, BABY?".GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("ROSES IN DECEMBER"QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SIX ... here's the tune that's in sixth place ...
the Lucky Strike Orchestra plays ..."Roses in December".

(MUSIC SWELLS & FINISHES)

GUEST: HILDA BURKE FROM NEW YORK

GUEST APPEARANCE - HILDA BURKE

ANNOUNCER: The Metropolitan Opera of New York has its own favorite singers. So has the Chicago Civic Opera. And it's rather rare for one artist to be equally popular with both companies. This distinction, among many others, belongs to our guest of this evening - the accomplished young American soprano, Hilda Burke. Just returned from a summer abroad, Miss Burke leaves shortly for Chicago to sing in the opera there, after which she will come back for the Metropolitan season. We are glad that she has been able to spare us an evening out of this busy schedule and proud, indeed, to present her to you as a friend and user of Lucky Strikes

Miss Hilda Burke.

(APPLAUSE)

ANNOUNCER: And did you have a good summer, Miss Burke?

BURKE: Oh, it was lovely! I spent the whole time in Belgium. I did nothing but swim and hunt and lie in the sun.

ANNOUNCER: Tell us - since you've just gotten back - how about all this war-talk in Europe?

BURKE: (LAUGHS) Do you know, everyone has asked me that question and I always answer: "What war talk in Europe!" The only war-talk I've heard is since I got back to this country.

ANNOUNCER: Well - that's interesting. I wonder if we, over here, have been exaggerating the situation?

BURKE: Of course, I saw only Belgium this summer - but American travelers I met said that everything seemed peaceful in all the countries they visited, too.

ANNOUNCER: Let's hope they're right ... Miss Burke, you were born in Baltimore, I believe.

BURKE: Yes, and I first sang in opera there - somewhat to my own surprise I might add.

ANNOUNCER: How do you mean?

BURKE: Well, the old Chicago Civic Opera used to come to Baltimore for a week each year. And this particular year they had a contest inviting all the aspiring young singers of the city to compete.

ANNOUNCER: And you were one of the aspirers?

BURKE: Very much so. But I went into the competition without any idea of winning, really. When I found out that I had won and that I was to sing in "Cavalleria Rusticana" with the regular company I - well, I lapsed into a daze which continued right on through the performance.

ANNOUNCER: But you managed to sing in this daze?

BURKE: I guess so. At least they told me afterward that I'd done rather well. But I really wasn't conscious of anything - music, audience, the other singers ... It was like a dream.

ANNOUNCER: (LAUGHS) How old were you?

BURKE: Just eighteen! . . . But, do you know, I still have that same almost dreamlike feeling when I sing in an opera. It still takes me out of myself - into a kind of world of magic.

ANNOUNCER: Well - and the critics say that you take the audience with you into this world of magic, Miss Burke! Will you sing for us now?

BURKE: Yes, I'd like to sing a little selection that has always been a favorite with me. I think everybody knows it. It's "One Night of Love".

(MUSIC ... SINGS)

(APPLAUSE)

ANNOUNCER: Miss Burke, you certainly came back from your vacation in excellent voice!

BURKE: Thank you. But you know, even on vacation, a singer never neglects his "daily dozen".

ANNOUNCER: How do you mean "daily dozen"?

BURKE: Oh, vocalising for one thing - then practising up on roles. You see, my repertoire at the Metropolitan includes 32 different operatic roles. I can't afford to get rusty on any of them - so it means daily practice.

ANNOUNCER: I suppose your voice never gets a real vacation, then, does it?

BURKE: In a sense, no. But practising like that is nothing compared to the strain at the height of the opera season. On more than one occasion I've had to sing in two different operatic performances in one day.

ANNOUNCER: Well, I suppose you have to be very careful not to irritate your throat in any way?

BURKE: Naturally - that's very important, of course.

ANNOUNCER: We know that you smoke Luckies, Miss Burke. Is that the reason?

BURKE: It's one of the reasons. I first ran into Luckies about 7 years ago. I enjoyed their taste from the first but I soon discovered something much more important from my viewpoint.

ANNOUNCER: And that was?

BURKE: They do not irritate my throat! Even when I am working hardest, Luckies get along perfectly with my throat.

ANNOUNCER: Well thank you very much, Miss Burke for being with us this evening and for your song. We hope you'll pay us a return visit soon.

BURKE: I'd love to. But now - goodnight everyone!
(APPLAUSE)

(INSIDE SIGNATURE "LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment ... we pause briefly for station identification.

STATION BREAK

ANNOUNCER: On with YOUR HIT PARADE ... with Al Goodman and the Lucky Strike Orchestra. The most popular songs in the land selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today.

(FANFARE)

ANNOUNCER: Number THREE ... from the motion picture "Artists and Models" comes the song that's in third place on YOUR HIT PARADE ... "Whispers in the Dark".

("WHISPERS IN THE DARK" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("SO MANY MEMORIES" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... Light up a Lucky while the orchestra presents a song that's a newcomer this week .. in seventh place ... "So Many Memories".

(MUSIC SWELLS & FINISHES)

segue to

("CHICKEN REEL"
("GEORGIA CAMP MEETING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double .. Al Goodman and the orchest in a special arrangement of two Southern favorites ... "Chicken Reel" and "Georgia Camp Meeting".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

COMMERCIAL #2

ANNOUNCER: Just a few minutes ago you heard Miss Hilda Burke - charming young Metropolitan Opera soprano - mention what she calls the singer's "daily dozen". By this she meant the daily vocalizing and practicing which her career necessitates. Now obviously this results in a more or less constant strain on her voice and throat. As Miss Burke herself pointed out, she must be very careful not to irritate her throat in any way. This is especially true of smoking and that's why we are so proud that Miss Burke has smoked Luckies for seven years now. And you will recall that she said Luckies never irritate her throat even when she is working hardest. How doesn't it stand to reason that since Miss Burke finds Luckies always easy on her throat, well, Luckies will be just as easy on your throat, too? Remember that Luckies are different from all other cigarettos in this respect ... certain harsh irritants naturally present in all tobacco are taken out of Luckies by the exclusive process "It's Toasted" ... That's why Luckies are easy on your throat. Next time you buy cigarettos, make sure of a light smoke. Ask for Lucky Strike.

("BLOSSOMS ON BROADWAY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... the Lucky Strike Orchestra presents the song that's in ninth place this week ... "Blossoms on Broadway" from the picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

WEAF

THE AMERICAN TOBACCO COMPANY

REVISED

"YOUR HIT PARADE"

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

OCTOBER 27, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer --

AUCTIONER: 1st Sale - (38-43- ... Sold American!

2nd Sale - (39-44) ... Sold American!

3rd Sale - (40-45) ... ending with - ALL DONE -

SOLD ... TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Yes, it's the tobacco that counts - and with independent experts - "With men who know tobacco best, it's Luckies - two to one!"

(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 shall present Jan Peerce, featured tenor at the Radio City Music Hall, and well-known to the concert stage. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land as shown by a vast nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the radio broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

(MORE)

ATX01 0024804

ANNOUNCER: Let's go, Mark Warnow with number five. Start YOUR HIT
CONT'D)

PARADE tonight with the song from the motion picture
"Varsity Show" that's in FIFTH place ... "Have You Got Any
Castles, B-b-y?"

("HAVE YOU GOT ANY CASTLES, BABY?" GIBSON AND ORCHESTRA . . .)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("THE MOON GOT IN MY EYES" CLARK AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... the Lucky Strike Orchestra presents the
romantic song ... in seventh place this week ... "The Moon
Got in My Eyes".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("YANKEE DOODLE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow plays his own
arrangement of the traditional American jingle that goes
back to Revolutionary Days ... "Yankee Doodle."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

(FANFARE)

ANNOUNCER: Number THREE ... light up a Lucky while the orchestra
presents the seasonal ballad that's climbed to third
place ... "Roses in December".

("ROSES IN DECEMBER" QUARTET AND ORCH)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

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

("ESPANA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow presents an exciting dance from the music of old Spain ... "España".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("HARBOR LIGHTS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's the song that's in sixth place this week. The Lucky Strike Orchestra plays ... "Harbor Lights."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

(FANFARE)

ANNOUNCER: Number TWO ... up among YOUR HIT PARADE leaders ... in second place this week the sprightly tune "Remember Me" ... from the motion picture "Mr Dodd Takes the Air".

("REMEMBER ME" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("BLOSSOMS ON BROADWAY" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... Mark Warnow and the Lucky Strike Orchestra play the song that's tenth this week ... "Blossoms On Broadway" from the motion picture of the same name.

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE JAN PEERCE NEW YORK)

GUEST APPEARANCE -- JAN PEERCE

ANNOUNCER: Our guest this evening is the noted American tenor, Mr. Jan Peerce. He re-visits us tonight - as the billboards say - by popular demand...the result of enthusiastic comments which followed his recent appearance on Your Hit Parade. Widely known as a soloist at the famous Radio City Music Hall, and featured in radio and concert as well, Mr. Peerce is generally known as New York's busiest singer. So, it is with great pleasure that we again present - Mr. Jan Peerce!

(APPLAUSE)

ANNOUNCER: Mr. Peerce, it's so nice to have you back with us again.

PEERCE: Thank you. I am very happy to be here.

ANNOUNCER: You know, I saw you the other night and - strangely enough - you were not singing, but listening to another singer.

PEERCE: Why, that's not so strange, but where did you see me?

ANNOUNCER: At a concert in New York's famous Town Hall.

PEERCE: Yes, I was there. I go to quite a number of concerts - sort of a busman's holiday.

ANNOUNCER: I wondered about that. Why does a singer want to hear another singer sing?

PEERCE: (LAUGHS) Oh, that's quite natural. Why does a cook like to poke her nose into the kitchen of another cook? But seriously, every singer has his own way of singing a song. And every song can be sung in hundreds of different ways.

ANNOUNCER: The same song?

PEERCE: Yes. Even a simple phrase like "I love you" - can be sung so it has a dozen different meanings, not to mention the number of different kinds of trouble it can get you into! (LAUGHS) Well - perhaps we'd better not go into that.

ANNOUNCER: Perhaps not....Suppose you sing for us, Mr. Peerce.

PEERCE: I'd be happy to. The melody I've chosen for this evening is "Song of Songs".

(MUSIC.....SINGS)

(APPLAUSE)

ANNOUNCER: That was great, Mr. Peerce. We certainly enjoyed it.

PEERCE: Thank you; that's very kind.

ANNOUNCER: Tell us, Mr. Peerce, how do you manage to keep your voice in such splendid condition?

PEERCE: (LAUGHS) Well - by singing!

ANNOUNCER: But don't you ever get tired of singing?

PEERCE: I leave that to my neighbors.

ANNOUNCER: (LAUGHS) But your voice and throat, Mr. Peerce - I should think that all this singing would result in a tremendous strain.

PEERCE: Let me ask you something. Have you ever noticed how careful a good workman is of his tools?

ANNOUNCER: Yes, of course....Then you mean....

PEERCE: Well, my voice and throat are the tools of my trade. So you can be sure I keep them in the best condition always. As I told you before, that's one reason I smoke Lucky Strikes. They never irritate my throat -- they never have in all the ten years I've been smoking them.

ANNOUNCER: Thank you for that, Mr. Peerce. Thank you for telling us in your own words just why you prefer Luckies. With your voice in such perfect form, we expect to hear even greater things about you this winter.

PEERCE: Thanks, Mr. Ruysdael - and good-night everyone.
(APPLAUSE)

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

ANNOUNCER: YOUR HIT PARADE will continue in just a moment....we pause briefly for station identification.

*****STATION BREAK*****

("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 selected by the careful check of the hit tunes of all America....the only authoritative and complete picture of America's favorite tunes today.

("VIENI, VIENI".....QUARTET AND ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR a Lucky Strike newcomer that has skyrocketed to fourth place in the nation's favor this week....."Vieni, Vieni".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... the song from the motion picture ... Artists and Models" ... that's in ninth place on YOUR HIT PARADE.."Whispers in the Dark."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("DINAH".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Mark Warnow's rhythmic arrangement of a song that's become a jazz classic....."Dinah."

.....(COMMERCIAL #2).....

LUCKY STRIKE "YOUR HIT PARADE" - COMMERCIAL #2 - 10/27/37

ANNOUNCER: Here's a thing we've been wanting to thank you Lucky Strike smokers for....It's the way you have of tipping off your friends to the good points about Luckies. Now take Jan Peerce - the famous Radio City Music Hall tenor whom you heard a few minutes ago on this program... When the subject gets around to smoking, Mr. Peerce is always ready to say a good word for Lucky Strikes. You yourself just heard him mention one of the outstanding points about Luckies - the fact that they never irritate his throat. And Mr. Peerce is an excellent judge. For, in the ten years he has been smoking Lucky Strikes, his voice and throat have been under constant strain. So, since even this busy singer finds Luckies always easy on his throat -- it's certainly clear that they will be easy on anyone's throat. Now here's why....The exclusive process, "It's Toasted" removes certain harsh throat-irritants naturally present in all tobacco - even the finest. Since these irritants are out of Luckies - Luckies are naturally easier on your throat. Next time you buy cigarettes, make sure of a light smoke. Ask for Lucky Strike.

ATX01 0024812

(FANFARE.....)

ANNOUNCER: Here it is....NUMBER ONE....on Your Hit Parade....the top-notch song throughout the nation....."That Old Feeling" from the motion picture "Vogues of 1938".

("THAT OLD FEELING".....CLARK AND ORCHESTRA.....)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:)

("YOU CAN'T STOP ME FROM DREAMING".....GIBSON AND ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. here's the song that's in eighth place this week. The Lucky Strike Orchestra plays "You Can't Stop Me From Dreaming",

(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) And the next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best...the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer....their opinion is completely unbiased..Remember..."with men who know tobacco best, it's Luckies two to one!"

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

/py/nc 10/27/37

(APPLAUSE)

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY -"YOUR HIT PARADE"

SATURDAY, OCTOBER 30, 1937
10:00 to 10:45 PM

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

THEME:

ANNOUNCER: Listen to the chant of the tobacco auctioneer

AUCTIONEER: 1st (SALE)..... Sold American!
2nd (SALE)..... Sold American!
3rd (SALE)..... (ENDING WITH.....)

All done- SOLD!..... TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Yes, it's the tobacco that counts - and with
independent experts - "with men who know tobacco
best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA.)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE.... all
America's choice in popular music played by Al
Goodman and the Lucky Strike Orchestra. Later in
the program we shall present that charming soprano
of radio, opera and motion pictures....Marion Claire.
Twice each week YOUR HIT PARADE brings you America's
favorite music ... the most popular songs in the
land as shown by a vast nation-wide survey. Each
week sheet music and record sales are checked ...
dance band leaders are asked which songs you request
most frequently ... and the broadcasting networks
are checked for your radio favorites. (MORE)

ATX01 0024814

ANNOUNCER:
CONT'D

All these figures are compiled and tabulated, and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today. Let's go, Al Goodman ... the lead-off song tonight is in EIGHTH place - "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("HARBOR LIGHTS" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

Number SIX ... sixth place on YOUR HIT PARADE goes tonight to the lovely ballad ... "Harbor Lights".

(MUSIC SWELLS & FINISHES)

segue to

("HE AIN'T GOT RHYTHM"
"SLUMMIN' ON PARK AVENUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

A Lucky Strike Double ... two tunes from Irving Berlin's musical score for the motion picture "On the Avenue" rolled into an Al Goodman medley ... "He Ain't Got Rhythm" and "Slummin' On Park Avenue".

(MUSIC SWELLS & FINISHES)

segue to

("WHISPERS IN THE DARK" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... light up a Lucky while the orchestra plays the song from the motion picture "Artists And Models" that's in ninth place this week ...

"Whispers in the Dark".

(MUSIC SWELLS & FINISHES)

Commercial #1

COMMERCIAL #1 - RIGGS

ANNOUNCER: You recall the strange sing-song chant you heard at the beginning of this program? ... Listen!

RIGGS: (10 SECONDS OF CHANT)

ANNOUNCER: Did you understand that? ... Perhaps not. Perhaps, to you, it sounds like some primitive chant from the mysterious Orient! But, to tobacco men - the experts who buy and sell at the great tobacco markets in our Southland - this chant of the auctioneer is simple as A B C to understand. For here is what that strange sing-song really consists of ... It's an accurate, instantaneous, dollars-and-cents recording of each bid made on the various lots of tobacco. For example, suppose the bid is 34 dollars ...

RIGGS: (FADE IN "84" ETC. - 2 SECONDS)

ANNOUNCER: Did you hear that? Well - the instant another higher bid is made, the auctioneer's chant will record that, too. And so it goes - to the tune of half a billion dollars worth of tobacco already sold at auction this season. Now the auctioneer whose voice you just heard - Mr. L. A. Riggs - arrived in New York only this morning. He's here on a flying visit from Durham, North Carolina.

(CONTINUED)

ATX01 0024817

ANNOUNCER:
CONT'D

Yesterday in Durham, he auctioned off _____ pounds of tobacco in _____ hours ... which is mighty good selling! Let me just try to picture for you how one of those auctions goes. The scene, of course, is a huge tobacco warehouse. There are rows and rows of tobacco piled in baskets. The auctioneer moves from basket to basket, followed by the warehousemen and buyers. And as each buyer puts in his bid, the auctioneer records it. Now see if you can follow his chant ...

RIGGS:

(4 SALES - ENDING WITH)

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER:

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

(MUSIC SWELLS & FINISHES)

segue to

("THE MOON GOT IN MY EYES" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . . Sit back and light up a Lucky
while you listen to the romantic song that's in
seventh place this week . . . "The Moon Got In My
Eyes."

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: MARION CLAIRE - NEW YORK

GUEST APPEARANCE - MARION CLAIRE

ANNOUNCER: Several years ago, the musical conductor of the Chicago Civic Opera - Mr. Henry Weber - was sent abroad in the role of "talent scout". It was his job to search the music capitols of the Old World and bring back the best young singers he could find ... a sort of operatic "manhunt" ... Well - in the course of this hunt Mr. Weber went to Italy to hear a certain young soprano who was at that time creating a sensation in opera on the Continent. Like everyone else he was impressed by the beauty of her voice and the perfection of her artistry, and - well - you can imagine Mr. Weber's surprise on being introduced to her that day to find in her a fellow-Chicagoan ... Miss Marion Claire, who is our guest of this evening!

(APPLAUSE)

ANNOUNCER: (CUTTING INTO APPLAUSE) Wait a minute, please! There's more to my story. Two things happened to Miss Claire as a result of that meeting. One - she made her triumphant debut at the Chicago Civic Opera. Two - she became the bride of that same Mr. Henry Weber. (LAUGHS) Ladies and gentlemen, Lucky Strike is proud to present this altogether charming star of opera, concert, radio and, recently, of motion pictures ... Miss Marion Claire!

(APPLAUSE)

CLAIRE: Thank you, everyone and thank you Mr. Ruysdael but
(LAUGHS) you know, I was beginning to be afraid I
wouldn't have a chance to talk at all!

ANNOUNCER: (LAUGHS) I gather that you like to talk?

CLAIRE: I like to get in my two-cents' worth!

ANNOUNCER: Then suppose you tell us how you - a Chicagoan -
came to score your first successes abroad?

CLAIRE: I went to Milan to study and I made my debut in
Italy in "La Boheme". Then the Berlin Staatsoper
signed me up and - well - I just stayed on, singing
in Italy, France, Germany. It was loads of fun!

ANNOUNCER: You impress me as a person who would have fun almost
anywhere, Miss Claire.

CLAIRE: (LAUGHS) Now I like that! At least, it sounds as
if you're not too horribly disappointed in meeting
me ... You know, after one of my concerts not long
ago, I was introduced to a lady who said: "Oh,
Miss Claire, you're so different from what I'd
imagined you'd be! I've always thought of you
as so exotic! ... Exotic....phooey!

ANNOUNCER: Well, Miss Claire, your looks certainly are exotic
and glamorous and -

CLAIRE: Will you pardon me if I say "phooey" again! (LAUGHS)
I never have understood why Americans want their
stars to be - oh - languorous creatures lying
around in lavender pajamas. You know I've just
recently gotten back from Hollywood and people out
there are just as natural and human as they are
anywhere else. They're regular fellows! ... which
is one reason I'm so glad to be going back there!

ANNOUNCER: (LAUGHING) Miss Claire, will you pardon me if I
seem rude?

CLAIRE: Go ahead - but don't blame me for what may happen!

ANNOUNCER: All right - Miss Claire, if you feel that you've
gotten in that two cents' worth you were talking
about - (LAUGHS) well - we'd love to hear you sing!

CLAIRE: (LAUGHS) I'll take the hint - especially as I'm
going to sing one of my own favorites - "Silver
Moon".

(MUSICSINGS)

(APPLAUSE)

ANNOUNCER: That was lovely Miss Claire - a lovely song, and you
sang it beautifully.

CLAIRE: Thanks a lot.

ANNOUNCER: I understand you're going back to Chicago tomorrow?

CLAIRE: Yes. I'm going to sing with the Chicago Civic Opera, and later, as I told you, I'm going to Hollywood again.

ANNOUNCER: Is opera your ... first love?

CLAIRE: Yes, I love opera, but I enjoy all my work. I was trained in the old school abroad, and then I came back here and saw how everyone worked and enjoyed himself at the same time. You know, I used to think an opera singer couldn't even smoke.

ANNOUNCER: But you smoke now ...

CLAIRE: Oh, yes. I've smoked Luckies for about two years now. Other singers first told me that they were easier on the throat and I took their advice. After all, they were people who made their living the same way I do, and I knew they of all people would select a cigarette that would not irritate the throat.

ANNOUNCER: That sounds like good advice.

CLAIRE: I've found it so. Luckies have never bothered my throat in the least, no matter how heavy my singing schedule is.

ANNOUNCER: Well, thank you, Miss Claire for saying such nice things about Luckies, and thank you for your song and all the interesting things you've told us.

CLAIRE: Oh - for me it's been a really good time! Goodnight, everyone.
(APPLAUSE)

COMMERCIAL NO. 2 -- MARION CLAIRE

ANNOUNCER: A few minutes ago, Miss Marion Claire, outstanding opera and concert singer, had several very interesting things to say about Hollywood. Now, Miss Claire, as a Lucky Strike smoker, must have been right at home in Hollywood, For stars like Robert Taylor, Myrna Loy, Joan Crawford, and Clark Gable all insist upon Luckies. And for the same reason as Miss Claire. Their voices are their fortunes. So, when it comes to smoking, they are naturally careful to choose a cigarette that is easy on the throat! And Luckies fill the bill. As Miss Claire herself just pointed out - Luckies never bother her throat in the least, no matter how heavy her singing schedule is! Now we think it stands to reason that Luckies will be easy on your throat, too. And here's why: ... The exclusive "Toasting" process removes certain harsh throat-irritants naturally present in all tobacco. Since these irritants are out of Luckies - naturally they're easier on your throat. Next time you buy cigarettes, follow the example of the people whose voices are their fortunes and ask for a light smoke - Lucky Strike.

(FANFARE)

ANNOC'R: Here it is .. Number ONE ... the motion picture "Vogues of 1938" provides the Lucky Strike top-notch this week ... "That Old Feeling".

("THAT OLD FEELING" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("HAVE YOU GOT ANY CASTLES BABY" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number FIVE ... in fifth place on YOUR HIT PARADE this week .. the delightful ballad... "Have You Got Any Castles Baby?"

(MUSIC SWELLS & FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: And that's YOUR HIT PARADE ... Your nationwide authority for the most popular tunes in America played by Al Goodman 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.

MORE

ANNCR:
(C'T)

Tune in Monday morning to this same station and hear
Mr. Hill's thrilling interpretation of the human side
of the news. 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)

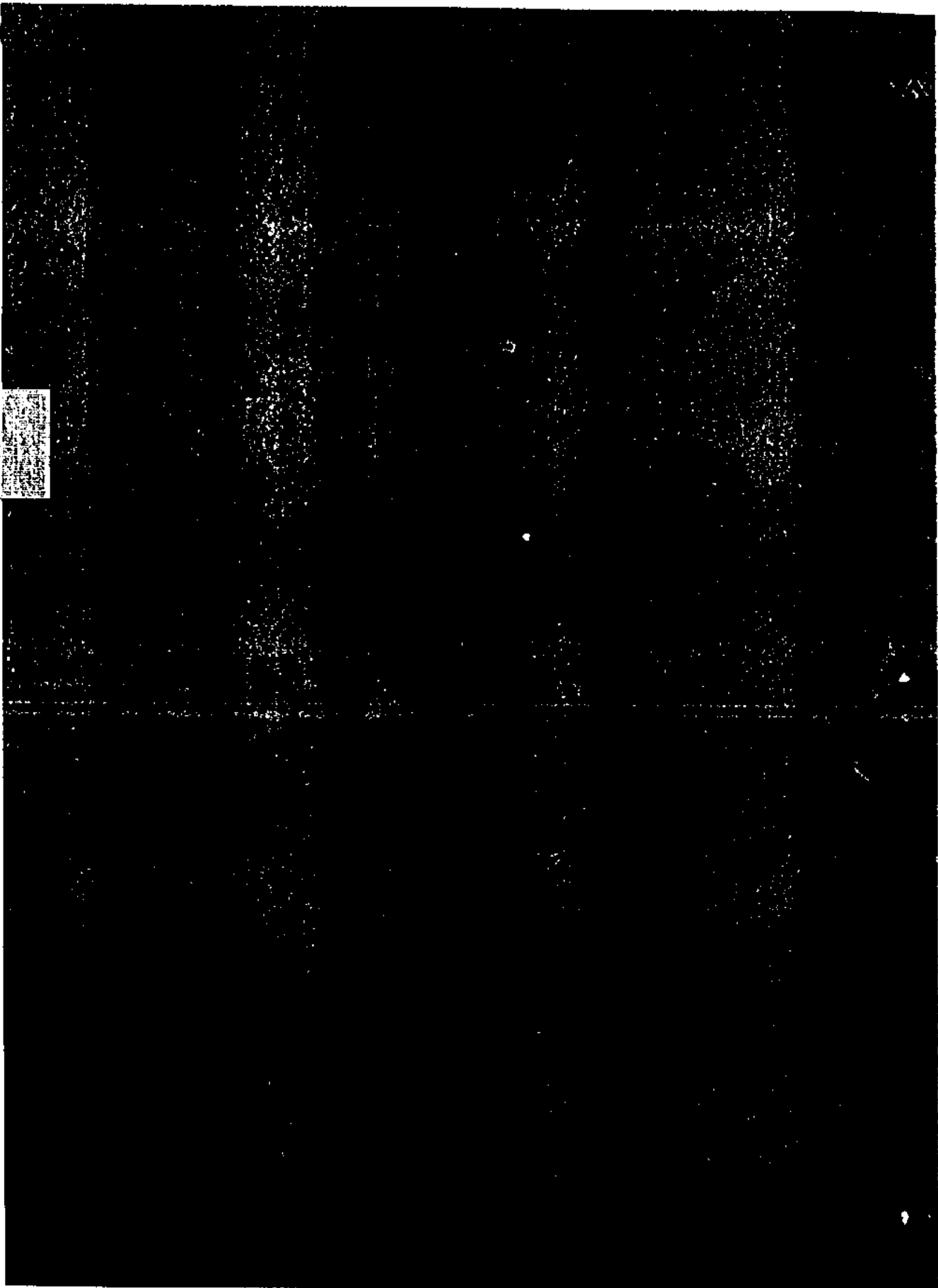
THIS IS THE COLUMBIA BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

LN/MH

NOVEMBER



WEAF

THE AMERICAN TOBACCO COMPANY

(REVISED)

"YOUR HIT PARADE"

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

NOVEMBER 3, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT) 1st SALE - SOLD AMERICAN!

2nd SALE - SOLD AMERICAN!

3rd SALE - (ENDING WITH --

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Yes, it's the tobacco that counts - and with independent experts - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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 shall present Mario Chamlee, outstanding tenor of opera, screen and radio. Twice each week YOUR HIT PARADE brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked - dance band leaders are asked which songs you request most frequently - and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE...not just a program of dance music, but the only authoritative and complete picture of America's musical taste today. (M O R E)

ATX01 0024828

ANNOUNCER: (CONTINUED)

Okay, Mark Warnow - let's start the musical bandwagon rolling with the tune that's in fourth place this week - "You Can't Stop Me From Dreaming" - Number FOUR.

"YOU CAN'T STOP ME FROM DREAMING" GIBSON AND ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"YOU AND I KNOW" CLARK AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN - it's a newcomer to YOUR HIT PARADE, entering in tenth place this week - "You And I Know".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"OH SUZANNAH"
"TURKEY IN THE STRAW" ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double - two barn dance tunes rolled into a special Mark Warnow medley - "Oh Suzannah" and "Turkey In The Straw".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE - up among the Lucky Strike leaders in third place this week - the romantic ballad - "Roses In December".

"ROSES IN DECEMBER" QUARTET & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

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

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

("THE BIG APPLE" ENSEMBLE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Special Extra - Mark Warnow presents his version of the latest dance craze that's sweeping the country. Gather round and step out to the tune of "The Big Apple".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE MOON GOT IN MY EYES" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX - Sit back and enjoy a Lucky while the orchestra plays the song that's in sixth place this week - "The Moon Got In My Eyes".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("VIENI VIENI" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE - Here's a novelty song that's catching the nation's fancy - in fifth place on YOUR HIT PARADE this week - "Vieni, Vieni".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO - the Lucky Strike Orchestra presents the song from the motion picture "Vogues of 1938" that's in second place this week - "That Old Feeling".

("THAT OLD FEELING" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - MARIO CHAMLEE SINGING "ONLY A ROSE".)

ANNOUNCER: Tonight we are happy to welcome back an old friend of Lucky Strike who has appeared before on Your Hit Parade. He is the well-known tenor of the Metropolitan Opera - Mario Chamlee.

(APPLAUSE)

ANNOUNCER: Mr. Chamlee, I understand you sang in the famous Hollywood Bowl on your concert tour through the west this summer.

CHAMLEE: Yes, I did. But it was an unscheduled appearance.

ANNOUNCER: Unscheduled? How do you mean?

CHAMLEE: Well, the night I sang in the Bowl I had no idea I was going to sing.

ANNOUNCER: I think you'd better explain that.

CHAMLEE: Well, one evening a friend of mine and I had tickets to the Hollywood Bowl when Miss Helen Gahagan was giving a concert. She has a lovely voice and I wanted to hear her sing again. So my friend and I treated ourselves to a fine big dinner -- steak and wine and all the rest, you know - and then we calmly set out for the concert. Well, we got to the bowl a bit early and I decided to visit my god friend Agnini who is stage director. I went back to see him and imagine my surprise when instead of a cordial greeting he blazed out with, "Well, where in Heaven's name have you been?" So, I began to tell him about the dinner and -- "Listen", he said, "I've been trying to get you all afternoon. Miss Gahagan got sick today - She can't sing tonight. You've got to go on!"

ANNOUNCER: Well, that certainly was short notice.

CHAMLEE: I guess the shortest notice any singer ever had.

ANNOUNCER: And did you go on?

CHAMLEE: Well, at first I refused. I didn't know whether my voice was in condition because I had been resting for four days and I didn't want to go out before that large audience and have my voice break.

ANNOUNCER: Of course not. So what did you do?

CHAMLEE: Fortunately the first half of the program was orchestral, so while it was going on I jumped in a car and escorted by two patrolmen on howling motorcycles, I dashed through the city to my home and nervously sat down before my piano.

ANNOUNCER: That sounds just like a Hollywood movie thriller.

CHAMLEE: It certainly was for me. I sat at the piano and did some simple exercises, gently easing my vocal chords, not daring to push my voice although the excitement was intense. The motorcycle patrolmen stood nervously in one corner watching me and my friend sat beside the telephone giving reports of my progress to Agnini who was going crazy on the other end of the wire at the Bowl.

ANNOUNCER: I can well imagine he was. But then what happened?

CHAMLEE: Finally after about a half an hour's work, I let my voice out. Everybody gave a cheer! It was full and clear and I knew I was ready to go on. I snatched up my music and the motorcycle police whirled me back to the Bowl where I arrived just in time to make my entrance before an audience of 19,000 people.

ANNOUNCER: That certainly was a Hollywood thriller, Mr. Chamlee. But tonight we're not giving you such short notice. I know you are prepared to sing for us this time.

CHAMLEE: Yes, and the song I have chosen is from the "Vagabond King", the ever-popular love song "Only A Rose".

"ONLY A ROSE" CHAMLEE)

(APPLAUSE)

ANNOUNCER: Thank you, Mr. Chamlee. That was beautiful.

CHAMLEE: It is one of my favorites.

ANNOUNCER: Mr. Chamlee, the story you told us about your experience at the Hollywood Bowl was not only exciting but informative as well.

CHAMLEE: Yes? How do you mean?

ANNOUNCER: Well, the careful preparation you had to go thru - that tantalizing half hour's practice before you were ready to sing...it shows how delicate a singer's throat is - and how careful of it he must be.

CHAMLEE: You know every singer's greatest asset is his voice, and so of course he takes every precaution with his throat, I know I do. That's why, when it comes to smoking, I prefer Luckies.

ANNOUNCER: Yes, we knew you were a Lucky Strike fan -

CHAMLEE: Well, I've tried various brands of cigarettes during my career as a singer but none of them pleased my throat as well as Luckies. I've stuck to Lucky Strikes for 7 years now

ANNOUNCER: Well, thank you, Mr. Chamlee, for telling us that, and for your song too.

CHAMLEE: Thank you, and good night.

(A P P L A U S E)

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification,

* * * * 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 selected by a careful check of the hit tunes of all America - the only authoritative and complete picture of America's favorite tunes today.

("HARBOR LIGHTS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT - here's the romantic song that's in eighth place on YOUR HIT PARADE - "Harbor Lights".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LA CUMPARSITA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra - Mark Warnow presents an Argentine tango as a special tonight - "La Cumparsita".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HAVE YOU GOT ANY CASTLES BABY" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE - Light up a Lucky while you listen to the tune from the motion picture "Varsity Show" that's in ninth place this week - "Have You Got Any Castles Baby?"

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The distinguished Metropolitan Opera tenor - Mario Chamlee - told you a few minutes ago of an unusual experience he had this summer. You will recall that he had to "pinch-hit" for another singer at the Hollywood Bowl. He had to go on, with scarcely a moment's notice, and sing to that tremendous audience -- Well, that's the kind of thing that might happen only once in a lifetime. Yet it shows very clearly why a singer always has to keep his voice and throat in condition. And that is why, as Mr. Chamlee himself told you, when it comes to smoking, he prefers Luckies. This famous singer has stuck to Luckies for the past seven years now. And since Luckies have proved themselves easy on his throat - day in, day out - doesn't it stand to reason that Luckies will be easy on your throat too? Now here's why Luckies are different from all other cigarettes - The exclusive process, "It's Toasted", removes certain harsh throat-irritants naturally present in all tobacco. These irritants are out of Luckies, and as a result, Luckies are a light smoke, genuinely easy on your throat. Next time you buy cigarettes, remember Mario Chamlee's example, and ask for Lucky Strike.

("ONE ROSE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN - this week seventh place on YOUR HIT PARADE goes to the charming waltz, "One Rose".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Here it is - Number ONE - this week the leader on your Lucky Strike HIT PARADE is from the motion picture "Mr. Dodd Takes The Air" - "Remember Me?"

("REMEMBER ME" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE - your nationwide authority for the most popular tunes in America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best - the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer - their opinion is completely unbiased. Remember, "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

RES-11/3/37

ATX01 0024837

COLUMBIA BROADCASTING SYSTEM

(REVISED)

LUCKY STRIKE "YOUR HIT PARADE" - The American Tobacco Company

SATURDAY, NOVEMBER 6, 1937

10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT...1st SALE...SOLD AMERICAN!
2nd SALE...SOLD AMERICAN!
3rd SALE...(Ending with

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Yes, it's the tobacco that counts - and with independent 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 Al Goodman and the Lucky Strike Orchestra. Later in the program we shall present as our guest of the evening, that jovial star of stage and radio, Frank Crumit. Twice each week YOUR HIT PARADE brings you America's favorite music... the most popular songs in the land as shown by a vast nationwide survey.

(MORE)

ATX01 0024838

ANNOUNCER: Each week sheet music and record sales are checked...
(continued) dance band leaders are asked which songs you request most frequently...and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated, and the result is YOUR HIT PARADE. not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

All set, Al Goodman? Let's start things off with the novelty tune that's FIFTH in the nation's favor...
"VIENI VIENI".

("VIENI VIENI.....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO...runner-up for top honors this week...in second place on YOUR HIT PARADE..."That Old Feeling" from the motion picture "Vogues of 1938".

(THAT OLD FEELING.....GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SWING HIGH SWING LOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Al Goodman has chosen one of
last season's hits as a special tonight...
"Swing High, Swing Low".

(MUSIC SWELLS AND FINISHES)

segue to

("THE MOON GOT IN MY EYES".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...Light up a Lucky while the Orchestra
presents the song that's in sixth place this week...
"The Moon Got in My Eyes".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 -

ANNOUNCER: Can you picture 8,000 baskets of tobacco on a single warehouse floor! Can you imagine bidding on each one of these baskets separately! .. That's the way a big tobacco auction is actually conducted. So it's easy to see why the men who buy and sell tobacco must be experts. With only a few seconds to each basket of tobacco, they must establish its value instantly, accurately. For it's a matter of dollars and cents to them. Well - you can be sure that these tobacco experts - auctioneers, buyers, warehousemen, etc. - know tobacco. And when they choose a cigarette for their own personal enjoyment - that really means something. Now here are the facts as to what cigarette they do choose...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! And note that these experts who vote 2 to 1 for Luckies are the independents, dealing with all manufacturers but not connected with any. Their judgement is impartial, unbiased. So what could say more for the high quality of Lucky Strikes? Next time you buy cigarettes, remember. With independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0024841

("YOU CAN'T STOP ME FROM DREAMING".....GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...here's the charming ballad that's climbed to fourth place this week. The Lucky Strike Orchestra plays "You Can't Stop Me From Dreaming".

(MUSIC SWELLS AND FINISHES)

segue to

("ONE ROSE".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... a melodic waltz is in seventh place on YOUR HIT PARADE tonight..."One Rose".

(MUSIC SWELLS AND FINISHES)

segue to

("I'VE GOT PLENTY OF NUTHIN'")
("IT AIN'T NECESSARILY SO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...two songs from George Gershwin's "Porgy and Bess" ... "I Got Plenty of Nuthin'"and "It Ain't Necessarily So".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE ...A Lucky Strike high flyer...in third
place this week... "Roses in December".

("ROSES IN DECEMBER".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE.....FRANK CRUIT

LUCKY STRIKE "YOUR HIT PARADE"

(REVISED)

Guest Appearance - FRANK CRUMIT

ANNOUNCER: To sell 2,000,000 phonograph records is - well - something of a record in records. One that passed the 2,000,000 mark and is still selling today is "The Gay Caballero" - music by Frank Crumit, lyric by Frank Crumit, sung by Frank Crumit. Mr. Crumit has pinned up lots of other records, too, in his long career on the stage, in vaudeville, and on the air. Ladies and gentlemen, we salute this famous veteran - long a friend of Lucky Strikes - Mr. Frank Crumit!

(APPLAUSE)

CRUMIT: Thanks, everyone! (CHUCKLES) Was it as a Civil War veteran or a Revolutionery War veteran that you just introduced me?

ANNOUNCER: Well, let's say a veteran of the theatrical war a few years back between vaudeville and radio.

CRUMIT: That was no war - just a friendly meeting.

ANNOUNCER: Yes?

CRUMIT: Yes, Vaudeville was going out and radio was coming in - and they met in passing, that's all.

ATX01 0024844

ANNOUNCER: Still there were a good many casualties among the old-timers in vaudeville, weren't there?

CRUMIT: Well - I'll tell you...we had to make that change from vaudeville to radio - a little like changing trains at a junction - and some of us simply missed the connection.

ANNOUNCER: Speaking of trains, you must have seen quite a bit of them, while you were in vaudeville?

CRUMIT: I'll say I did! I was traveling just about continuously from 1911 to 1928. I think I've played in practically every state in the Union.

ANNOUNCER: Since you've been in radio - I suppose you've had to cut down on your traveling?

CRUMIT: "Had to" is the wrong way to put it. I'm a man who likes a home - a place I can really call my own. I like to come back from a broadcast and put on my slippers and sit down in my own favorite chair and read and smoke...

ANNOUNCER: That's a combination it's hard to beat.

CRUMIT: It is, for me. You know that old saying "You can take the boy out of the country - but you can't take the country out of the boy"...That's me.

ANNOUNCER: Were you born on a farm, Mr. Crumit?

CRUMIT: Yes, in Ohio...And I own the place now. I go back every Fall and Spring for a visit. It's like revisiting my boyhood. Everything's the same - same barns, same houses, same trees. Believe it or not, even the Old Swimming Hole is still there. (CHUCKLES) But I think I'd better get to my song now. For if I really start on the subject of that farm, it'll take all night.

ANNOUNCER: You're going to sing one of your own compositions tonight, Mr. Crumit?

CRUMIT: Yes, one of the best-known songs I ever wrote - "A Gay Caballero".

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: Mr. Crumit, I think that song will always be a favorite.. I wonder exactly how many times you've sung it?

CRUMIT: Hold everything! Let's not start that kind of figuring!

ANNOUNCER: Why not?

CRUMIT: Well, the other night somebody asked me a question about the number of songs I've sung, and the number of times and so on and...well, we spent the whole evening, doing mathematics.

ANNOUNCER: That sounds interesting. What were some of the results you got?

CRUMIT: (LAUGHS) They were colossal! Counting phonograph recordings, and musical comedy, and vaudeville and radio, it works out that I've averaged something like 3,000 songs a year every year since 1911.

ANNOUNCER: (WHISTLES) And what total does that give?

CRUMIT: Well, we figured that up, too -- and I hope our arithmetic will pass muster... It came out 78,000 songs in all!

ANNOUNCER: Mr. Crumit, that sounds like an all-time record to me. Hasn't it been something of a strain?

CRUMIT: (CHUCKLES) Not for me. I like to sing. In fact, I can't shut up. That 78,000 you know, doesn't include all those times I get at the piano at home in the evenings for a regular old-fashioned sing-fest with my friends.

ANNOUNCER: Well--even though singing comes as naturally to you as breathing - it must be a strain on your voice and throat.

CRUMIT: Yes, my throat does get a little weary sometimes - but I take good care of it - practically baby it, in fact.

ANNOUNCER: Then we're extra proud that you smoke Luckies, Mr. Crumit.

CRUMIT: As a matter of fact, I'm just as much a veteran Lucky Strike smoker as I am a veteran singer. I started on Luckies when you first brought them out. 1917, wasn't it?

ANNOUNCER: That's right.

CRUMIT: And I've been smoking them ever since - about a package and a half a day... The reason is that they're the easiest cigarette on my throat that I've been able to find.

ANNOUNCER: Remembering those 78,000 songs, that says a lot for Luckies, Mr. Crumit. Thank you and thanks for being with us this evening and for singing us that 78,001st song!

CRUMIT: (LAUGHS) I've had a really good time, everybody. Goodnight!

(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 Al Goodman and the
Lucky Strike Orchestra. The most popular songs in the
land selected by a careful check of the hit tunes of
all America...the only authoritative and complete
picture of America's favorite tunes today.

("HAVE YOU GOT ANY CASTLES BABY?.....GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...sit back and relax with a Lucky while you
listen to the song that's in ninth place this week --
"Have You Got Any Castles, Baby?"

(MUSIC SWELLS AND FINISHES)

segue to

("YOU AND I KNOW".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...a newcomer to YOUR HIT PARADE, and tenth
in the nation's favor... "You and I Know".

(MUSIC SWELLS AND FINISHES)

segue to

("DARK EYES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...here's Al Goodman's special
rhumba arrangement of an old favorite..."Dark Eyes".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL ~~RE~~)

ANNOUNCER: Since 1911, the popular singer, Mr. Frank Crumit - whom you heard a few minutes ago on this program - has averaged something like 3,000 songs a year... 78,000 songs in all! Now that's an amazing record and it tells better than words could, of the constant strain on a singer's throat. So naturally we're proud that Mr. Crumit is not only a veteran singer but a veteran Lucky Strike smoker as well. He's averaged a package and a half a day for the past twenty years, and the reason he's stuck to Luckies is because - in his own words - quote - "They're the easiest cigarette on my throat that I've been able to find" - end quote. But here's why Luckies are so easy on the throat. Certain harsh irritants found in even the finest tobaccos are removed by Luckies' exclusive process, "It's Toasted". These irritants, naturally present in all tobacco, are out of Luckies. So doesn't it stand to reason Luckies will be easy on your throat, too? Next time you buy cigarettes follow Mr. Crumit's example. Ask for Lucky Strike - a light smoke.

("HARBOR LIGHTS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT...the Lucky Strike Orchestra plays the lovely song that's in eighth place this week...
"Harbor Lights".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here it is...Number ONE...the top-ranking favorite on YOUR HIT PARADE this week is the bubbling ballad...
"Remember Me".

("REMEMBER ME".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE...Your nationwide authority for the most popular tunes in America played by Al Goodman 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 reporters.

(MORE)

ANNOUNCER: Tune in on Monday morning to this same station and hear
(continued) Mr. Hill's thrilling interpretation of the human side
of the news. 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

W E A F

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR HIT PARADE"

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

NOVEMBER 10th, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ..SOLD AMERICAN!

2nd SALE ..SOLD AMERICAN!

3rd SALE .. (Ending with

All done - SOLD TO THE AMERICAN TOBACCO COMPANY..

ANNOUNCER: Yes, it's the tobacco that counts - and with independent experts - "with men who know tobacco best, it's Luckies - two to one!

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA . . .)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE..all America's choice in popular music played by Leo Reisman and the Lucky Strike Orchestra. Later in the program we shall present Louise Massey and Her Westerners, radioland's famous cowboy quintet. Twice each week YOUR HIT PARADE brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently .. and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated and the result is YOUR HIT PARADE.. not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

(FANFARE)

ATK01 0024854

ANNOUNCER: On with the dance, Leo Reisman .. the lead-off tune is up
in third place this week .. "Vieni Vieni" .. Number THREE,
VI VIENI .. QUARTET AND ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

FAREWELL MY LOVE .. CLARK AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE .. in ninth place this week and a newcomer to
YOUR HIT PARADE ... "Farewell My Love"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

"THE BLUE DANUBE" .. ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... a Johann Strauss waltz classic
brought up to date in a modern Leo Reisman arrangement ..
"The Blue Danube"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

"THAT OLD FEELING" .. GIBSON AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR .. light up a Lucky while the orchestra plays the
song from the motion picture "Vogues of 1938" that's
fourth this week .. "That Old Feeling"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 -2-

ANNOUNCER: (CONTINUED)

Could anything say more for the high quality of Luckies?
Next time you buy cigarettes rememberwith independent
tobacco experts .. "With men who know tobacco best -
It's Luckies 2 to 1."

ATX01 0024856

("MY CABIN OF DREAMS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... here's the tune that's in sixth place this week straight across the United States ... the Lucky Strike Orchestra plays "My Cabin of Dreams".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("LA BOMBA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER A Lucky Strike Extra as a special tonight ..Leo Reisman presents a rhumba hit of the past season .."La Bomba".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("BLOSSOMS ON BROADWAY" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... from the current motion picture "Blossoms on Broadway" comes the tune that's fifth on YOUR HIT PARADE... the title song .."Blossoms On Broadway."

(MUSIC SWELLS AND FINISHES)

(--GUEST APPEARANCE ...LOUISE MASSEY AND THE FOUR WESTERNERS)

GUEST APPEARANCE - THE WESTERNERS

RUYSDAEL: Tonight your Lucky Strike Hit Parade plays host to a talented family out of the West. These young people have won great radio popularity through their distinctive interpretations of the romantic ballads of the western plains. The leader is a charming young cowgirl. May I present Louise Massey and her brothers - the Westerners.

(APPLAUSE)

RUYSDAEL: Miss Massey, I don't want to expose any of your professional secrets - but are you really a cowgirl?

LOUISE: Well, not exposing any of my professional secrets - I really am. I could ride, rope and shoot before I was ten years old. I was born and bred in the Texas Panhandle.

RUYSDAEL: And how did you graduate from riding and shooting to singing, Miss Massey?

LOUISE: Well, I guess it was mainly because of father. He was the best fiddle player in our part of the country and naturally he encouraged any talent I had along musical lines. Nothing used to please him more than to have my brothers and me sing for him.

RUYSDAEL: Then I suppose you sang for the neighbors ..?

LOUISE: Yes and we found that they enjoyed our songs just as much as father. After all; our country is romantic and all the romance of the west is expressed in the cowboy ballads and songs of the plains that we sing.

RUYSDAEL: Yes, the west has many traditions - like the legend of Billy the Kid.

GUEST APPEARANCE

LOUISE: Oh, Billy the Kid wasn't legendary. He was a real desperado. A lot of the old timers around home remember him well. While I was west this summer I bought a ranch in New Mexico, and the old dobe house that stands on it used to be one of Billy the Kid's hide-outs.

RUYSDAEL: Well, Miss Massey, it's a long jump from a ranch to a microphone. How did you accomplish that?

LOUISE: Well, an old friend of father's Charles Horner, came to visit us on our ranch at Roswell, New Mexico, and heard us sing. He insisted that we go on to the Chautauqua circuit that was so popular in our part of the country.

RUYSDAEL: And so you went.

LOUISE: Yes, we did and .well, from then on, one thing just led to another ... and here we are.

RUYSDAEL: Yes, here you are. And will you sing for us now?

LOUISE: We'd love to. Here's a medley of some of the old songs mixed with the new. They are all songs of the west and I'm sure you'll recognize every one of them,. Come on, Alan, Doc, Milt and Larry - let's tune up and show them how we do it back in Roswell.

(WESTERN MEDLEY LOUISE MASSEY AND WESTERNERS)

(APPLAUSE)

RUYSDAEL: Thank you, Louise Massey, and the Westerners. I have read that even the most serious of critics call those songs one of the outstanding contributions to American music.

LOUISE: Well, they're my favorites. I've been singing them in the movies, on the stage and over the radio for the past ten years. Sometimes I've had to sing them more than a dozen times a day.

GUEST APPEARANCE

-8-

RUYSDAEL: That certainly must put a strain on your voice.

LOUISE: It does. But I never force my voice. I always try to sing as easily as possible to avoid strain.

RUYSDAEL: I see. And what about smoking?

LOUISE: Well, as a matter of fact, it wasn't until two years ago that I found the answer to that. You see, my throat began giving me trouble at that time.

ANNOUNCER: And of course, that had an effect on your singing?

LOUISE: Yes, very definitely! And on my smoking, too. I felt I had to have a cigarette that would be really gentle to my throat. So, on the advice of a friend of mine, I started to smoke Luckies. I soon found they were kinder to my throat than any other cigarette, and besides, they sure do taste good!

ANNOUNCER: Well, thanks very much, Miss Massey, for telling us that and for coming here tonight to sing for us.

LOUISE: Thank you. Goodnight, everyone!

(APPLAUSE)

RTX01 0024860

(-INSIDE SIGNATURE "LUCKY DAY" . .)

ANNOUNCER: YOUR HIT PARADE will continue in just a moment .. we pause
briefly for station identification.

STATION BREAK

("LUCKY DAY" SWELLS AND FINISHES .)

ANNOUNCER: On with YOUR HIT PARADE with Leo Reisman and the Lucky Strike
Orchestra. The most popular songs in the land selected by
a careful check of the hit tunes of all America .. the only
authoritative and complete picture of America's favorite
tunes today.

(FANFARE)

ANNOUNCER: Number TWO ... up among the Lucky Strike leaders in second
place this week is a song from the motion picture "Mr.
Dodd Takes the Air" .. "Remember Me"

("REMEMBER ME" CLARK AND ORCHESTRA ..)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("HARBOR LIGHTS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. this week, eighth place on YOUR HIT PARADE
goes to the charming ballads ... "Harbor Lights"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("HAVE YOU GOT ANY CASTLES BABY?" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while the orchestra plays
the song that's in seventh place this week .. "Have You Got
Any Castles Baby?"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2

ANNOUNCER: Experience is a good teacher, of course .. but it's a lot easier to learn through somebody else's experience when you can. So it's worth recalling what the popular singer of Western ballads -- Miss Louise Massey - told you about her experience a few minutes ago. She mentioned that about two years ago her throat began troubling her so much that it interfered with her singing. Now this was a serious matter for her. So, when it came to smoking, she made a real effort to find out what cigarette would be most gentle to her throat. On a friend's advice, she began to smoke Luckies and in her own words - Quote - I soon found they were kinder to my throat than any other cigarette - End Quote. Now here's why Luckies have proved themselves easy on Miss Massey's throat in spite of the strain of a busy singing career. Luckies' exclusive "Toasting" process removes certain harsh throat irritants naturally present in all tobacco. Since these irritants are out of Luckies, Luckies will naturally be easier on your throat, too. Why not find out for yourself how much gentler a light smoke is. Next time you buy cigarettes, ask for Lucky Strike.

ATX01 0024862

("IF IT'S THE LAST THING I DO" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . another Lucky Strike newcomer .. entering
this week in tenth place . . . "If It's The Last Thing I Do."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

(FANFARE)

ANNOUNCER: Here it is ..number ONE . . . the nation's choice for first
place on YOUR HIT PARADE this week . . ."You Can't Stop Me From
Dreaming."

("YOU CAN'T STOP ME FROM DREAMING GIBSON AND ORCHESTRA . . .)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("LUCKY DAY" ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE .. Your nationwide authority for
the most popular tunes in America played by Leo Reisman
and the Lucky Strike Orchestra. (PAUSE) And next time you're
buying cigarettes, remember the honest opinion of the men who
know tobacco best - the independent tobacco experts. Swcrn
records on file for your inspection show that among these men
who earn their living buying, selling and handling the various
grades of tobacco, Luckies have over twice as many exclusive
smokers as have all other cigarettes combined. These experts
are not connected with any manufacturer - their opinion is
completely unbiased. Remember - "with men who know tobacco
best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE) THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, NOVEMBER 13th, 1937
10:00 to 10:45 PM

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

ANNC'R: Listen to the chant of the tobacco auctioneer....

AUCTIONEER: (FADE IN CHANT) ... 1st Sale.....SOLD AMERICAN!
2nd Sale.....SOLD AMERICAN!
3rd Sale.....(ending with)

SOLD! TO THE AMERICAN TOBACCO COMPANY.

ANNC'R: Yes, it's the tobacco that counts ...and with
independent tobacco experts... "with men who
know tobacco best, it's Luckies - two to one!"

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNC'R: 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 shall present the well-known
musical comedy star .. William Gaxton. Twice each
week YOUR HIT PARADE brings you America's favorite
music... the most popular songs in the land as
shown by a vast, nationwide survey. Each week
sheet music and record sales are checked ... dance
band leaders are asked which songs you request
most frequently... and the broadcasting networks
are checked for your radio favorites. (MORE)

ATK01 0024864

ANNC'R:
(CONT'D)

All these figures are compiled and tabulated and the result is YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today. Let's climb aboard the musical bandwagon, Harry Salter .. with the song that's in SEVENTH place this week ... "Have You Got Any Castles, Baby?"

("HAVE YOU GOT ANY CASTLES BABY?" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("BLOSSOMS ON BROADWAY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R:

Number FIVE ... fifth place on YOUR HIT PARADE goes this week to "Blossoms On Broadway" ... from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

"HALLELUJAH"
("LOOK FOR THE SILVER LINING"
("I WANT TO BE HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R:

A Lucky Strike Triple ... here's a Harry Salter arrangement of three show tunes of a few years back ... "Hallelujah", "Look For The Silver Lining" and "I Want To Be Happy".

(MUSIC SWELLS & FINISHES)

segue to

("THAT OLD FEELING" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... the motion picture "Vogues of
1938" provides the song that's in fourth place.
The Lucky Strike Orchestra plays ... "That Old
Feeling".

COMMERCIAL #1

COMMERCIAL #1 - BOONE

ANNC'R: We've received comments from all over the country about the "chant of the tobacco auctioneer" which is heard at the beginning of Your Hit Parade and Your News Parade. In fact, it's excited so much interest that we know you'll want to meet this famous auctioneer in person... Mr. F. E. Boone!

BOONE: (CHANT FOR 10 SECONDS - THEN BREAKS OFF - LAUGHS)
I reckon everyone recognizes that by now ... In fact, some folks may be surprised to hear I can talk like an ordinary person.

ANNC'R: Well - why is it that the chant of the tobacco auctioneer has to be so peculiar, Mr. Boone?

BOONE: I'll tell you ... it's got to be high-pitched because there's so much noise at those tobacco auctions. And then it's got to sound different from all the other voices for the same reason.

ANNC'R: But that strange rhythm? Is there a reason for that?

BOONE: There sure is! No man on earth could keep yelling out the bids that way - a sale every 8 seconds - 7 or 8 a minute - 360 or so an hour - and do it all day long, without making it into a kind of a song. (LAUGHS) And besides it keeps the buyers on their toes!

ANNC'R: Well, if there's so much noise, Mr. Boone - how can you hear what the buyers are bidding?

BOONE: I don't hear - I see. One of them may bid by just lifting his finger - another by winking - or puffing on a cigarette - or ... there are dozens of ways! It takes a mighty sharp pair of eyes to catch all the signals they make.

ANNC'R: Mr. Boone, it seems to us it takes a great many special abilities and a lot of expert knowledge to make a good auctioneer. And the reports of the ~~amount~~ ^{amount} of tobacco you sold last week in Lexington, Kentucky, certainly show you are one of the best. I wonder if you'll just show us how a few of the sales went at that auction.

BOONE: Why sure ..
(CHANT - 4 SALES) ending with ... "Sold to the American Tobacco Company".

ANNC'R: And "Sold to the American Tobacco Company" - makers of Lucky Strike cigarettes has become a genuine mark of merit at tobacco auctions everywhere. For, at auction after auction, wherever tobacco experts gather, you'll see proof of the quality of Lucky Strike Cigarettes - you'll see the tobacco experts themselves smoking Luckies. Here are the facts, as shown by sworn records available for your inspection. (MORE)

ANNCR:
(CONT'D)

Among independent tobacco experts, buyers, auctioneers, and warehousemen, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling, and handling the various grades of tobacco. They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, and expert. They know tobacco and they smoke Luckies 2 to 1. Could any fact speak more convincingly of the high quality of Lucky Strike Cigarettes? With men who know tobacco best --- It's Luckies 2 to 1.

ATX01 0024869

(FANFARE)

ANNCR: Number TWO ... light up a Lucky while you listen
to the song that's in second place straight
across the country ... "Remember Me".

("REMEMBER ME" CLARK & ORCHESTRA)
(MUSIC SWELLS & FINISHES)

segue to

("HARBOR LIGHTS" QUARTET & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: Number EIGHT ... here's the romantic ballad that's
in eighth place on YOUR HIT PARADE this week ...
"Harbor Lights".

(MUSIC SWELLS & FINISHES)

segue to

("CARIOCA" ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra ... a rhythmic hit tune by
Vincent Youmans that had the nation dancing
several seasons ago ... "Carioca".

(MUSIC SWELLS & FINISHES)

segue to

("MY CABIN OF DREAMS" GIBSON & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: Number SIX... .the Lucky Strike Orchestra
presents a Nick Kenny ballad that's in sixth place...
"My Cabin of Dreams".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: WILLIAM GAXTON from NEW YORK

REVISED GUEST APPEARANCE FOR WILLIAM GAXTON
ON
"YOUR HIT PARADE" - SAT. NOV. 15, 1937.

RUYSDALE: The only musical comedy ever to win the Pulitzer prize was as you will recall, that great hit of a few seasons back "Of Thee I Sing". Tonight we have with us William Gaxton, who starred in "Of Thee I Sing", "The Connecticut Yankee", "Fifty Million Frenchmen", "Anything Goes", "White Horse Inn", and a dozen other outstanding successes to his credit. Mr. Gaxton, just back from California, is soon to start rehearsals on a new musical comedy called "Fair Enough". It is with great pleasure that we present the Shepherd of The Lambs and popular figure of the stage...a great friend of "Lucky Strike", WILLIAM GAXTON. (APPLAUSE)

I know you have been asked this question a thousand times, Bill Gaxton, but what did you think of Hollywood on your last visit there?

GAXTON: Hollywood? It's full of home folks.

RUYSDALE: Home folks?

GAXTON: Home loving people.

RUYSDALE: The natives?

GAXTON: No, the actors.

RUYSDALE: What do you mean?

GAXTON: I mean just that - home loving actors. For instance, take Joe E. Brown. I played with him in vaudeville many years ago when he was the other end of an acrobatic act - Prevost and Brown. Well you know how successful he has been. He always wanted a home - now he has one! I was agreeably surprised when he took me into a room

GAXTON: where he has a souvenir of every champion of every sport, and I was delighted when he showed me a picture in one corner of him and myself taken in the old days when we were a couple of punk kids in vaudeville. He hadn't forgotten.

RUYSDAEL: I imagine you got a kick out of that, Bill.

GAXTON: Yes and there was another friend of mine whose home I lived in for six weeks in Hollywood. The Dean of the Theatre. The most beloved character I have ever had the pleasure of knowing. We had our heart-aches together in the old days. At times he didn't know where his next meal was coming from. We were together for six successful years in the musical comedy field.

RUYSDAEL: You mean Vice-President Throttlebottom in "Of These I Sing?"

GAXTON: Yes, sir. I mean my pal, Victor Moore.

RUYSDAEL: I read, by the way, that article about Victor Moore in last week's Liberty called "Lonely Comedian". It was a wonderful tribute to you when he said he had everything he wanted in Hollywood - except Bill Gaxton.

GAXTON: That was very touching, because I feel the same way about Victor Moore. I guess I'm a pretty sentimental guy. You know I shed a few tears of recollection with another friend.

RUYSDAEL: Who was that?

GAXTON: Another very sentimental guy. Years ago we used to trudge around New York at night looking at paintings in the gallery windows. We did it for two reasons: It didn't cost anything, and we both loved them. My friend would look at a painting for an hour and say "Bill, I'd give a year of my life for that!" Well, when I got to

GAXTON: Hollywood this year he gave a party for me in his home. There were about a hundred guests, and I am afraid my host was a trifle rude.

RUYSDAEL: Rude to you, Bill?

GAXTON: No, marvelously kind to me. But we spent too much time off by ourselves, up in his library, looking at his paintings. That's when those tears came, when he recalled the nights we spent looking in the gallery windows, and when he said "They're mine, Bill, they're mine". That was Edward G. Robinson.,

RUYSDAEL: That's a wonderful story, but how about your own?

GAXTON: Well, it's a lot like the other fellows I've told you about. I started on the stage in my home town of San Francisco as a wave.

RUYSDAEL: A wave?

GAXTON: Yes, in "The Count of Monte Cristo". I climbed under a piece of green canvas and shook it up and down to make it look like a wave. At 17 I arrived in New York with 35 cents in my pocket. No friends in the big city. No relatives..only an uncle.

RUYSDAEL: An uncle? But you said you had no relatives.

GAXTON: (LAUGHS) It's easy to see you've never been a struggling actor. By uncle I mean a pawnbroker.

RUYSDAEL: That's a long way off from being Shepherd of the Lambs, one of the greatest theatrical Societies of the World, and the youngest Shepherd in its 90-year history.

GAXTON: Well, the stage - and the people in it - have been mighty kind to me. But say! I came here to sing.

RUYSDAEL: We're all set for you. William Gaxton sings a song he made famous in his Broadway hit "Fifty Million Frenchmen" the always popular "You Do Something To Me".

MUSIC: SINGS APPLAUSE

RUYSDAEL: That's a great song, William Gaxton, and you certainly know how to put it across!

GAXTON: Thanks - I sang it eight times a week for 72 weeks.

RUYSDAEL: Those long runs must be hard on an actor.

GAXTON: Don't you believe it. It's the short runs that are hard.

RUYSDAEL: (LAUGHS) I wasn't talking about the financial side of it. I meant that singing night after night must be a real strain on the voice and throat.

GAXTON: Well, you've got something there. But you never saw a singer - or an actor - who didn't take A-1 care of his throat.

RUYSDAEL: How about cigarettes?

GAXTON: Now, after all, you know my answer. Luckies are the #1 cigarette for the throat. That's why they are so popular in Hollywood.

RUYSDAEL: How long have you been smoking Luckies, Bill Gaxton?

GAXTON: Well - let's see - eight - ten. It's between eight and ten years and I smoke plenty too because I like their taste, and you know they've never bothered my throat in the least.

RUYSDAEL: Thank you, Bill Gaxton. And thank you for being with us this evening. We've enjoyed your visit thoroughly.

GAXTON: (ALSO LAUGHING) The fun was all mine. Goodnight everyone.

("LUCKY DAY")

ANNCR: YOUR HIT PARADE will continue in just a moment ...
we pause briefly for station identification.

STATION BREAK

ANNCR: On with YOUR HIT PARADE with Harry Salter and
the Lucky Strike Orchestra. The most popular
songs in the land selected by a careful check of
the hit tunes of all America ... the only
authoritative and complete picture of America's
favorite tunes today.

(FANFARE)

ANNCR: Number THREE ... up among the Lucky Strike
leaders ... in third place from New York to San
Francisco ... the novelty song ... "Vieni, Vieni".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("IF IT'S THE LAST THING I DO" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN ... relax with a Lucky while the
orchestra plays a newcomer - in tenth place this
week "If It's The Last Thing I Do"

(MUSIC SWELLS & FINISHES)

segue to

("IN THE GOOD OLD SUMMERTIME"

("TAVERN IN THE TOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR:

A Lucky Strike Double ... two songs from the
Gay Nineties .. Harry Salter plays "In The Good
Old Summertime" and "A Tavern in the Town".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

ANNOC'R:

The popular musical comedy star, William Gaxton, pointed out to you a few minutes ago that it's the short runs on Broadway that are hardest on an actor. (CHUCKLES) And, of course, that's true. But a long successful run, while it may be good for the actor's purse, is decidedly a strain on his voice and throat. Imagine doing the same songs, speaking the same lines, night after night for two whole years. It's this kind of throat-strain that explains why Mr. Gaxton has smoked Luckies for the past eight or ten years. In his own words they're the A-1 cigarette for the throat. Even though he smokes a good deal, Luckies have never bothered his throat in the least. Well - here is the reason: Certain throat irritants naturally present in all tobacco are not present in Luckies because the exclusive "Toasting" process removes them - takes them out. That's easy to understand, isn't it? Because these irritants are out, Luckies are easy on your throat. Next time you buy cigarettes, remember why Luckies are, as William Gaxton himself said, "So popular in Hollywood." Ask for Lucky Strike.

ATX01 0024877

("FAREWELL MY LOVE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... this week ninth place on YOUR
HIT PARADE goes to the romantic melody ...
"Farewell My Love".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... the Lucky Strike
top-notch for this week ... "You Can't Stop
Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE ... Your nationwide
authority for the most popular tunes in America
played by Harry Salter and the Lucky Strike
Orchestra. (PAUSE) Each day, Monday through
Friday, Lucky Strike presents YOUR NEWS PARADE with
Edwin C. Hill, one of America's ace reporters.
Tune in on Monday morning to this same station and
hear Mr. Hill's thrilling interpretation of the
human side of the news.

(MORE)

ANNCR:
(CONT'D)

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

sp

(REVISED)

WEAF

LUCKY STRIKE "YOUR HIT PARADE"

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

NOVEMBER 17, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer:

AUCTIONEER: (FADE IN CHANT) 1st Sale - - SOLD AMERICAN!

2nd Sale - - SOLD AMERICAN!

3rd Sale - - (ENDING WITH)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Yes, it's the tobacco that counts - and with independent 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 Leo Reisman of the Waldorf-Astoria and the Lucky Strike Orchestra. Later in the program we shall present as our guest of the evening Gertrude Wettergren, contralto of the Metropolitan Opera. Twice each week YOUR HIT PARADE Brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked - dance band leaders are asked which songs you request most frequently - and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated and the result is YOUR HIT PARADE - not just a program of dance music, but the only authoritative and complete picture of America's musical taste today. (M O R E)

ATX01 0024880

ANNOUNCER: (CONTINUED)

WEAF So start our musical parade, Leo Reisman, with the
tune that's in FOURTH place this week - "Remember Me"
from the motion picture "Mr. Dodd Takes the Air".

("REMEMBER ME".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I STILL LOVE TO KISS YOU GOODNIGHT".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX - sixth place this week goes to a Lucky
Strike newcomer from the Walter Wanger production
"52nd Street" - "I Still Love To Kiss You Goodnight".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLOSSOMS ON BROADWAY".....GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE - here's the song that's in fifth place
on YOUR HIT PARADE - "Blossoms on Broadway" from the
motion picture of the same name.

(MUSIC SWELLS AND FINISHES)

.....(COMMERCIAL #1).....

(COMMERCIAL #1 - BOONE)

ANNOUNCER: We've received comments from all over the country about the "chant of the tobacco auctioneer" which is heard at the beginning of Your Hit Parade and Your News Parade. In fact, it's excited so much interest that we know you'll want to meet this famous auctioneer in person...Mr. F. E. Boone!

BOONE: (CHANT FOR 10 SECONDS - THEN BREAKS OFF - LAUGHS)
I reckon everyone recognizes that by now -- In fact, some folks may be surprised to hear I can talk like an ordinary person.

ANNOUNCER: Well - why is it that the chant of the tobacco auctioneer has to be so peculiar, Mr. Boone?

BOONE: I'll tell you - it's got to be high-pitched because there's so much noise at those tobacco auctions. And then it's got to sound different from all the other voices for the same reason.

ANNOUNCER: But that strange rhythm? Is there a reason for that?

BOONE: There sure is! No man on earth could keep yelling out the bids that way - a sale every 8 seconds - 7 or 8 a minute - 380 or so an hour - and do it all day long, without making it into a kind of a song. (LAUGHS)

ANNOUNCER: Well, if there's so much noise, Mr. Boone - how can you hear what the buyers are bidding?

BOONE: I don't hear - I see. One of them may bid by just lifting his finger - another by winking - or puffing on a cigarette - or ... there are dozens of ways! It takes a mighty sharp pair of eyes to catch all the signals they make.

ANNOUNCER: Mr. Boone, it seems to us it takes a great many special abilities and a lot of expert knowledge to make a good auctioneer. And the reports of the amount of tobacco you sold in Wilson, North Carolina, certainly show you are one of the best. I wonder if you'll just show us how a few of the sales go at auctions.

BOONE: Why sure ... they go something like this.
(CHANT - FOUR SALES) (ENDING WITH - "Sold to the American Tobacco Company".

ANNOUNCER: And "Sold to the American Tobacco Company" - makers of Lucky Strike cigarettes has become a genuine mark of merit at tobacco auctions everywhere. For, at auction after auction, wherever tobacco experts gather, you'll see proof of the quality of Lucky Strike Cigarettes - you'll see the tobacco experts themselves smoking Luckies. Here are the facts, as shown by sworn records available for your inspection. Among independent tobacco experts, buyers, auctioneers, and warehousemen, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling, and handling the various grades of tobacco.

(MORE)

ATX01 0024883

ANNOUNCER: They deal with all cigarette manufactureres but are not
(Cont'd) connected with any. Consequently, their opinion is
unbiased, unprejudiced. These experts, those men who
know tobacco best smoke Luckies 2 to 1. Could any fact
speak more convincingly of the high quality of Lucky
Strike Cigarettes?

("IF IT'S THE LAST THING I DO" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT - sit back and enjoy a Lucky while the orchestra plays the tuneful ballad that's in eighth place --

"If It's The Last Thing I do".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO ... runner-up for Lucky Strike top honors - in second place from New York to San Francisco - "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("HARBOR LIGHTS" SHIBIDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE - ninth place on YOUR HIT PARADE this week goes to the melodic song - "Harbor Lights".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - GERTRUDE WETTERGREN)

ANNOUNCER: Almost two centuries ago, King Gustave III of Sweden founded the Royal Opera at Stockholm. And it has been one of the great music centers of the world ever since. Leading contralto of the Stockholm Opera today is Madame Gertrud Wettergren, who has also scored a tremendous personal success at our own Metropolitan in the past two seasons. Madame Wettergren, in fact, truly deserves the title, "world-renowned", and we are proud to introduce her to you as another in that distinguished list of people who choose Luckies for their cigarette ... Ladies and gentlemen, Madame Gertrud Wettergren!

(APPLAUSE)

WETTERGREN: Good evening, ladies and gentlemen! God afton, damer och herraren sarskilt halsning till mina Skandinaviski Vannen i detta land!

ANNOUNCER: (LAUGHS) I beg your pardon, Madame Wettergren. I didn't quite follow that!

WETTERGREN: That was a gre@ting to my Scandinavian friends in this ccuntry. (LAUGHS) I hope it will also be a warning to you that I do not speak English too well.

ANNOUNCER: When I consider what a short time you have spent in America, I think you do wonderfully. Did you study English in Sweden?

WETTERGREN: Oh yes, when I was a child in school. I learned things like - This is a boy. This is a bat. This is a ball. See the boy bat the ball.

ANNOUNCER: Madamo Wettergren, how is it that the Scandinavian countries produce so many great singers?

WETTERGREN: I don't know. (LAUGHS) It must be the air!

ANNOUNCER: I suppose the Stockholm Opera is a great influence - and then I have heard that your Music Academy is very famous too.

WETTERGREN: The Academy - yes. I went there for four and a half years. It was Margaret, Crown Princess of Sweden, who made my schooling possible.

ANNOUNCER: How was that?

WETTERGREN: She heard me sing at a festival in a little village in the south of Sweden, where I lived. She took an interest in me and, arranged for me to go to the Academy.

ANNOUNCER: Well, no benefactor ever had more reason to be proud of a good deed than your Crown Princess, if I may say so, Madame Wettergren. I understand that you have chosen to sing "One Alone" from the "Desert Song" for us this evening.

WETTERGREN: Yes, because it is a lovely song - one of the loveliest I think in any language.

(MUSIC SINGS)

(APPLAUSE)

ANNOUNCER: Magnificent, Madame Wettergren!

WETTERGREN: Tacker sa mycket - thank you.

ANNOUNCER: Madame Wettergren, may I ask you a question?

WETTERGREN: Of course.

ANNOUNCER: When I offered you a Lucky Strike before this broadcast, you mentioned that you have been smoking Luckies for the past five years.

WETTERGREN: Yes, that is right.

ANNOUNCER: Yet, your first visit to America was only two years ago.

WETTERGREN: (LAUGHS) So you are checking up on me! All right, the explanation is that my step-daughter visited America in 1932.

ANNOUNCER: I see. And your step-daughter brought Luckies back with her from America?

WETTERGREN: She did. She could not say enough for Luckies. So I tried a few and I have been smoking them ever since. No matter where I go, I always try to have Luckies with me. You see, I liked their taste and they never hurt my throat.

ANNOUNCER: Well, considering the length of your opera season, that certainly means a great deal.

WETTERGREN: (LAUGHS) Indeed, yes. I am nearly always in the middle of a busy operatic season. In Stockholm we have ten months of opera a year.

ANNOUNCER: Ten months of opera! I guess your voice never really gets a rest, Madame Wettergren. So it certainly means a lot that you find Luckies easy on your throat. May I repeat that we are very proud you have smoked them for the past five years.

WETTERGREN: Thank you, and now I shall say good night to everyone. I have enjoyed my visit so much. God Natt!

(APPLAUSE)

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue in just a moment ... we
pause briefly for station identification.

* * * * STATION BREAK * * * *

("LUCKY DAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Leo Reisman and the Lucky
Strike Orchestra. The most popular songs in the land as
shown by a careful check of the hit tunes of all America.
.. The only authoritative and complete picture of
America's favorite tunes today.

(FADEFARE)

ANNOUNCER: Number THREE - flashing across the musical horizon, the
newcomer that enters YOUR HIT PARADE in third place -
"Once In A While".

("ONCE IN A WHILE" SHIELDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE SNAKE CHARMER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra .. Leo Reisman presents a musical
novelty by two talented young composers, Teddy Powell -
and Leonard Whitcup - "The Snake Charmer"!

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THAT OLD FEELING" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

-11-

ANNOUNCER: Number SEVEN ... the motion picture "Vogues of 1938"
provides the song that's in seventh place this week -
The Lucky Strike Orchestra plays "That Old Feeling".
(MUSIC SWELLS AND FINISHES)

(COMMERCIAL # 2)

ATX01 0024890

ANNOUNCER: Madame Gertrud Wettergren of the "Land of the Midnight Sun" is as popular at our own Metropolitan Opera as she is abroad. And you who just heard her lovely contralto voice on this program know why. So you must have been interested to hear Madame Wettergren say that she - like so many American singers - smoked Lucky Strike Cigarettes. Now the reason, as she herself explained, is that she not only likes their taste but she finds Luckies genuinely easy on her throat. Let me repeat ... In spite of the tremendous strain of her operatic work, Luckies have never bothered Madame Wettergren's throat - never in all the five years she has been smoking them. You see, Lucky Strike has an exclusive process "It's Toasted" - which removes certain harsh irritants present in all tobacco. These irritants are out of Luckies - so Luckies are easy even on an opera singer's throat. Now it stands to reason that Luckies will be easy on your throat too! So next time you buy cigarettes, follow Madame Wettergren's example and make sure of a light smoke. Ask for Lucky Strike.

("ROSES IN DECEMBER" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN - light up a Lucky while you listen to the tune that's in tenth place - "Roses In December".

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Here it is - Number ONE - the novelty song that's taken the country by storm - in first place on YOUR HIT PARADE this week - "Vieni, Vieni".

("VIENI, VIENI" QUARTET)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE - Your nationwide authority for the most popular tunes in America played by Leo Reisman and the Lucky Strike Orchestra. (PAUSE) And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best - the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling, and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer - their opinion is completely unbiased. So remember -- "With men who know tobacco best, it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

11/17/37
mog/bk

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATX01 0024892

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, NOVEMBER 20th, 1937
10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!
2nd SALE ... SOLD AMERICAN!
3rd SALE ... (Ending with
All done -- SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Yes, it's the tobacco that counts .. and "with independent tobacco experts -- with men who know tobacco best, it's Luckies 2 to 1!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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 shall present lovely Marjorie Lawrence, soprano of the Metropolitan Opera Company. Twice each week YOUR HIT PARADE brings you America's favorite music ... the most popular songs in the land as shown by a vast nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and broadcasting networks are checked for your radio favorites.

(MORE)

ATX01 0024893

ANNOUNCER: All these figures are compiled and tabulated and the
(CONT'D)
result is YOUR HIT PARADE ... not just a program of
dance music but the only authoritative and complete
picture of America's musical taste.

FANFARE

ANNOUNCER: A fanfare of trumpets, and Harry Salter starts our
musical parade with the tune that's in second place
this week ... "You Can't Stop Me From Dreaming" ...
Number TWO...

("YOU CAN'T STOP ME FROM DREAMING "GIBSON AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

Segue to

("HARBOR LIGHTS"QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the melodic ballad that's in
ninth place on YOUR HIT PARADE this week ... "Harbor
Lights".

(MUSIC SWELLS AND FINISHES)

Segue to

("LADY OF SPAIN". ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra ... A Harry Salter arrangement of
the sparkling passo doble ... "Lady Of Spain".

(MUSIC SWELLS AND FINISHES)

Segue to

("ROSES IN DECEMBER". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the Lucky Strike orchestra plays the
song that's tenth this week from the Empire State to
the Golden Gate ... "Roses In December".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

COMIERCIAL #1 - TOBACCO

ANNOUNCER: The tobacco crop in this country runs to a good round billion pounds a year. Yet so precious is it, that the greater part is handled almost literally leaf by leaf. One result is that tobacco is more carefully and intricately graded than any other major crop. And to buy tobacco is truly an art. One must distinguish not just between inferior and good - but between thirty, fifty different grades of good -- better -- best. This ability to distinguish even the finest points of superiority makes tobacco experts unfailing judges of cigarettes. You - as a smoker -- will naturally want to know what cigarette these experts choose for their own personal enjoyment. Now here are the facts ... Sworn records, available for your inspection, show that among independent tobacco experts - auctioneers, buyers, and warehousemen - Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! These experts are not connected with any manufacturer but deal with all manufacturers impartially. It is their daily business to judge - judge impartially and accurately -- all the various grades of tobacco on the market. So isn't their verdict in favor of Luckies about as conclusive as anything could be? Next time you buy cigarettes, remember the example of the tobacco experts and ask for Lucky Strike ... "With men who know tobacco best, it's Luckies 2 to 1."

("THAT OLD FEELING" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . . the motion picture "Vogues of 1938"
provides the song that's in seventh place this week...
"That Old Feeling".

(MUSIC SWELLS AND FINISHES)

Segue to

("I STILL LOVE TO KISS YOU GOODNIGHT". . . QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX . . . a Lucky Strike newcomer from the Walter
Wanger production "52nd Street" -- in sixth place this
week . . . "I Still Love To Kiss You Goodnight".

(MUSIC SWELLS AND FINISHES)

Segue to

("ITALIAN STREET SONG"
("I'M FALLING IN LOVE WITH SOMEONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double . . . two outstanding numbers
from Victor Herbert's score for "Naughty Marietta" . . .
"The Italian Street Song" and "I'm Falling In Love
With Someone".

Music swells and fin
(MUSIC SWELLS AND FINISHES)

Segue to

FANFARE.....

ANNOUNCER: Number THREE ... the ballad that's a newcomer in
third place this week ... light up a Lucky while the
orchestra plays "Once In A While".

("ONCE IN AWHILE" ... CLARK - ORCHESTRA)
(MUSIC STARTS AND FINISHES)

GUEST APPEARANCE ... MARJORIE LAWRENCE

ANNOUNCER: A few short years ago, enthusiastic friends and neighbors in a little Australian village applauded the thrilling voice of a young girl. More recently, that same voice - now mature and magnificent, has been thrilling the critical audiences of New York's famous Metropolitan Opera. From promising beginnings in Australia ... to success in Europe ... to stardom on the stage of the Metropolitan ... that's the triumphant history of our guest who makes her second visit to Your Hit Parade tonight ... Miss Marjorie Lawrence!

(APPLAUSE)

LAWRENCE: Thank you, Mr. Ruysdael. It's very nice to be here again on Your Hit Parade.

ANNOUNCER: Miss Lawrence, your audience and critics have said so much in praise of your marvelous voice, but one opera fan - a friend of mine - not only speaks admiringly of your singing in Wagner's opera Gotterdammerung, but adds that you give a very effective demonstration of good horsemanship in that opera.

LAWRENCE: He thinks that from what he saw in the opera! (LAUGHS)
Well it's true that in the final scene of Gotterdammerung I do make my exit on horseback, but riding a horse off the Metropolitan stage is, after all ...

ANNOUNCER: Nevertheless, you must have done it extra well!

LAWRENCE: (LAUGHS) Well ... perhaps, after four hours of singing, I wanted to make a quick exit ...

ANNOUNCER: Four hours of singing!

LAWRENCE: Yes ... So you see, jumping on that horse was really in the nature of relaxation.

ANNOUNCER: You do ride a great deal -- that is, off-stage?

LAWRENCE: Oh, yes, indeed! It's one of my favorite sports, and I hope some day to ride as much as I like on my ranch.

ANNOUNCER: That's interesting - you own a ranch?

LAWRENCE: Not yet, but I hope to soon. I'm going to have a good look around your American Southwest this year and if I find the kind of ranch I want, I'll make it my home.

ANNOUNCER: Does that mean you'll retire to a home on the range and give up singing?

LAWRENCE: Oh, not at all! I'll sing all the more.

ANNOUNCER: To the cactus and the sagebrush?

LAWRENCE: (LAUGHS) When I feel in the mood - yes. Really the out-of-doors is the best background for singing. By the way, when you mentioned "a home on the range", I was reminded of your lovely western song.

ANNOUNCER: Do you sing "Home on the Range", Miss Lawrence?

LAWRENCE: (LAUGHS) Sometimes, but just for myself.

ANNOUNCER: What will you sing for us tonight?

LAWRENCE: I've chosen two lovely songs - "Annie Laurie" and "Loch Lomond".

(SINGS)

ANNOUNCER: That was beautiful, Miss Lawrence. I suppose you're already preparing for another big season at the Metropolitan - your third, isn't it?

LAWRENCE: Yes, I'm hard at work right now - rehearsing new operatic roles in between concert engagements.

ANNOUNCER: Sounds like a strenuous life.

LAWRENCE: Oh, I play almost as hard as I work. In France, this summer, I swam and rode and drove my car and danced and ... I had a wonderful time!

ANNOUNCER: That still sounds strenuous to me.

LAWRENCE: Well - an opera singer needs vitality, you know. I'm always careful to keep myself in good condition - both physically and ... vocally. Oh, by the way, I think I did some very good advertising for Lucky Strikes this summer.

ANNOUNCER: Really? How's that?

LAWRENCE: Well - wherever I went - my Luckies went with me. Of course, my friends were intrigued by the fact that I smoked Luckies in even the most out-of-the-way places. So-o-o they asked me why and I told them.

ANNOUNCER: Yes?

LAWRENCE: I explained that I had smoked Luckies for years because they never bother my throat. And well I got a lot of new friends for you.

ANNOUNCER: That's a grand tribute to Luckies, Miss Lawrence. Thanks, and thanks too, for your song.

LAWRENCE: I enjoyed it, Mr. Ruysdael. Goodnight everyone.

(APPLAUSE)

(INSIDE SIGNATURE "LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue in just a moment . . . we pause briefly for station identification.

STATION BREAK

("LUCKY DAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Harry Salter and the Lucky Strike Orchestra. The most popular songs in the land as shown by a careful check of the hit tunes of all American . . . the only authoritative and complete picture of America's favorite tunes today.

("REMEMBER ME" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... here's the sprightly song that's in fourth place from Maine to Mexico...the Lucky Strike Orchestra plays "Remember Me".

(MUSIC SWELLS AND FINISHES)

segue to

("BLOSSOMS ON BROADWAY" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... The romantic song that's in fifth place on YOUR HIT PARADE is ... "Blossoms on Broadway" from the motion picture of the same name.

(MUSIC SWELLS AND FINISHES)

segue to

("PUT ON YOUR OLD GREY BONNET"
"FOR HE'S A JOLLY GOOD FELLOW") ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike double two old-timers in an up-to-date Harry Salter arrangement ... "Put On Your Old Grey Bonnet", and "For He's a Jolly Good Fellow".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

ANNOUNCER: No product can have a better recommendation than this: that friends tell their friends about its advantages. So we are genuinely proud of what Miss Marjorie Lawrence - lovely Australian soprano of the Metropolitan Opera - said about Luckies a few minutes ago on this program. You will recall that her friends were intrigued by the fact that she smoked Luckies wherever she went. They asked her why and she explained that she has smoked Luckies for years because they never bother her throat. Now the result was, she got a lot of new friends for Lucky Strike. For it must be obvious to anyone that, if Luckies are easy on an opera singer's throat, they will be easy on any smoker's throat. And the proof is in the smoking. You see, certain harsh irritants, naturally present in all tobacco, are taken out of Luckies by the exclusive process "It's Toasted". That's why Luckies are a light smoke -- why they are really easy on your throat. Next time you buy cigarettes, follow Miss Lawrence's friendly example and ask for Lucky Strike.

("IF IT'S THE LAST THING I DO" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... relax with a Lucky while the orchestra plays the song that's in eighth place this week ... "If It's The Last Thing I do".

(MUSIC SWELLS AND FINISHES)

segue to
FANFARE

ANNOUNCER: Here it is...number ONE ... the novelty song that's tops
in all America's favor this week..."Vieni Vieni".

("VIENI VIENI" QUARTET)

(MUSIC SWEELS AND FINISHES)

SEGUE TO

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE... Your nationwide authority
for the most popular tunes in America played by Harry
Salter and the Lucky Strike Orchestra. (PAUSE) Each day,
Monday through Friday, Lucky Strike presents YOUR NEWS
PARADE with Edwin C. Hill, one of America's ace reporters.
Tune in on Monday morning to this same station and hear
Mr. Hill's thrilling interpretation of the human side of
the news. 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")

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

ej/hp

(REVISED)

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

NOVEMBER 24 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer.....

BOONE: (FADE IN CHANT) 1st Sale...Sold American
2nd Sale...Sold American
3rd Sale... (ENDING WITH)

ALL DONE....SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Yes, it's the tobacco that counts -- and with independent experts, "with men who know tobacco best, it's Luckies - two to one!"

(SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE.....All America's choice in popular music played by Leo Reisman of the Waldorf-Astoria and the Lucky Strike Orchestra. Later in the program we shall present Winifred Ceoil, American-born soprano star of opera and concert. Twice each week YOUR HIT PARADE brings you America's favorite music...the most popular songs in the land as shown by a vast nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently...and the broadcasting networks are checked for your radio favorites. All these figures are compiled and tabulated and the result is YOUR HIT PARADE ... not just a program of dance music but the only authoritative and complete picture of America's musical taste today.

ATX01 0024906

(FANFARE)

ANNOUNCER: Our musical parade starts this week with Leo Reisman and the Orchestra playing the novelty song that's up in second place..."veini, Veini"Number TWO.

("VEINI, VEINI QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ROSES IN DECEMBER" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... light up a Lucky as the Orchestra plays the song that's in eighth place this week ..."Roses in December."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("LA CUMPARSA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...here's a Leo Reisman arrangement of the tango favorite...."La Cumparsa."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NICE WORK IF YOU CAN GET IT" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX here's a newcomer to YOUR HIT PARADE this week entering in sixth place ... "Nice Work If You Can Get It" .

(MUSIC SWELLS AND FINISHES)

..... (COMMERCIAL #1)

COMMERCIAL #1)

-3-

ANNOUNCER: How is tobacco judged?...Well, the true expert judges tobacco on the size of its leaf, its fibre, its texture, its color, its aroma, its stemming qualities. He takes all these facts and more into consideration. But even that is not enough for him to pass judgment. For some tobacco which looks wonderful, which meets nearly every test successfully, has been proved by experience to be not as good as it seems. So the job of tobacco expert is actually one of the most difficult in any business. And the judgment of these tobacco experts deserves every smoker's respect. Now here is their judgment in the matter of cigarettes... Sworn records on file for your inspection show that among independent tobacco experts - not connected with any manufacturer - Lucky Strikes have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many!...These tobacco experts who vote so overwhelmingly for Luckies - have for many years, earned their living in buying, selling and handling the various grades of tobacco. They know tobacco and know who buys what tobacco. So could anything say more for the high quality of Luckies than their impartial verdict? Next time you buy cigarettes, follow the example of the independent tobacco experts and ask for Lucky Strike...for men who know tobacco best, smoke Luckies 2 to 1.

ATX01 0024908

"REMEMBER ME"

CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the tune that's in tenth place this week ...
Leo Reisman and the Lucky Strike Orchestra play "Remember
Me."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"ONE ROSE"

QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... here's the waltz that's in seventh
place on YOUR HIT PARADE straight across the United States
.... "One Rose."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Number THREE riding high in the nation's favor....in
third place this week. The Lucky Strike Orchestra plays
"You Can't Stop Me From Dreaming."

"YOU CAN'T STOP ME FROM DREAMING"

GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

GUEST.....WINIFRED CECIL...SINGING "ROMANCE" from "THE DESERT SONG".

(GUEST APPEARANCE - WINIFRED CECIL)

ANNOUNCER: The standards of La Scala, world-famous opera house in Milan, Italy, are high. La Scala hears only the best. It's musical traditions are rich, its directors severe, its audiences critical. So, when a young singer, American born, American-trained is invited to sing at La Scala - that's news ... and big news in the operatic world. Since her last appearance on Your Hit Parade, the lovely concert and radio artist, Miss Winifred Cecil, has won this new distinction. And tonight we are proud to present her to you once more...the American girl who won a contract to sing in Italy's foremost temple of opera - Miss Winifred Cecil.

(APPLAUSE)

ANNOUNCER: Miss Cecil, won't you tell us how you happened to win your contract at La Scala?

CECIL: That's exactly the word, Mr. Ruysdael - 'happened.'

ANNOUNCER: You make it sound accidental.

CECIL: It was - almost. I was vacationing in a little town on the Riviera called Rapallo...idling, puttering around in slacks, gazing into the deep, blue Mediterranean...singing my daily dozen of course, but not even thinking of an operatic career or of La Scala...well, not much anyway. But when I heard that they were holding auditions and with Milan only a hop, skip and jump away, well --

ANNOUNCER: That was too much for an ambitious young singer, eh?

CECIL: I'm afraid so. Anyway, I went over to Milan, sang for the director and an audience composed of every other singer in Italy ... at least it seemed that way at the time and... but, you know the rest.

ANNOUNCER: You must be thrilled at the thought of becoming prima donna at an opera house like La Scala?

CECIL: Oh, I am...thrilled ..and scared to death.

ANNOUNCER: Scared? A singer with all your experience? Why? You've sung in almost every city in the East, haven't you? Surely--

CECIL: (LAUGHING) I can't help it, Mr. Ruysdael, I'm still scared.

ANNOUNCER: I'll wager you'll take La Scala in your stride too. I suppose you are resting up now before the season?

CECIL: Not resting,..learning.

ANNOUNCER: Learning...what?

CECIL: To swoon, for one thing.

ANNOUNCER: To swoon?

CECIL: Yes, prima donnas never, never faint....they swoon! And every prima donna, it seems, must come complete with swoons. It's in the grand tradition.

ANNOUNCER: (LAUGHING) I see. Well, you must come and swoon for us some time. Just now I'm sure we'd all much rather hear you sing.

CECIL: All right, I'm going to sing "Romance" from "The Desert Song."

(WINIFRED CECIL SINGS "ROMANCE" from "THE DESERT SONG")

(APPLAUSE)

ANNOUNCER: That was great, Miss Cecil.

CECIL: Thank you.

ANNOUNCER: We understand that you have been a Lucky Smoker for quite some time?

CECIL: Yes, I've smoked Luckies for ten years now.

ANNOUNCER: You certainly must like them?

CECIL: I certainly do. I never tire of their taste - and then I've found that Luckies really are easier on my throat. And with the long hours of singing and daily practice on my schedule, that's important.

ANNOUNCER: Well, that's stout praise for Luckies, Miss Cecil...Thank you, and thank you for your wonderful performance this evening. I believe I echo the sentiments of every one in our Lucky Strike audience when I wish you good luck at La Scala!

CECIL: That's kind of you, Mr. Ruysdael....Goodnight, everyone.

(APPLAUSE)

("LUCKY DAY"

ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue in just a moment...we pause briefly for station identification.

STATION BREAK

ANNOUNCER: On with YOUR HIT PARADE with Leo Reisman and the Lucky Strike Orchestra. The most popular songs in the land as shown by a careful check of the hit tunes of all America...the only authoritative and complete picture of America's favorite tunes today.

("IF IT'S THE LAST THING I DO"

CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... light up a Lucky while the Orchestra plays the song that's fifth this week from Portland, Maine to Portland, Oregon..."If It's The Last Thing I do."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MARCH WINDS AND APRIL SHOWERS"

ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...here's Leo Reisman's arrangement of a song that was a favorite a few seasons back..."March Winds and April Showers."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("HARBOR LIGHTS"

QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE here's the ballad that's in ninth place on YOUR HIT PARADE this week..."Harbor Lights"

(MUSIC SWELLS AND FINISHES)

.....(COMMERCIAL #2).....

ANNOUNCER: I'm sure you enjoyed listening to Miss Winifred Cecil tonight. Soon she is to sing at the famous "La Scala" Opera House in Milan, Italy. Now a La Scala contract is not easily won. Its price is hard work, endless practice, constant singing. And this means a real strain on the sensitive and delicate membranes of a singer's throat. Now Miss Cecil likes to smoke ... and, of course, she likes to sing. So the solution is: she has smoked Luckies for ten years. What does Miss Cecil herself say about Luckies? You'll remember she told you that she smokes Luckies because she doesn't tire of their taste...and because they are easier on her throat. Now, here's the reason Luckies are kind to the throat. Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobaccos...even the finest. That's why, like Miss Cecil, you'll find in Luckies a light smoke of fine center leaf tobaccos...a light smoke that does not bother your throat. So follow Miss Cecil's example. Ask for Lucky Strike.

(FANFARE)

ANNOUNCER: Here it is... Number ONE ... on the crest of the musical wave this week, first place on YOUR HIT PARADE "Once In A While"

("ONCE IN A WHILE" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BLOSSOMS ON BROADWAY" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... fourth place on YOUR HIT PARADE goes this week to "Blossoms on Broadway" ... from the motion picture of the same name.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE - Your nationwide authority for the most popular tunes in America played by Leo Reisman and the Lucky Strike Orchestra. (PAUSE) And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best - the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living buying, selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer - their opinion is completely unbiased. So remember "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

This is the National Broadcasting Company.

1h 11/24

RTX01 0024915

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, NOVEMBER 27, 1937
10:00 to 10:45 PM

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT)...1st Sale...SOLD AMERICAN!
2nd Sale...SOLD AMERICAN!
3rd SALE....(ending with)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Yes, it's the tobacco that counts... and with independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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 shall present Rene Maison, internationally famous Belgian tenor of opera, concert and radio. Twice each week YOUR HIT PARADE brings you America's favorite music... the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites.

(CONTINUED)

ATX01 0024916

ANNOUNCER:
CONT'D All these figures are compiled and tabulated and the
result is YOUR HIT PARADE... not just a program of dance
music, but the only authoritative and complete picture
of America's musical taste.

(FANFARE.....)

ANNOUNCER: Number THREE... Okay, Harry Salter! Start the musical
bandwagon rolling with the tune that's in third place
this week... "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("HARBOR LIGHTS" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the song that's in ninth place on
YOUR HIT PARADE from Maine to Mexico ... "Harbor Lights".

(MUSIC SWELLS & FINISHES)

segue to

(MORE)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double... A Harry Salter arrangement of
two show tunes that were tops in popularity a few
years back ... "Good News" and "The Best Things In Life
Are Free".

(MUSIC SWELLS & FINISHES)

segue to

("REMEMBER ME" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... light up a Lucky while the orchestra
plays the song that's tenth in the nation's favor this
week ... "Remember Me".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

ANNOUNCER: A single basket of tobacco sold at auction may bring a price ranging as high as around \$400.00! Or, another basket that looks exactly the same may sell for only \$100. Yet the whole transaction involved in auctioning off such a basket will probably take no more than eight seconds. So you see why tobacco experts must know tobacco. Their bread and butter depends upon estimating the value of each lot of tobacco -- instantly, accurately, without errors. It is this unfailing judgment developed through years of experience at tobacco auctions which makes tobacco experts such good judges of cigarettes. You, as a smoker, are bound to be interested in what cigarette these experts choose for their own personal enjoyment. So here are the facts ... Sworn records on file for your inspection show that, among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Now note please that these are independent tobacco experts, dealing with all manufacturers but not connected with any. As auctioneers, buyers, and warehousemen, they earn their living in buying, selling, and handling the various grades of tobacco. They know tobacco -- and they smoke Luckies two to one. Certainly that's something worth while remembering, next time you buy cigarettes...These men who know tobacco best - smoke Luckies 2 to 1.

(FANFARE.....)

ANNOUNCER: Number TWO ... the Lucky Strike Orchestra plays the
novelty song hit that's riding high in second place...
"Vieni, Vieni".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("ROSES IN DECEMBER" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... here's the romantic ballad that's in
eighth place on YOUR HIT PARADE this week ... "Roses
in December".

(MUSIC SWELLS & FINISHES)

segue to

("LA CUCURACHA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... as a special tonight, Harry
Salter presents his arrangement of the Mexican rumba
favorite ... "La Cucuracha".

(MUSIC SWELLS & FINISHES)

segue to

("IF IT'S THE LAST THING I DO" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... sit back and enjoy a Lucky while the orchestra plays the song that's in fifth place this week ... "If It's The Last Thing I Do".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: RENE MAISON

(GUEST APPEARANCE - RENE MAISON)

ANNCR: The public be served! ... You, our public, very clearly showed your appreciation of the world-famous tenor, Mr. Rene Maison, when he appeared on this program last Spring. So tonight we have asked him to pay a return visit to Your Hit Parade. Just back from a summer abroad, the great Belgian singer will again be one of the luminaries of the Metropolitan Opera this winter. Ladies and gentlemen... messieurs et mesdames, je vous presente ce chanteur admirable et bon ami de Lucky Strike - Mr. Rene Maison!

(APPLAUSE)

MAISON: Good evening, everyone! And thank you, Mr. Ruysdael but ... those last words you said...pardon, I did not quite understand?

ANNCR: But Mr. Maison, I was speaking French.

MAISON: Ah?

ANNCR: Yes. I thought you might feel more at home, if I address you in your own language.

MAISON: That is very polite. (SPEAKING LIGHTNING-QUICK FRENCH)
Mais, Mon-sieur, je n'y comprends rien ... Dites-mois, qu'est - ce que vous voulez dire?

ANNCR: (SLIGHT PAUSE - THEN LAUGHS) Perhaps, after all, we had better stick to English, Mr. Maison. What kind of a summer did you have?

MAISON: Ah! Well, it was lovely! I went for a long motor trip through Europe - it was my first summer in four years.

ANNCR: Your first summer in four years? ... Don't you mean, your first summer vacation in four years, Mr. Maison?

MAISON: Pardon me but I mean my first summer!

ANNCR: But -

MAISON: Let me explain. When it is summer here, it is winter below the Equator. Eh, bien...each summer for four years I have gone to South America to sing.

ANNCR: (LAUGHS) I see, you jumped from winter here to winter there. Well, that is interesting, Mr. Maison. I can understand how missing out on summer altogether that way, made you appreciate it so much more this year...And now, Mr. Maison, I understand you're going to sing "Pale Moon" for us.

(MUSIC.....SINGS)

(APPLAUSE)

ANNCR: Bravo, Mr. Maison. Thank you. And now...may we ask you one question?

MAISON: Of course!

ANNOC'R: Mr. Maison, we know you have been a Lucky Strike smoker for the past 7 years and you have been kind enough to tell us that Luckies are always easy on your throat.

MAISON: Yes, that is true.

ANNOC'R: Well - Mr. Maison - does it seem reasonable to you that if Luckies are easy on your throat, they will be easy on other smoker's throats?

MAISON: I should think so. My throat, you see, is under the constant strain of singing.

ANNOC'R: So it is more sensitive than the average smoker's throat?

MAISON: Precisely. That is why a singer gives the hardest test to cigarettes.

ANNOC'R: Well, Mr. Maison we are proud that Luckies have passed this test with you, especially as you have been smoking them for 7 years...which makes it a very thorough test, indeed. And now...may we wish you another most successful season at the Metropolitan!

MAISON: Thank you. And I've enjoyed being with you again. Goodnight, everyone.

(APPLAUSE)

("THIS IS MY LUCKY DAY". ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue in just a moment ...
we pause briefly for station identification.

STATION BREAK

ANNCR: On with YOUR HIT PARADE with Harry Salter and
the Lucky Strike Orchestra. The most popular songs
in the land as shown by a careful check of the hit
tunes of All America ... the only authoritative
and complete picture of America's favorite tunes
today.

("BLOSSOMS ON BROADWAY". CLARK & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: Number FOUR ... here's the song that's up in fourth
place this week ... "Blossoms on Broadway"
from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("ONE ROSE" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN ... seventh place on YOUR HIT PARADE
goes this week to the melodic waltz "One Rose".

(MUSIC SWELLS & FINISHES)

segue to

("POLLY WOLLY DOODLE"
("GOODNIGHT LADIES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ... Harry Salter turns back
the leaves of YOUR HIT PARADE Songbook to present
his arrangement of two old timers ... "Polly Wolly
Doodle" and "Goodnight Ladies".

COMMERCIAL #2

(COMMERCIAL #2)

ANNOUNCER: The famous opera singer, Rene Maison, made a very logical observation about smoking a few minutes ago. He pointed out that, since Luckies have been easy on his throat for the past seven years, they should be just as easy on other smokers' throats. For, as Mr. Maison himself expressed it, a singer's sensitive throat gives the "hardest test" to cigarettes. That is why it is so significant that great opera stars like Rene Maison, Lauritz Melchior, Helen Jepson, Gertrud Wettergren, agree on preferring Luckies above any other cigarette. Now here's why Luckies can pass so difficult a test. The exclusive process, "It's Toasted" expels certain harsh throat irritants naturally present in all tobaccos -- even the finest. The result is a light smoke, easy on your throat. Next time you buy cigarettes, follow the example of so many great opera stars and ask for Lucky Strike.

ATX01 0024927

(FANFARE.....)

ANNOUNCER: Here it is ... Number ONE ... the Lucky Strike
topnotcher this week straight across the country...
"Once in a While".

("ONCE IN A WHILE"CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...here's a George Gershwin newcomer to YOUR
HIT PARADE that's entering in sixth place.. "Nice Work
If You Can Get It".

(MUSIC SWELLS & FINISHES)

segue to

(MORE)

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE ... Your nationwide authority for the most popular tunes in America played by Harry Salter and the Lucky Strike Orchestra. (PAUSE) Each day, Monday through Friday, Lucky Strike presents YOUR NEWS PARADE with Edwin C. Hill, one of America's ace reporters. Tune in on Monday morning to this same station and hear Mr. Hill's thrilling interpretation of the human side of the news. 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")

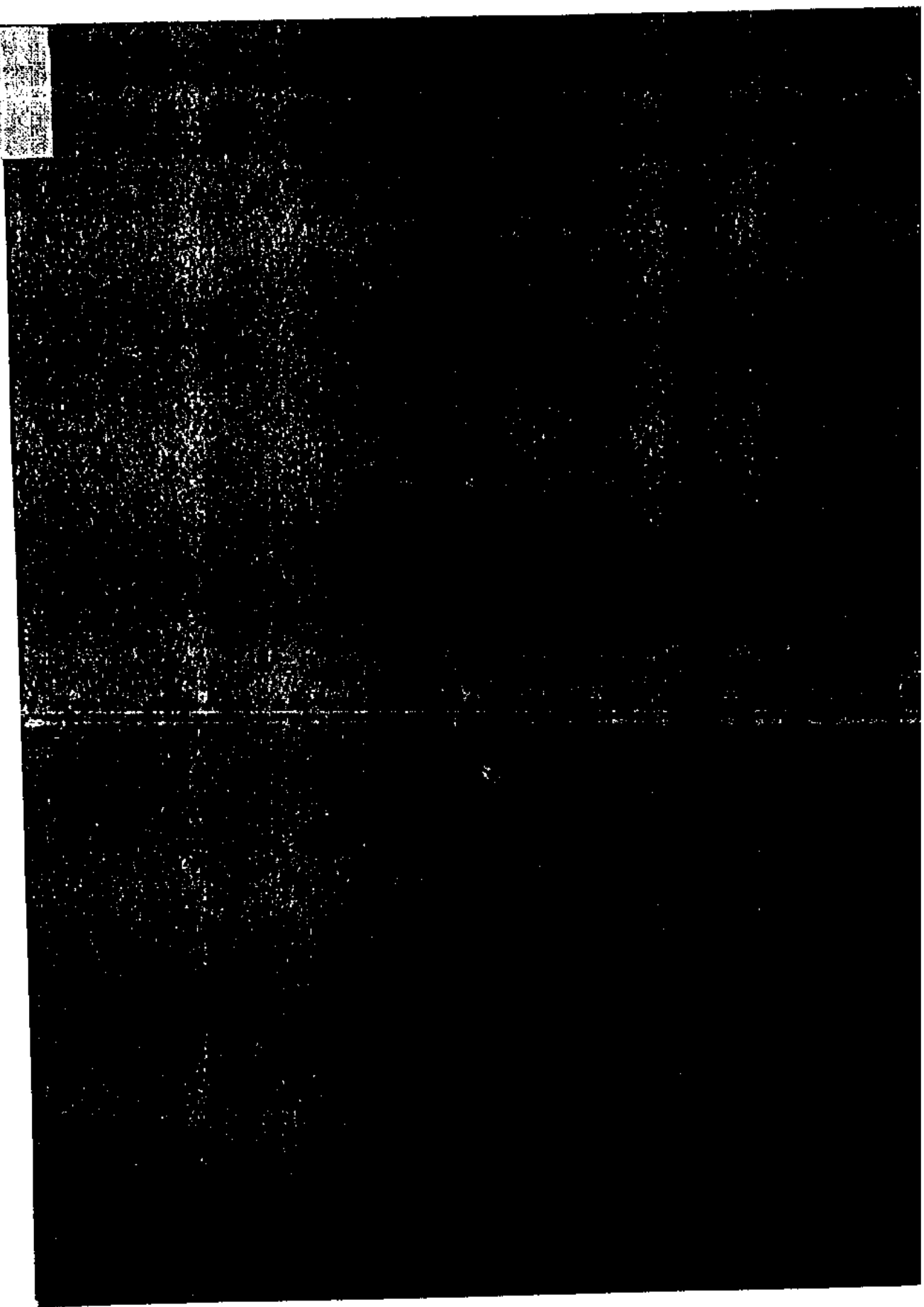
This is the COLUMBIA ... BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

ln
rdf

DECEMBER
1971



AMERICAN TOBACCO COMPANY

(REVISED)

WEAF

LUCKY STRIKE "YOUR HIT PARADE"

(10:00 - 10:45) PM

DECEMBER 1, 1937

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer . . .

BOONE: (FADE IN CHANT) 1st Sale . . . Sold American!

2nd Sale . . . Sold American!

3rd Sale . . . (ENDING WITH)

ALL DONE ... SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Yes, it's the tobacco that counts - and with independent experts, "with men who know tobacco best, it's Luckies - two to one!"

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

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Leo Reisman of the Waldorf-Astoria and the Lucky Strike Orchestra. Later in the program, the Lucky Strike spotlight swings across the continent to Hollywood to shine on the brilliant singing star of motion pictures ... Dick Powell. Twice each week, YOUR HIT PARADE brings you America's favorite music... the most popular songs in the land as shown by a vast, nationwide survey. Each week sheet music and record sales are checked ... dance band leaders are asked which songs you request most frequently ... and the broadcasting networks are checked for your radio favorites. (MORE)

ANNOUNCER: (CONTINUED)

All these figures are compiled and tabulated and the result is YOUR HIT PARADE - not just a program of dance music but the only authoritative and complete picture of America's musical taste today.

Number SEVEN - Leo Reisman starts the musical parade with the tune that's in seventh place this week - "Nice Work If You Can Get It".

("NICE WORK IF YOU CAN GET IT" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("IF IT'S THE LAST THING I DO" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR - the Lucky Strike Orchestra plays the song that's in fourth place this week from the Empire State to the Golden Gate - "If It's The Last Thing I do".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number THREE - the Orchestra plays the continental novelty tune that's in third place on YOUR HIT PARADE this week - "Vieni, Vieni".

("VIENI, VIENI" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1:

ANNOUNCER: We recently heard from one of the big department stores in New York that their stockroom these days resounds to a hubbub of the most peculiar sounds. It seems that the boys in that stockroom get a big kick out of imitating the chant of the tobacco auctioneer. Well - undoubtedly, Mr. F. E. Boone, who does the chant on Lucky Strike radio programs, has imitators all over the country. So for their special benefit, we're going to ask Mr. Boone to give us a little extra demonstration of his talents this evening . . . Ladies and gentlemen, Mr. F. E. Boone!

(APPLAUSE)

BOONE: (CHANT FOR 10 SECONDS - THEN BREAKS OFF - LAUGHS) I hope those boys in the stockroom were listening. You know it's really a surprise to me that my chant seems to attract so much attention.

ANNOUNCER: I suppose, to you, it doesn't sound out of the ordinary at all.

BOONE: Well, hardly - since I've been crying tobacco that same way for the past twenty-five years.

ANNOUNCER: I wonder how much tobacco you've sold in that time, Mr. Boone.

BOONE: Well - I'd hate to have to figure it up. I've sold as much as half a million pounds in a single day. And tobacco auctions are going on for a good six months every year.

ANNOUNCER: You're leaving for the Lexington, Kentucky, market again next week, Mr. Boone?

BOONE: Yes, and I look forward to a very busy time there.

ANNOUNCER: I suppose you'll be doing that chant of yours from morning till night.

BOONE: (CHUCKLES) That's right.

ANNOUNCER: Well, Mr. Boone, if it's not asking too much, how about selling a little tobacco for us right now?

BOONE: Why, sure. Here I go!

(FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!
2nd SALE ... SOLD AMERICAN!
3rd SALE ... (ENDING WITH -

All done - sold to the American Tobacco Company.-

ANNOUNCER: And "Sold to the American Tobacco Company" - makers of Lucky Strike cigarettes - has become a genuine mark of merit at tobacco auctions everywhere. For, at auction after auction, wherever tobacco experts gather, you'll see proof of the quality of Lucky Strike Cigarettes - you'll see the tobacco experts themselves smoking Luckies. Here are the facts, as shown by sworn records available for your inspection. Among independent tobacco experts, buyers, auctioneers, and warehousemen, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling, and handling the various grades of tobacco. They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, unprejudiced. These experts, these men who know tobacco best smoke Luckies 2 to 1. (MORE)

ATX01 0024934

ANNOUNCER:
(CONTD)

Could any fact speak more convincingly of the high
quality of Lucky Strike Cigarettes?

("REMEMBER ME" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX - Light up a Lucky while you listen to the song that's in sixth place this week, from the motion picture "Mr. Dodd Takes The Air". "Remember Me".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BLOSSOMS ON BROADWAY" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE - here's the song that's in fifth place on YOUR HIT PARADE this week. The title tune from the film "Blossoms On Broadway".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TALES FROM THE VIENNA WOODS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra - Leo Reisman presents excerpts from the Johann Strauss waltz classic - "Tales From The Vienna Woods".

(MUSIC SWELLS AND FINISHES)

(GUEST APPEARANCE - DICK POWELL FROM HOLLYWOOD - SINGING "ONCE IN AWHIE")

ANNOUNCER: Here's news - real news! (PANFARE) One week from tonight Lucky Strike brings you the first of a new series of radio programs called "Your Hollywood Parade" - reporting the news, the glamour, the heart of Hollywood - Hollywood at its best! Now tonight we wish to introduce to you your host on this new radio adventure - the famous singing actor of the screen and one of radio's most popular personalities - Dick Powell! (APPLAUSE)
We take you now to Hollywood.

(APPLAUSE - CUT AND SWITCH TO HOLLYWOOD)

POWELL: Thank you, and hello from Hollywood! In one hundredth of a second you jump from New York to California by radio - isn't that marvelous? Why the first time I came out here - it took me four months to hitch-hike!

ANNOUNCER: Well, Dick - how about telling us what's what on the newest program on the air?

POWELL: No sooner said than done. The time - every Wednesday night from next week on - the place - Hollywood - the spot - Well, Mr. Lucky Strike has whipped up a swell show. It's a Parade of bright Hollywood Highlights, and aims to bring you the real Hollywood - the human side of movietown.

ANNOUNCER: Sounds slightly terrific, Dick.

POWELL: Well, suppose we tell the folks who's going to be in the parade next week, and see what they think!

ANNOUNCER: All right. First of all, there's Dick Powell - as master of the whole works and general boss.

POWELL: And being the boss, they can't stop me from singing a song or two along the way.

ANNOUNCER: Next, there's Rosemary Lane.

POWELL: A lovely girl and a real songbird, believe you me.

ANNOUNCER: Moving down the line, there's Rufe Davis.

POWELL: Whose Christmas cards read "Anything for a laugh" - He's what you might call a one-man sound effects department, and he's really a very funny guy.

ANNOUNCER: Next a picture star - Bette Davis.

POWELL: In a special adaptation for the air of the Warner Brothers picture "It's Love I'm After".

ANNOUNCER: To say nothing of Olivia de Haviland, Basil Rathbone and Patrick Knowles.

POWELL: And - girls, hold your hats - and hearts - Gary Cooper! He's a very special guest...Well, that'll give you a slight idea of what's going to be - and while I don't want to sound like a circus barker, I'd like to mention Dudley Chambers and the LUCKY singers - 24 of 'em - and the musical maestro, Leo Forbstein. Incidentally, he's here with his crew right now - all set to help me out with the hit song of this week. NUMBER ONE on YOUR HIT PARADE -- guessed it? It's "ONCE IN A WHILE" . . .and that, Leo, is your cue!

(MUSIC SINGS)

(APPLAUSE)

ANNOUNCER: Dick, to put it mildly, that was swell!

POWELL: Well, I'll try to do better next Wednesday night.

ANNOUNCER: You're raring to go on this new show, aren't you, Dick?

POWELL: Yep - I certainly am. I think Mr. Lucky Strike has really got something there, and as I've smoked Luckies for five years, I'm going to feel right at home.

ANNOUNCER: How about repeating what you told me this afternoon?

POWELL: Well, I will. It's this way. I'm a singer - I like to sing - I study singing. I sing all the time. And it's fun. But, you got to keep an eye on the old voice box. That's why I like Luckies.

ANNOUNCER: Does it really make all that difference to you?

POWELL: Well, I think it does. Luckies really are easier on my throat. And so I stick to 'em. I'm really very glad to be working for Mr. Lucky Strike.

ANNOUNCER: All right, Dick. We'll be looking forward to YOUR HOLLYWOOD PARADE a week from tonight. Good luck on the new show. Here's hoping it's stupendous.

POWELL: I hope it's super-gigantic and at the same time pretty good. Good night.

(RETURN TO NEW YORK)

(APPLAUSE)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification.

(S T A T I O N _ _ B R E A K)

("LUCKY BAY" SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Leo Reisman and the Lucky Strike Orchestra - the most popular songs in the land as shown by a careful check of the hit tunes of all America - the only authoritative and complete picture of America's favorite tunes today.

("ONE ROSE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN - here's the melodic waltz in tenth place on YOUR HIT PARADE this week - "One Rose".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ROSES IN DECEMBER" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT - Light up a Lucky while the Orchestra plays the seasonal ballad that's in eighth place this week - "Roses In December".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TANGO DE LA ROSA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike extra - a Leo Reisman arrangement of the continental tango - "Tango De La Rosa".

(MUSIC SWELLS AND FINISHES)

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

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2 - (DICK POWELL)

ANNOUNCER: When Lucky Strike brings you its new radio program, "Your Hollywood Parade" one week from tonight, the famous singer of the screen, Dick Powell, will be your Master of Ceremonies. Now Mr. Powell, as you heard from his own lips just a few minutes ago, has been a Lucky Strike smoker for the past 5 years. And the reason he chooses Luckies is tied right up with his career. For, as a singer, Dick Powell - to use his own phrase -has to keep an eye on the old voice box. And Luckies have proved themselves genuinely easy on his throat. Now it's clear that a singer puts cigarettes to a very hard test. So, since Luckies are easy even on Dick Powell's hard-worked throat - well, it certainly stands to reason that Luckies will be easy on your throat, too. And here's what makes Luckies different from all other cigarettes. Lucky Strike - and only Lucky Strike - employs the famous process "It's Toasted" to remove certain harsh throat-irritants naturally present in all tobacco. These irritants are out of Luckies and so naturally Luckies are easy on your throat. Next time you buy cigarettes, follow Dick Powell's example and make sure of a light smoke. Ask for Lucky Strike.

ATX01 0024941

("EBB TIDE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE - here's a Lucky Strike newcomer that's
entering this week in ninth place - "Ebb Tide".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(FANFARE)

ANNOUNCER: Number TWO - up among the leaders - in second place on
YOUR HIT PARADE this week - "You Can't Stop Me From
Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE - your nationwide authority for
the most popular tunes in all America played by Leo
Reisman and the Lucky Strike Orchestra. (P A U S E)
And here's an important announcement - next week at this
same time over these same stations, Lucky Strike presents
a new program - a new program of one full hour - from the
nation's film capital -- YOUR HOLLYWOOD PARADE! This
program brings you a full hour of music, drama, laughter
and Hollywood - Hollywood as it really is...the glamorous,
human Hollywood - in fact the very heart of Hollywood.
And Dick Powell, our guest this evening, will be your singing
Master of Ceremonies. Appearing with him are Rosemary
Lane, lovely singing star - and Rufe Davis, the newest
funny man on the air.

(M O R E)

ANNOUNCER: (CONTINUED)

And as guest artists next week, Dick Powell will present Bette Davis, Olivia De Haviland, Basil Rathbone, Patrick Knowles and (PAUSE) - Garry Cooper! While the orchestra will be under the baton of Leo Forbstein, musical director of Warner Brothers.

Be sure and tune in next week, same time, same station, for the radio premiere of YOUR HOLLYWOOD PARADE. And the next time you buy cigarettes, remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies 2 to 1."

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

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

RES-12/1/37

ATX01 0024943

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - LUCKY STRIKE

SATURDAY, DECEMBER 4th, 1937
10:00 to 10:45 P.M.

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

ANNC'R: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT) ... 1st Sale ... SOLD AMERICAN!
2nd Sale ... SOLD AMERICAN!
3rd Sale ... (ENDING WITH)

ALL DONE ... SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNC'R: Yes, it's the tobacco that counts -- and with
independent experts ... "with men who know tobacco
best, it's Luckies -- two to one!"

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

ANNC'R: 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 shall present Charles Kullman, outstanding
American tenor of the Metropolitan Opera Company.
Each week YOUR HIT PARADE brings you America's
favorite music ... the most popular songs in the land
as shown by a vast, nation-wide survey. Each week
sheet music and record sales are checked ... dance
band leaders are asked which songs you request most
frequently ... and the broadcasting networks are
checked for your radio favorites.

(continued)

ATX01 0024944

ANNCR: (continued) All these figures are compiled and tabulated and the result is YOUR HIT PARADE ... not just a program of dance music but the only authoritative and complete picture of America's musical taste today.

(FANFARE.....)

ANNCR: A fanfare of trumpets and Harry Salter opens our musical parade with the novelty song that's up among the leaders in THIRD place ... "Vieni, Vieni".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("IF IT'S THE LAST THING I DO" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FOUR ... Light up a Lucky while the orchestra plays the tune that's fourth this week from New York to San Francisco ... "If It's The Last Thing I do".

(MUSIC SWELLS & FINISHES)

segue to

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra ... a Harry Salter arrangement of a song that was originally published way back in 1910...

"Some Of These Days".

(MUSIC SWELLS & FINISHES)

segue to

("EBB TIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE ... a newcomer to YOUR HIT PARADE ...
entering in ninth place this week straight across
the country ... "Ebb Tide".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

The other day while talking to a tobacco auctioneer, he told us something of particular interest - a fact which helps explain how tobacco experts get their extraordinary knowledge of tobacco. He estimated that at least 60 per cent of tobacco auctioneers are sons of tobacco auctioneers. Following in their fathers' footsteps, they inherit tobacco lore which has been handed down from generations back. And this same thing is true of other tobacco experts. No wonder, then, that their judgment is so generally respected. Smokers everywhere will be interested in knowing which cigarette these expert judges of tobacco prefer. Well - here are the facts. Sworn records on file for your inspection show that among independent tobacco experts - auctioneers, buyers, and warehousemen - Luckies have over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many. And note, please, that these tobacco experts are the independents. They deal with all cigarette manufacturers but are not connected with any. So they are in a unique position to speak out authoritatively on this matter of cigarettes. Well - you just heard their verdict. Next time you buy cigarettes, why not take a tip from their experience and their special knowledge of tobacco and ask for Lucky Strike... With men who know tobacco best, it's Luckies 2 to 1.

ATX01 0024947

("NICE WORK IF YOU CAN GET IT".GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SEVEN ... here's the tune from Fred Astaire's latest picture, "Damsel In Distress", that's in seventh place this week ... "Nice Work If You Can Get It".

(MUSIC SWELLS & FINISHES)

segue to

("ONE ROSE".QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number TEN ... sit back and enjoy a Lucky while you listen to the melodic waltz that's tenth this week from Maine to Mexico ... "One Rose".

(MUSIC SWELLS & FINISHES)

segue to

("GIRLS, GIRLS, GIRLS"
(MERRY WIDOW WALTZ"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike double ... a Harry Salter medley of
two outstanding tunes from "The Merry Widow" ... "Girls,
Girls, Girls", and "The Merry Widow Waltz"

(MUSIC SWELLS & FINISHES)

segue to

("ROSES IN DECEMBER"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number EIGHT ... Eighth place on YOUR HIT PARADE this
week goes to the tuneful ballad ... "Roses In December".

(MUSIC SWELLS & FINISHES)

(GUEST STAR - CHARLES KULLMAN - FROM NEW YORK)

RUYSDAEL: Tonight Your Hit Parade takes pleasure in again presenting Mr. Charles Kullman. Few singers of his age have traveled as widely as this brilliant young Metropolitan star. Completing his American Conservatory scholarship at Fontainebleau, near Paris, Mr. Kullman toured with the American Opera Company in the United States. Returning to Europe...he sang in Berlin, Vienna, London, the Salzburg Festival. A New York Metropolitan debut came next. Then, Hollywood and the San Francisco Opera. And just a few moments ago, Mr. Kullman told us that this Spring, he is planning another European tour. Ladies and gentlemen, that Marco Polo of Opera - Mr. Charles Kullman.

(APPLAUSE)

KULLMAN: Thank Heaven, that's over, Mr. Ruysdael. You made me feel as though I should have come in on Track Four.

RUYSDAEL: (LAUGHING) I did sound like a train announcer, didn't I? But then you have been around, Mr. Kullman.

KULLMAN: I'm afraid I have. But then singers are supposed to get around. Remember the Wandering Minstrels?

RUYSDAEL: Well, you certainly carry on in their tradition. Where to next?

KULLMAN: To tell the truth I'm staying put ... for a change.

RUYSDAEL: Not really!

KULLMAN: Yes. You see I have a date next _____ evening. At the Metropolitan, To sing "Rodolfo" in LA Boheme.

RUYSDAEL: That's a far cry from that little church choir in New Haven where you first got your start, isn't it?

KULLMAN: It certainly seems so. But then I'll never forget that choir. That's where I was first lured into singing.

RUYSDAEL: Lured? ... Did you say lured?

KULLMAN: That's exactly what it was. Or maybe coerced would be better. You see, I never had had any idea of choir singing (CHUCKLING) I must confess that, like most boys, my early religious training consisted mostly in thinking up ways to avoid it. Then, one Sunday morning -

RUYSDAEL: (WITH ANTICIPATION) Ah! -

KULLMAN: That Sunday morning, a classmate approached me, said: "Look Chuck, I get a half dollar for every new choir boy I bring in. You join and I'll give you a quarter."

RUYSDAEL: So, naturally you joined at once?

KULLMAN: No. Not at once. But when he followed up with "And besides that you get out of Sunday school ten minutes earlier" - that clinched the deal. But I never got the quarter.

RUYSDAEL: But thanks to that boy you did get your start there, Mr. Kullman. And I can think of plenty of music lovers who won't think too harshly of that classmate.

KULLMAN: Well, thanks. I suppose I've forgiven him, too. After all, music has treated me well.

RUYSDAEL: Indeed it has. And you have deserved it. But I think now that our audience deserves a song, don't you?

KULLMAN: (LAUGHING) I was afraid that was what all this was leading up to, Mr. Ruysdael. So, I came prepared. How about Oley speaks "Sylvia"?

(KULLMAN SINGS ... APPLAUSE)

RUYSDAEL: Thank you, Mr. Kullman. That was great! Now, I'd like to ask you a question. I know that you have smoked Luckies for five or six years. There must be a reason.

KULLMAN: There are two reasons - both very simple. First, I like the taste of Luckies and secondly, as you people say in your advertising, they are easy on your throat. You see, we singers are pretty good judges of a cigarette. We have to be. Our throats are regular cigarette barometers. And my throat says "Fair weather" to Luckies.

RUYSDAEL: Mr. Kullman, on behalf of Your Hit Parade audience may I wish you continued success at the Metropolitan ... and particular success in your forthcoming "La Boheme."

KULLMAN: Thank you ... Goodnight all.

("LUCKY DAY"

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for
station identification.

STATION BREAK

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

ANNOUNCER: On with YOUR HIT PARADE with Harry Salter and the Lucky
Strike Orchestra. The most popular songs in the land as
shown by a careful check of the hit tunes of all America
... the only authoritative and complete picture of
America's favorite tunes today.

(FANFARE

ANNOUNCER: Number TWO ... Here's the fast-stepper that's up among
the Lucky Strike top-notchers in second place this week.
... "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("BLOSSOMS ON BROADWAY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... fifth place on YOUR HIT PARADE this week goes to the tune "Blossoms on Broadway" from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("EL RELICARIO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Harry Salter presents a sparkling song of old Spain as a special tonight ... "El Relicario".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

MR. HILL: Charles Kullman, singing star whom you heard on this program a few moments ago, is a singer who leads a strenuous life. Hurrying, as he does, from opera to opera, from concert to concert with Hollywood and radio in between - well, there's a schedule to tax any singer's throat! Now, Mr. Kullman realizes the strain his engagements place upon his throat. Hence, he is careful to add no further burden. So, as he told you himself, he smokes Luckies. He smokes Luckies because he has found through his own experience that Luckies are easy on his throat ... even when it's tired out. The reason? Luckies' own exclusive process "It's Toasted" expels certain natural harsh irritants found in even the finest tobacco. The result? A light smoke... easy on the throat. Next time you buy cigarettes, follow Mr. Kullman's example. For it stands to reason that, since Luckies are easy even on an opera singer's throat - well - Luckies will be easy on your throat, too. So ask for Lucky Strike.

FANFARE.....)

ANNOUNCER: Here it is....NUMBER ONE...the high-flying song
that's in first place on YOUR HIT PARADE this week..
"Once In a While".

("ONCE IN A WHILE".....QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("REMEMBER ME".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... the Lucky Strike Orchestra plays the
lilting ballad that's sixth in the nation's favor...
"Remember Me".

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Harry Salter and the Lucky Strike Orchestra. (PAUSE) Every day, Monday through Friday, Lucky Strike presents YOUR NEWS PARADE...thrilling interpretations of the Human Side of the News with Edwin C. Hill, one of America's ace news reporters.

(FANFARE)

An important announcement! -- next Wednesday night, Lucky Strike presents a new program -- a full hour program -- direct from the film capital of the world ... YOUR HOLLYWOOD PARADE! Here's a full hour of laughter, drama, music -- and Hollywood ... Hollywood as it really is ... the inside story of glamorous, ^{colorful} ~~heart-breaking~~ Hollywood. Dick Powell will be your singing master of ceremonies .. and appearing with him are Kafe Davis, radioland's newest comedian -- and Rosemary Lane, Lovely singing star. As guests on YOUR HOLLYWOOD PARADE next Wednesday night, Dick Powell presents Bette Davis, Olivia De Havilland, Basil Rathbone, Patrick Knowles and (PAUSE) Gary Cooper! Leo Forbestein, musical director of Warner Brothers, will conduct the orchestra. (MORE)

ANNCR:
(CONTD)

So be sure and tune in for the radio premiere of
YOUR HO LYWOOD PARADE next Wednesday night....
see your local newspaper for time and station.
And next time you're buying 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 THESE 20 SECONDS

WABC..NEW YORK

RDF:MP:SW

ATX01 0024959

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY
LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, DECEMBER 11, 1937
10:00 to 10:45 P.M.

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

ANNCR: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT) ... 1st Sale ... SOLD AMERICAN!
2nd Sale ... SOLD AMERICAN!
3rd Sale ... (ending with)

ALL DONE. SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNCR: Yes, it's the tobacco that counts, and with independent
experts -- "with men who know tobacco best, it's
Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ATX01 0024960

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 shall present the young Scottish-born soprano of the Metropolitan ... Muriel Dickson. Each week YOUR HIT PARADE brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Dance orchestras report which songs you request most frequently ... the sales of sheet music and record sales are checked ... and the radio networks are polled for your favorites on the air. All these figures are assembled and tabulated and the resulting ten top-ranking tunes make up YOUR HIT PARADE ... not just a program of dance music, but the only authoritative and complete picture of America's musical taste today..

Okay, Harry Salter? ... Let's climb aboard the musical bandwagon with the song that's in fifth place this week ... "Nice work if you can get it" ... from Fred Astaire's latest picture "Damsel In Distress".

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY" QUARTET, CLARK & ORCH.)
(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SEVEN ... here's a Lucky Strike newcomer ... a
Nick Kenny ballad that's entering this week in seventh
place ... "There's A Gold Mine in the Sky".

(MUSIC SWELLS & FINISHES)
segue to

("MAMA INEZ"
"MEXICAN HAT DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Double ... Harry Salter presents a
special arrangement of two fiery Latin-American
rhumbas ... "Mama Inez" and "Mexican Hat Dance".

(MUSIC SWELLS & FINISHES)
segue to

("I STILL LOVE TO KISS YOU GOODNIGHT" . . . QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number EIGHT ... from the Walter Wanger production
"52nd Street" comes the tune that's in eighth place on
YOUR HIT PARADE this week ... "I Still Love To Kiss You
Goodnight".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

ANNOUNCER: Way back in the early 1900's when shouts of "Get a horse" were no longer considered clever ... and cars whizzed by at 20 miles per hour ... the trend toward modern speed was just beginning. Today in our streamlined era, speed is king. And tobacco markets - upholders of an old American tradition - have kept pace with the times. Why, only the other day a tobacco auctioneer told us that back around the beginning of the Century they thought they were doing unusually well if they made 300 sales an hour, but now they sometimes sell as many as 500 lots of tobacco in a single hour! Five hundred! That's a sale every 7 seconds! A man's got to be on his toes these days to qualify as a tobacco auctioneer. And the same goes for the warehousemen and buyers. They must be able to judge tobacco at a glance and so they must know tobacco and tobacco values. Their bread and butter depend upon it. That's just why it's so important for you smokers to know what cigarette these expert judges of tobacco prefer. Here are the facts! 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.

(MORE)

AFX01 0024963

COMMERCIAL #1 (CONTINUED)

ANNOUNCER:
CONT'D:

Over twice as many! Now, remember these experts are independent ... their judgment is impartial and unbiased ... the cigarette they choose represents their own honest preference. Tomorrow when you're buying cigarettes take a tip from the tobacco experts - ask for Lucky Strike. For men who know tobacco best ... choose Luckies 2 to 1.

("FAREWELL MY LOVE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX . . . light up a Lucky while the orchestra plays the song that's in sixth place this week . . . "Farewell My Love".

(MUSIC SWELLS & FINISHES)

segue to

("ONE ROSE" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . this week tenth place goes to a melodic waltz . . . the Lucky Strike Orchestra plays "One Rose".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number TWO . . . up among the leaders in second place on YOUR HIT PARADE this week is the lively ballad . . . "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

-7-

("HAVE YOU MET MISS JONES" CLARK, QUARTET & ORCHESTR)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... here's a new tune from the
Rodgers and Hart score for "I'd Rather Be Right".
As a special tonight Harry Salter plays "Have you Met
Miss Jones?"

(MUSIC SWELLS & FINISHES)

GUEST ... MURIEL DICKSON ... FROM NEW YORK

ATX01 0024966

(GUEST APPEARANCE - MURIEL DICKSON)

ANNOUNCER: Tonight Your Hit Parade takes pleasure in presenting a young singer who is distinguished not only for the purity and clarity of her voice but for the fact that she is the first Scotch girl ever to achieve a leading role at New York's famous Metropolitan Opera House, Born in Edinburgh, she studied in Italy, returned to England and joined the famous D'Oyly Carte Company. After starring for several seasons in their "Gilbert & Sullivan" productions she came direct to the Metropolitan. This year is her second at the Metropolitan where, if the critics' prophecies come true, she can look forward to an even more brilliant future. Ladies and gentlemen, Lucky Strike presents a Scotch lassie who made good -- Miss Muriel Dickson.

(APPLAUSE)

DICKSON: Thank you and good evening... (ASSUMING SCOTCH ACCENT)
Mr. Ruysdael, it's verra verra nice of ye to say so many nice things about me.

ANNOUNCER: (LAUGHING) Surely, Miss Dickson, when you sang "Musetta" in La Boheme at the Metropolitan last Monday - you didn't have that Scotch accent?

DICKSON: (LAUGHING) I hope I didn't. But I must admit I was tempted to be a bit Scotch.

ANNOUNCER: Tempted?...Why?

DICKSON: Well, you see, John Brownlee sang the role of Marcello.
And he's Scotch, too.

ANNOUNCER: (LAUGHING) Well, we live and learn and hear new
Scotch stories..... Don't tell me Harry Lauder led
the orchestra!

DICKSON: (LAUGHING) No. Bennari Papi did that.

ANNOUNCER: Well, at any rate, the papers said you scored a real
success. Now, as I understand your biography you
started with the D'Oyly Carte Company in the chorus,
is that correct?

DICKSON: That's absolutely correct, Mr. Ruysdael. I was the
famous prima donna third from the left in the back
row.

ANNOUNCER: (LAUGHING) I see. But you didn't stay long in that
chorus?

DICKSON: No, I was very lucky. You see, I understudied the
real prima donna and one night in Glasgow -- we were
singing "The Pirates of Penzance" -- I had to go on in
her place.

ANNOUNCER: That sounds interesting. How much time did they give
you to get ready?

DICKSON: (LAUGHING) Well, not much. Two hours, in fact.

ANNOUNCER: Only two hours! Miss Dickson, you may be Scotch, but that was in the best tradition of our own Horatio Alger success stories. Now, don't spoil it - you scored a tremendous triumph, of course?

DICKSON: (APPEALINGLY) Please, Mr. Ruysdael -

ANNOUNCER: You needn't answer that. We'll just let it go that you have been a prima donna ever since. I remember you on Broadway - and certainly both Gilbert and Sullivan owe you a vote of thanks. And now you're prima-donna-ing at the Metropolitan... How about giving us a little sample of your talents, Miss Dickson.

DICKSON: Gladly - if you'll name the song.

ANNOUNCER: Well how about that old favorite "Beautiful Lady"?

DICKSON: A verra, verra fine choice if I may say so.

(MUSIC... SINGS)

(APPLAUSE)

ANNOUNCER: That was great, Miss Dickson. And I think all of us join the critics in predicting that your career at the Metropolitan will continue increasingly brilliant.

DICKSON: Thank you. I'm going to work hard to make it a success.

ANNOUNCER: I gather that you believe in work, Miss Dickson?

DICKSON: More than that. I like it. And certainly no singer can ever get ahead without work.

ANNOUNCER: Such as?

DICKSON: Oh - vocalizing and diction and studying new roles and rehearsing and

ANNOUNCER: That sounds like a pretty heavy schedule for your voice and throat ... which makes us extra proud that you're a Lucky Strike smoker, Miss Dickson.

DICKSON: Yes, I've smoked Luckies ever since I came to this Country - in 1934.

ANNOUNCER: Well, how did you happen to choose them?

DICKSON: As a matter of fact, after trying several brands I found Luckies much gentler than any cigarettes I'd been smoking. I felt certain that Luckies would never bother my throat - and they haven't!

ANNOUNCER: Well, thank you, Miss Dickson. And we've certainly appreciated your visit and your song.

DICKSON: For me it's been a gr-r-rand pleasure. Goodnight, everyone!

(APPLAUSE)

("THIS IS MY LUCKY DAY" ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

ANNOUNCER: On with YOUR HIT PARADE with Harry Salter and the Lucky Strike Orchestra. The most popular songs in the land selected by a careful check of the hit tunes of all America ... the only authoritative and complete picture of America's favorite tunes today.

(PANFARE)

ANNOUNCER: Number THREE ... the Lucky Strike Orchestra plays the novelty song that's riding high in third place this week ... "Vieni, Vieni".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("IF IT'S THE LAST THING I DO" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... up in fourth place on YOUR HIT PARADE this week from New York to San Francisco ...

"If It's The Last Thing I Do".

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double . . . two tuned from down on the
farm in a Harry Salter medley . . . Try square dancing to
"Turkey in the Straw" and "Chicken Reel".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

COMMERCIAL #2 (MURIEL DICKSON)

ANNOUNCER: I wonder how many of us here tonight and those of Your Hit Parade audience the country over, realize what really hard work being an opera star can be? Muriel Dickson, whom you heard just a few minutes ago, appreciates the difficult task she has ahead of her. The Metropolitan is a hard taskmaster. It demands and gets... a high degree of artistry in its stars. And, artistry as Miss Dickson implied, is not easily achieved. It requires long, long hours of rehearsal, practice, training.... This, of course, imposes an unusual strain on her throat. Well, you heard Miss Dickson tell you in her own words that Luckies have never bothered her sensitive throat. The reason? Luckies' own exclusive process "It's Toasted" expels certain, harsh throat irritants naturally present in even the finest tobaccos. The results: - a light smoke... easy on the throat. Now, if Luckies are easy on the super-sensitive throat of an opera singer, they will be easy on yours, too. Next time you buy cigarettes consider your throat - and ask for Lucky Strike. - a light smoke.

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... the top notch favorite on
YOUR HIT PARADE from Maine to Mexico ... "Once In A
While".

("ONCE IN A WHILE" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("BLOSSOMS ON BROADWAY" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... the Lucky Strike Orchestra plays the
tune that's in ninth place this week... "Blossoms On
Broadway." from the show of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("THIS IS MY LUCKY DAY" ORCHESTRA)

(FADE FOR)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Harry Salter and the Lucky Strike Orchestra. Every day, Monday through Friday, Lucky Strike presents Edwin C. Hill's thrilling interpretations of the human side of the news. (PAUSE) And next Wednesday evening, be sure and tune in the second edition of YOUR HOLLYWOOD PARADE ... a full hour of fun and entertainment from the nation's film capital. Rosemary Lane and Rufe Davis will be on hand -- and Dick Powell, your singing master of ceremonies, will introduce Henry Fonda as his special guest of the evening. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And when you're buying 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

rdf
ln/hp

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY "YOUR HIT PARADE"

Saturday, December 18th, 1937
10:00 - 10:45 P.M.

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

ANNOC'R: Listen to the chant of the tobacco autbneer!

BOONE: (FADE IN CHANT) ... 1st Sale ... SOLD AMERICAN!
2nd Sale ... SOLD AMERICAN!
3rd Sale ... (ending with)

ALL DONE. SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOC'R: Yes, it's the tobacco that counts. And with independent
experts, with men who know tobacco best, it's Luckies -
two to one.

"HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

ATX01 0024976

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 shall introduce as our guest of the evening Lauritz Melchior, leading Wagnerian tenor of the Metropolitan. Each week YOUR HIT PARADE brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Dance orchestras report which songs you request most frequently ... the sales of sheet music and records are checked... and the radio networks are polled for your favorites on the air. All these figures are assembled and tabulated and the result ... ten top tunes which make up YOUR HIT PARADE -- not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

Let's go, Harry Salter ... strike up the band with a newcomer that's entering in SIXTH place this week ... "Rosalie."

(ROSALIE.....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("EBB TIDE".QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... here's the romantic ballad that's in tenth place on YOUR HIT PARADE this week ... "Ebb Tide"

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN MY BABY SMILES AT ME"
("LIMEHOUSE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Double... a sparkling medley of two
favorites from bygone years... Harry Salter presents
"When My Baby Smiles At Me" and "Limehouse Blues".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOC'R: Number THREE ... here's the song that's riding high in
third place on YOUR HIT PARADE... "Blossoms on Broadway"
from the motion picture of the same name..

("BLOSSOMS ON BROADWAY" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

ANNOUNCER: Are you interested in "success formulas"? Would you like to know how to become a successful tobacco expert? ... Well - (CHUCKLES) the ideal "success formula" for this type of work begins literally at birth. So the first thing you really should do, is arrange to be born all over again on a tobacco farm where you can start learning about tobacco from your cradle up. Then, as soon as you're old enough, the next step is a long apprenticeship at a tobacco warehouse. There you come in contact with the tobacco experts themselves - warehousemen, buyers, and auctioneers - from whom you learn things about tobacco that formerly were mysteries to you. After some years under their guidance you will be given a chance to demonstrate your knowledge by buying or selling a little tobacco at the auctions. And if you prove capable of judging correctly - at a mere glance - hundreds of various grades of tobacco, you will be accepted at last as an expert in your own right. (PAUSE) Well, you can see it's no easy task to become a tobacco expert. So perhaps the best thing for you, as a smoker, to do, is to trust the judgment of the men who already are tobacco experts - the men who know tobacco from A to Z. Here is their verdict .. 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! And note that these experts are independent - not connected with any cigarette manufacturer. So, what could say more for the high quality of Luckies? This Christmas offer your friends tobaccoland's finest gift - Lucky Strikes in their festive green and gold Christmas carton - Remember ... with men who know tobacco best, it's Luckies...2 to 1.

ATK01 0024979

("FAREWELL MY LOVE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SEVEN ... relax with a Lucky while the orchestra plays the song that's seventh this week ... "Farewell, My Love".

(MUSIC SWELLS AND FINISHES)

segue to

("IF IT'S THE LAST THING I DO"....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number FIVE.... the Lucky Strike Orchestra plays all America's choice for fifth place this week.. "IF It's The Last Thing I Do"

(MUSIC SWELLS AND FINISHES)

segue to

("LA CUMPARSITA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Extra...a special Harry Salter arrangement of the tango favorite... "La Cumparsita".

(MUSIC SWELLS AND FINISHES)

segue to

(PANFARE....)

ANNOC'R: Number TWO .. the novelty song that's riding high on YOUR HIT PARADE... in second place from the Statue of Liberty to the golden gate... "Vieni Vieni".

(VIENI VIENI" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE - LAURITZ MELCHIOR

ANNOUNCER: Tonight, Your Hit Parade again welcomes to its microphone an old friend of Lucky Strike - and a singer whom critics have called the greatest Wagnerian tenor of all time. Our guest this evening has broken every previous record for his performances of Siegmund, Siegfried, Tristan and Parsifal. The power and beauty of his voice charms music lovers the wide world over. Yet, great as his attainments are as a singer, our guest is distinguished for other qualities, too. He is a genial host, an enthusiastic sportsman, an excellent hunter and a very charming gentleman... Lucky Strike presents the leading tenor of the Metropolitan Opera - Mr. Lauritz Melchior. (APPLAUSE)

MELCHIOR: Thank you and good evening everyone.

ANNOUNCER: Mr. Melchior, as one of the world's great singers, your public life is... practically an open book. So suppose we devote a few minutes tonight to your private life.

MELCHIOR: (LAUGHS) I should be glad to! But haven't you heard, Mr. Ruysdael? - no artist has a private life!

ANNOUNCER: (ALSO LAUGHING) Still there are rumors we would like verified. For example, I've heard that you are a very fine cook ... and that, everytime Mrs. Melchior can't find you on the operatic stage, she looks for you in the kitchen.

MELCHIOR: Yes. That is true. And I suppose that every time my wife does look in the kitchen she does find me there.

ANNOUNCER: (LAUGHING) Mr. Melchior, I've also heard that one of your specialties is an ox-tail soup --

MELCHIOR: Ah! And what a soup - if I do say so, myself! Even my severest critic - my wife - likes it. It takes two days and two nights to make.

ANNOUNCER: Two days and two nights of cooking - I'll bet the gas company likes that!

MELCHIOR: I have never heard them complain about the gas I use. Then, there is my marzipan -

ANNOUNCER: Marzipan? What is that?

MELCHIOR: You do not know what Marzipan is! Mr. Ruysdael, please - please - do not ever tell a Dane, especially around Christmas time, that you do not know what marzipan is. Why, there would be no Christmas in Denmark without marzipan.

ANNOR: Well, it certainly sounds important. But what is it?

MELCHIOR: Marzipan, my good friend, is a sweetmeat - made of almond paste. And you mold marzipan into any shape you want. Little figures, faces - things like that. Only this ^{morning} ~~afternoon~~ I have made a wonderful marzipan portrait of Toscanini.

ANNOR: (LAUGHS) Well, I certainly wish you had brought some of your masterpieces with you. But speaking of Christmas, Mr. Melchior, may I ask you a question. Is there a Santa Claus (SLIGHT PAUSE) in Denmark?

MELCHIOR: Is there a Santa Claus in Denmark! I should say there is - only in Denmark we call him "Yulenisse". Ah, many's the Christmas, I've played the part of Yulenisse - long white whiskers, sack of presents over my shoulder all the rest of it. (PAUSE) And I'm going to have a Danish Christmas this year, too - right here in New York! I'm a little nervous about it though, because it means playing Santa Claus to a fellow countryman of mine - Jean Hersholt - the country doctor from Hollywood!

ANNOUNCER: Well, suppose, Mr. Melchior, you practice up on the Santa Claus role right here and now and give us a song for a Christmas present.

MELCHIOR: That I will be glad to do. I will sing that always lovely and always loved melody. Schubert's Serenade. Now, the way I'm going to sing this Serenade is perhaps not the conventional way - But it is the way I sing it to my wife, Kleinchen! I hope you too, will enjoy it!

(MELCHIOR SINGS APPLAUSE)

ANNOUNCER: Mr. Melchior, that was beautiful. And I think that "Your Hit Parade" audience will agree that your singing was all the more remarkable when they know that only this afternoon you went through the entire role of Siegmund in "Die Walkuere" at the Metropolitan. How do you do it?

MELCHIOR: (LAUGHS) How do I do what -- sing? That's my business.

ANNOUNCER: Well, would you let us in on some of the ... secrets of the trade, Mr. Melchior?

MELCHIOR: But of course! What would you like to know?

ANNOUNCER: Suppose you tell us, Mr. Melchior how you keep your voice and throat in such wonderful condition, in the midst of all these engagements.

MELCHIOR: (LAUGHS) Well that would be a long story. But I can tell you one thing and ... I rather think it's the one thing you're most interested in. For it has to do with why I smoke Luckies.

ANNOUNCER: Well - we certainly would appreciate your telling us that, Mr. Melchior.

MELCHIOR: All right. Singing - especially Wagnerian opera - is such hard work for my throat that I must be careful not to add the least extra burden. I have always found Luckies easy on my throat...no matter how many I smoke. Besides, I love their taste. (CHUCKLES) I think those are enough reasons for any smoker to like a cigarette, don't you?

ANNOUNCER: They certainly are, Mr. Melchior...and now, Thank you for visiting us again.....and for your song.

MELCHIOR: Goodnight all and Glaedelig Jul...that means Merry Christmas!

(LUCKY DAY. . . .)

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification.

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

ANNOUNCER: On with YOUR HIT PARADE with Harry Salter and the Lucky Strike Orchestra. The most popular songs in the land as shown by a careful check of the hit tunes of all America -- the only authoritative and complete picture of America's favorite tunes today.

("YOU CAN'T STOP ME FROM DREAMING". . . . GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... light up a Lucky while the orchestra plays the tune that's in ninth place this week... "You Can't Stop Me From Dreaming".

(MUSIC SWELLS AND FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY". CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT...Here's the ballad that's in eighth place this week. The Lucky Strike Orchestra plays "There's A Gold Mine In The Sky".

(MUSIC SWELLS AND FINISHES)

segue to

("GREAT DAY"
"THREE LITTLE WORDS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...Harry Salter's arrangement of
two rhythmic song hits..."Great Day" and "Three Little
Words".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

ANNOUNCER: I feel sure that we all enjoyed listening to Lauritz Melchior a few minutes ago. Now, it must be obvious to everyone that the honor Mr. Melchior enjoys - that of being recognized as the world's leading Wagnerian tenor - is no easy position to maintain. On the contrary, Mr. Melchior will tell you that he works his voice hard - very hard - to keep out in front.

For Wagner, perhaps more than any other composer, makes severe demands on the throat. And no singer - no, not even Lauritz Melchior - can sing the throat-taxing roles of the great master - and not keep his voice in perfect trim. Now in this connection, Mr. Melchior told you something that must have interested you as a smoker! You will recall that he said - even with the strain his throat is under, he can smoke as many Luckies as he likes. He finds them always easy on his throat. Well, here's the reason! Luckies own exclusive process "It's Toasted" expels certain harsh throat irritants found in all tobacco. That's why Luckies are kind even to the highly sensitive throat of a great opera singer. Doesn't it stand to reason Luckies will be kind to your throat, too? This Christmas offer your friends a light smoke, easy on the throat. An attractive green and gold Christmas carton of Luckies makes a truly thoughtful Christmas gift. Ask for Lucky Strike.

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... the Lucky Strike top-
notcher throughout the land this week ... "Once in a
While".

("ONCE IN A WHILE" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... George Gershwin's score for the motion
picture "A Damsel in Distress" provides the song that's
in fourth place on YOUR HIT PARADE ... "Nice Work If You
Can Get It".

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY")

(FADE FOR)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority
for the most popular tunes in America played by Harry
Salter and the Lucky Strike Orchestra. Every day, Monday
through Friday, Lucky Strike presents Edwin C. Hall's
thrilling interpretations of the human side of the news.

(PAUSE)

(MORE)

ANNOUNCER:
(Contd)

And next Wednesday evening, be sure and tune in YOUR HOLLYWOOD PARADE ... A full hour of fun and entertainment from the nation's ^{film} capital. Rosemary Lane will be on hand -- and Dick Powell, your singing master of ceremonies, will introduce Herbert Marshall as his special guest of the evening. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And when you're buying 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")

ANNOUNCER: Heard on this program was "Great Day" from the Broadway production of the same name.

(APPLAUSE)

This is the COLUMBIA .. BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

cc/hp

ATX01 0024990

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, DECEMBER 25, 1937
10:00 to 10:45 PM

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!:

BOONE: (FADE IN CHANT) 1st Sale ... Sold American!;
2nd Sale..... Sold American!;
3rd Sale..... (Ending with)

ALL DONE!: SOLD TO THE AMERICAN TOBACCO COMPANY!;

ANNOUNCER: Naturally the independent tobacco experts...like the
auctioneer you just heard... know who buys what
tobacco.. With these experts with men who know
tobacco best...it's Luckies 2 to 1!;

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE...all America's choice in popular music played by Leo Reisman of the Waldorf-Astoria and the Lucky Strike Orchestra.. Later in the program we shall present Tito Schipa, outstanding lyric tenor of opera and concert.. Each week YOUR HIT PARADE brings you America's favorite music the most popular songs in the land as shown by a vast, nation-wide survey. Dance orchestras report which songs you request most frequently ... the sales of sheet music and records are checked...and the radio networks are polled for your favorites on the air. All these figures are assembled and tabulated and the result...ten top tunes which make up YOUR HIT PARADE...not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

All set, Leo Reisman? Let's start our Christmas dancing party with the novelty song that's in SIXTH place ... "Vieni, Vieni".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("TRUE CONFESSION" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE here's a newcomer this week that's
ninth in the nation's favor ... "True Confession"
from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("SKATERS WALTZ" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Santa Claus Special...Leo Reisman presents a tune
in three-quarter time seasonable for Christmas
"The Skaters Waltz".

(MUSIC SWELLS & FINISHES)

segue to

("BLOSSOMS ON BROADWAY" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... the orchestra plays the song that's
in eighth place on YOUR HIT PARADE this week...
"Blossoms on Broadway" from the motion picture of
the same name.

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

-4-

ANNOUNCER: With Christmas Day now a pleasant reality -- the American Family is King. (CHUCKLES) You, Dad, right now, are probably playing with Junior's new electric train; and you, Mother, are most likely smiling down on both of them -- on your own two little boys. Yes -- Christmas brings the whole family together, and down in Tobaccoland it's no exception. Down South in the tobacco regions, there's a body of men who are celebrating Christmas Day with their loved ones, too. I mean the tobacco experts -- the auctioneers -- the buyers and warehousemen -- the men who have devoted their lives to the study and knowledge of tobacco. Right now, these experts are pausing briefly from the high speed activity of their skilled work to celebrate the holidays -- like everyone else. But with the festive season over, they'll be back to the all important job of buying, selling and handling the various grades of tobacco. You have often heard us tell you of the great tribute these independent tobacco experts have tendered Lucky Strike -- by choosing Luckies for their own personal use -- by the overwhelming majority of 2 to 1. And, tonight, Lucky Strike would like to pay a small return tribute to this group of hardworking Americans by calling to your attention how -- year in year out -- they do so much to bring you pleasure, relaxation and good cheer.

ATX01 0024994

("THERE'S A GOLD MINE IN THE SKY" . . . CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . . here's the plaintive Western ballad
by Nick Kenny that's in seventh place this week....
"There's a Gold Mine in the Sky".

(MUSIC SWELLS AND FINISHES)

segue to

("I'VE GOT YOU UNDER MY SKIN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra....Leo Reisman and the orchestra
present a favorite song of not so long ago ... "I've
Got You Under My Skin".

(MUSIC SWELLS AND FINISHES)

segue to

("ONE ROSE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN... this week..tenth place on YOUR HIT
PARADE goes to the melodic waltz ..."One Rose".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... up among the leaders this week on
YOUR HIT PARADE is the song from Fred Astaire's
new motion picture "Damsel in Distress".... "Nice
Work If you Can Get It".

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE TITO SCHIPA

GUEST APPEARANCE (Tito Schipa)

ANNOUNCER: Tonight "Your Hit Parade" takes pleasure in presenting to you a singer who is famous in most of the great opera houses of the world. This brilliant lyric tenor has won "bravos" at the Metropolitan, at La Scala in Milan, at Chicago Civic and San Francisco Operas. He is well known in Europe, North and South America, Australia, Africa, Hawaii and Japan. Critics acknowledge him one of the greatest living exponents of the ancient art of bel canto. At the same time, he is a very human person. He loves sport - hunts, fishes, swims, shoots. Born of a poor family in a tiny Italian village he has followed his voice to fame and fortune. Ladies and gentlemen, Lucky Strike presents...Tito Schipa!

(APPLAUSE)

SCHIPA: You are very kind, Signor Ruysdael. Perhaps it is the Christmas spirit?

ANNOUNCER: (LAUGHS) I hope you've had a good Christmas Mr. Schipa.

SCHIPA: As a matter of fact, at this moment I am enjoying my Christmas most of all

ANNOUNCER: How is that?

SCHIPA: Well, right now out in California, I know that my family is gathered around the radio listening to me. And it is one's family that makes Christmas. May I say one little speech just to them. (PAUSE) Merry Christmas!

ANNOUNCER: That was very nice, Mr. Schipa. Has your family been in California long?

SCHIPA: No, we just got back from Italy a few weeks ago.

ANNOUNCER: Ah yes and I have heard that you made a movie while in Italy. What part did you play?

SCHIPA: Ah, (LAUGHS) I was the great lover...at least, that was the part they gave me.

ANNOUNCER: Well, I'm sure you did a good job of it if you live up to your operatic reputation. In opera, don't they call you the "Prince of Lovers"?

SCHIPA: (CHUCKLES) I'm afraid so. But when you ask the question like that I'm tempted to say I do not speak the English very well.

ANNOUNCER: I don't know about your speaking but I do know you sing in nine languages.

SCHIPA: Ah, yes. I used to sing in nine...

ANNOUNCER: You used to? You haven't forgotten a language, have you?

SCHIPA: No. No. You do not understand. As a result of my recent Australian tour, I learned a bushman song, with native words and music. So now I sing in ten.

ANNOUNCER: That's interesting, indeed! Now, Mr. Schipa, here's something else. I know that you are famous for - your own personal arrangement of Liszt's "Liebestraum". I know that over 120,000 records of it have already been sold. And I'll wager you've been asked to sing it at least 120,000 times, too - but - well - I'm sure that Your Hit Parade audience would appreciate hearing you sing it now. Will you?

SCHIPA: I shall be very glad to, Signor Ruysdael.

(SCHIPA SINGS "LIEBESTRAUM" APPLAUSE)

ANNOUNCER: Thank you, Mr. Schipa. Thank you, and Bravo! That made the nicest kind of Christmas present!

SCHIPA: Well, I am glad you liked it. But as a Christmas present, it did not have much...novelty.

ANNOUNCER: Mr. Schipa, old songs, like old friends, always have appeal. And speaking of old friends, you and Lucky Strike have been on good terms for quite some time, haven't you?

SCHIPA: The best of friends, yes, for many years!

ANNOUNCER: Back in 1927, Mr. Schipa, newspapers printed the following statement by you - let me quote it - (SLOWLY) "Any cigarette that can give extreme pleasure without in the least injuring the human voice is a great boon to vocal artists. That is why I prefer Lucky Strike cigarettes."

SCHIPA: And those are my exact sentiments today. You see, like every other singer I am always thinking of my throat.

ANNOUNCER: And, like other singers you find Luckies easy on your throat, Mr. Schipa?

SCHIPA: Siempre! ... that is to say, in English, always!

ANNOUNCER: Well, thank you, Mr. Schipa. And on behalf of "Your Hit Parade" audience and Lucky Strike may I wish you continued success - and continued happy smoking.

SCHIPA: Thank you, Signor... (IN ITALIAN) Goodnight, good friends.

("THIS IS MY LUCKY DAY"ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue after a brief pause for station identification.

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

ANNCR: On with YOUR HIT PARADE with Leo Reisman and the Lucky Strike Orchestra. The most popular songs in the land as shown by a careful check of the hit tunes of all America -- the only authoritative and complete picture of America's favorite tunes today..

(FANFARE.....)

ANNCR: Number TWO...a Christmas surprise that's climbed to second place in the nation's favor this week... "Rosalie". .

("ROSALIE"CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to .

("I STILL LOVE TO KISS YOU GOODNIGHT" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE ... the motion picture "Fifty-Second Street" provides the song that's in fifth place this week ... "I Still Love To Kiss You Goodnight". .

(MUSIC SWELLS AND FINISHES)

segue to

"EENIE MEENIE MINIE MO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Another Christmas Extra...Here's the tune Christmas parties everywhere were dancing to several years ago. Leo Reisman presents his 1937 arrangement ... "Eenie Meenie Mines Mo".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: If Santa Claus brought you Lucky Strike cigarettes today, we hope you're enjoying them. We have the best reason in the world to think that you will enjoy them. For down in Tobaccoland experts who are unfailing judges of cigarettes are on record in favor of Luckies. In fact with independent tobacco experts -- with men who know tobacco best -- it's Luckies 2 to 1. (SLIGHT PAUSE) So good smoking to you all is Lucky Strike's first wish ...
Good smoking and -- Merry Christmas!

(FANFARE...)

ANNC'R: Here it is...number ONE ... the tune that's the top-notch favorite on YOUR HIT PARADE this week ... "Once In A While".

("ONCE IN A WHILE".CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("YOU CAN'T STOP ME FROM DREAMING".GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... here's the song that's fourth this week from New York to the Gold Coast ... "You Can't Stop Me From Dreaming."

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

(FADE FOR)

ANNCR: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Leo Reisman and the Lucky Strike Orchestra. Every day, Monday through Friday on this same station Lucky Strike presents Edwin C. Hill's thrilling interpretations of the human side of the news. (PAUSE) And next Wednesday evening, be sure and tune in YOUR HOLLYWOOD PARADE ... a full hour of fun and entertainment from the nation's film capital. Rosemary Lane will be on hand -- and Dick Powell, your singing master of ceremonies, will introduce Edward G. Robinson as his special guest of the evening. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And now...Lucky Strike wishes every one of you a Merry Merry Christmas and a Happy New Year!

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

(APPLAUSE)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

In/hp/rdf: