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RTX01 0024082

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JANUARY 1st, 1938
10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

ROONE: (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 - 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 of the Waldorf-Astoria and the Lucky Strike
Orchestra. Later in the evening we shall present
Miss Lotte Lohmann, golden-voiced soprano of the
Metropolitan Opera. 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)

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ANNOUNCER
CONT'D:

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 off the New Year with the fast-stopping novelty that's in EIGHTH place this week ... "Vieni, Vieni"

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("YOU'RE A SWEETHEART" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... A Lucky Strike newcomer that's entering YOUR HIT PARADE this week in fifth place ... "You're A Sweetheart" from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("EENEY MEEENEY MINEY MO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... here's the song that was
a Hit Parade favorite New Year's Day 1936 ...
"Eeney, Meeeny, Miney, Mo".

(MUSIC SWELLS & FINISHES)

segue to

("IF IT'S THE LAST THING I DO" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the orchestra plays the tune that's
in tenth place on YOUR HIT PARADE this week ...
"If It's The last Thing I Do".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

RUYSDAEL: You know, one of the favorite topics of discussion in America right now is the auctioneer whose strange sing-song chant is heard on all Lucky Strike radio programs. This gentleman is famous without even his name being known to most of us. So tonight I think it an excellent idea to present him to you. Ladies and gentlemen, his name is Boone - Mr. F. E. Boone.

(BOONE GIVES TEN SECONDS OF CHANT - END ON SOLD AMERICAN)

RUYSDAEL: (LAUGHS) Mr. Boone, could you drop down to the common level for a minute and speak to us in ... English?

BOONE: Why sure - But that was all in English, what I was chanting just now.

RUYSDAEL: It was?

BOONE: Sure enough!

RUYSDAEL: Could you ... prove that?

BOONE: Why, Mr. Ruysdael, just listen and you'll see.

(CHANT - TWO OR THREE SALES)

COMMERCIAL #1 CONTINUED

RUYSDAEL: Whoa! I'm afraid I still don't get it.

BOONE: Why I was chanting 32 bid - 32 - 32 - 33 bid - 33 -
33 - and so on.

RUYSDAEL: I see! (CHUCKLES) But, tell me, Mr. Boone,
wouldn't it be simpler just to say it?

BOONE: It wouldn't be fitting. Tobacco auctioneers always
chant the bids.

RUYSDAEL: I see ... It's kind of a tradition, handed down from
father to son?

BOONE: Handed down from generations back, Mr. Ruysdael.
But it's not only a tradition - there's a mighty
good reason for it.

RUYSDAEL: Would you mind explaining?

BOONE: Well, in the first place, the auctioneer's chant
has got to be high-pitched because there's so much
noise at those tobacco auctions. And it's got to
sound different from all the other voices for the
same reason.

RUYSDAEL: How about that strange sing-song rhythm? Is there
a reason for that, too?

COMMERCIAL #1 CONTINUED

BOONE: There sure is! No man on earth could keep yelling out the bids that way -- at a tobacco auction where the sales often average one every 8 seconds -- 7 or 8 a minute -- 360 or so an hour -- No man could do that all day long, without making it into a kind of song.

RUYSDAEL: Well, if there's so much noise -- 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.

RUYSDAEL: Just how many bids are there on an average sale, Mr. Boone?

BOONE: Well, that's hard to say. There may be as many as fifteen or twenty buyers following a sale. And one buyer may make as many as five or six bids on a single lot of tobacco. But that all depends.

RUYSDAEL: Could you show us how long an average sale takes, Mr. Boone?

COMMERCIAL #1 CONTINUED

BOONE: Why sure ...

(CHANT - 1 SALE ENDING WITH ... "SOLD AMERICAN FOR LUCKY STRIKE CIGARETTES.")

RUYSDAEL: Thanks, Mr. Boone - thanks for this little side-trip to Tobaccoland. (PAUSE)

You know tobacco experts like buyers, warehousemen and auctioneers are certainly in the best position to judge cigarettes - They see what tobacco is bought for what cigarettes. So at auction after auction you'll see the outstanding proof of Luckies superiority - 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, and expert. They know tobacco and they smoke Luckies. So, when you hear the chant of the tobacco auctioneer remember that with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

ATX01 0024089

(FANFARE...)

ANNOUNCER: Number TWO...Light up a Lucky while you listen to the song that's runner-up for top honors...in second place this week..."Rosalie".

("ROSALIE" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("TRUE CONFESSION" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN...seventh place on YOUR HIT PARADE goes this week to the song success..."True Confession" from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...here's the song that's in ninth place this week from the Rose Bowl to the Orange Bowl... the Lucky Strike Orchestra plays "You Can't Stop Me From Dreaming."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE: LOTTE LEHMANN

ANNOUNCER: Tonight YOUR HIT PARADE takes pleasure in presenting a prima donna of the Metropolitan, who has sung the leading roles of the great composers in every music capital of the world. The famous composer, Richard Strauss, himself, gave her one of her first great roles. She has been decorated by the governments of Austria, Sweden and France for her art. All over the world, the beauty of her voice and the charm of her personality have won her lasting fame and friendships. Ladies and gentlemen, Lucky Strike presents one of the truly great sopranos of all time---
Madame Lotte Lehmann!

(APPLAUSE)

LEHMANN: Thank you, Mr. Ruysdael. It's very nice of you to start my New Year right by saying all those nice things about me.

ANNOUNCER: And yet, Madame Lehmann, I've not said the half of it. For you, I understand, have recently branched out into another art. I'm referring to that very successful book you wrote... "Eternal Flight".

LEHMANN: Yes. That's its title... "Eternal Flight". It's a love story.

ANNOUNCER: Ah! A love story? Well, we're all interested in love stories. Won't you tell us a little about it?

LEHMANN: I will love to tell you, Mr. Ruysdael. My book is about two sisters -twins. One is a teacher of gymnastics. The other is a famous dancer. Then, there's a famous musician in the story, too, and a mysterious, very beautiful and talented opera singer.

ANNOUNCER: Well, you're certainly on familiar ground there -- Madame Lehmann, How does it all come out - happily?

LEHMANN: (LAUGHING) That depends upon your point of view. The one sister marries. The other chooses her career.

ANNOUNCER: How did you happen to start writing, Madame Lehmann?

LEHMANN: Ah, that was a long, long - well, not too long a time ago, Mr. Ruysdael. You see as a child I wrote poetry -

ANNOUNCER: Poetry?...I'm afraid this is serious.

LEHMANN: (LAUGHING) Very! I wrote little poems by the hundreds...and sent them to the editors. And the editors...bless them...sent me back my little poems. By the hundreds!

ANNOUNCER: (LAUGHING) And ever since, between singing engagements, you've written, is that it?

LEHMANN: That is it.

ANNOUNCER: And your writing is in addition to your swimming and horseback riding and lecturing and after dinner speaking - and entertaining your many friends almost constantly wherever you happen to be. You haven't any other attainments, have you?

LEHMANN: (LAUGHING) No. I'm afraid that's everything, Mr. Ruysdael.

ANNOUNCER: Then, Madame Lehmann, I am going to ask you -

LEHMANN: (STILL LAUGHING) I know what it is that you are going to ask. And the answer is, yes. I shall be glad to sing for you. Would you like "Romance" by Rubenstein?

ANNOUNCER: That's fine. Madame Lehmann sings Rubenstein's "Romance."

(LEHMANN SINGS APPLAUSE)

ANNOUNCER: Madame Lehmann, that was beautiful. Lucky Strike is proud to number you among its friends.

LEHMANN: Thank you.

ANNOUNCER: Madame Lehmann, you have been smoking Luckies for some time, haven't you?

LEHMANN: Yes. I should say...well about five years. I started smoking Luckies because I just liked them and found they never bothered my throat. With my heavy singing schedule, that means a good deal.

ANNOUNCER: Yes. I'm sure you do have to be careful of your throat. How did you happen to begin smoking Luckies anyway?

LEHMANN: Well, to tell the truth, I had not smoked before. But another singer gave me a Lucky at a party one evening and told me I'd like them.

ANNOUNCER: And you have been smoking Luckies ever since?

LEHMANN: Yes. That is so.

ANNOUNCER: Well, Madame Lehmann, thank you for coming tonight and for your lovely song. Now, on behalf of YOUR HIT PARADE audience, may I wish you lots of good luck for the coming year?

LEHMANN: That is very nice of you. And may I say to all my friends...here...in Europe...everywhere...Happy New Year!

(APPLAUSE)

("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 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.

("THERE'S A GOLD MINE IN THE SKY" CLARK, QUARTET
AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX...the Lucky Strike orchestra plays the
plaintive cowboy ballad that's sixth in the nation's
favor..."There's A Gold Mine in the Sky".

(MUSIC SWELLS & FINISHES)

segue to

(PANPARE.....)

ANNOUNCER: Number THREE...Fred Astaire's motion picture "Damsel
in Distress" provides the song that's up among
YOUR HIT PARADE leaders in third place this week...
"Nice Work If You Can Get It".

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("TANGO DU REVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Leo Reisman presents a fiery
Latin-American tango as a special tonight...

"Tango Du Reve".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2 - JANUARY 1, 1938

ANNOUNCER: If you had a penny for every pound of tobacco Billie Branch sold on the Greenville market this year, you could probably retire for life. 6,500,000 pounds - that's the grand total. Billie started early learning about tobacco. He was born and raised on a tobacco farm. At 19 he was an auctioneer. And today, in between auctioneering seasons, he raises his own crop of tobacco. Yes, Billie Branch knows his tobacco. Here's what he says about cigarettes:

VOICE: Now, I reckon, both as tobacco farmer and auctioneer, I do know something about tobacco. So I won't excuse myself for speaking up in meeting as we say about this subject. Now, those Lucky Strike buyers are on the job every minute. They know the kind of tobacco they want and they keep right on bidding till they get it. Well, that pleases me as an auctioneer, naturally. But here's something that pleases me as a farmer. I try to raise the kind of tobacco Lucky Strike wants because I know they will pay me top prices. The way I figure, Lucky Strike buys the finest line of smoking tobacco on the market. That's why I've smoked Luckies for the past fifteen years."

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COMMERCIAL #2 - CONT'D

ANNOUNCER: Thank you Billie Branch. Now, Mr. Branch's opinion is impartial and honest. He is an independent expert, dealing with all but not connected with any manufacturer. More significant still, is the fact that he is one of the many tobacco experts who prefer Lucky Strikes. For, remember this fact: Sworn records on file for your inspection prove that among independent experts like Billie Branch, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. With these independent experts ... "With men who know tobacco best - it's Luckies, 2 to 1!"

ATK01 0024098

(PANFARE...)

ANNOUNCER: Here it is...Number ONE...the melodic ballad that's in first place on YOUR HIT PARADE straight across the country..."Once In A While".

("ONCE IN A WHILE" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("BOB WHITE" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...here's a Lucky Strike newcomer that's skyrocketed to fourth place..."Bob White".

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

(FADE FOR)

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. 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)

(MORE)

ANNOUNCER:
(cont'd)

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
Lanny Ross and the glamorous Marlene Dietrich as
his special guests 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 happy
and prosperous New Year in 1938.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....NEW YORK

MS
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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JANUARY 8, 1938
10:00 - 10:45 P.M.

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

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

RIGGS: (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 - 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 of the
Waldorf-Astoria and the Lucky Strike Orchestra. Later
in the program we shall present as our guest of the
evening the charming Countess Olga Albani. 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.

(MORE)

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ANNOUNCER
CONT'D:

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.
Forward march, Leo Reisman ... start our musical parade with the tune that's in TENTH place this week ... "You Can't Stop Me From Dreaming".

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

(MUSIC SWELLS & FINISHES)

segue to

("TRUE CONFESSION" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... the orchestra plays the song that's in fourth place on YOUR HIT PARADE straight across the country ... "True Confession", from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("ARTIST'S LIFE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... as a special tonight, Leo Reisman presents the brilliant Johann Strauss waltz ... "Artist's Life".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO ... light up a Lucky while you listen to the song that's in second place this week straight across the country ... "Rosalie".

("ROSALIE" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

- 4 -

ANNOUNCER: What cigarette company actually buys the best tobacco?
(SLIGHT PAUSE) Well-- certainly the best judges of this are the "referees", so to speak - the men in whose tobacco warehouses the yearly auctions take place. Now, Mr. G. A. Webster - known as Alf to his many friends -- operates two big tobacco warehouses, one in South Carolina, one in North Carolina. And, as a warehouseman, "Alf" Webster has good sound dollars-and-cents reasons for being a perfectly impartial judge in this matter. Listen to what he has to say.

VOICE: The higher the tobacco in my warehouses sells for, the better my profits. So, I naturally like to see good brisk bidding. And as a matter of fact (CHUCKLES) when the best tobaccos are being offered, the bidding between buyers of the various cigarette companies often develops into a regular "Battle Royal". Now here's one thing I've noticed about the Lucky Strike buyers. They generally come out victorious from those "Battles Royal" ... And that's the main reason I've smoked Luckies ever since 1917. Luckies really buy the finest line of tobacco that's offered in my two warehouses, where we sell close to 6,000,000 pounds of tobacco a year.

ATX01 0024104

ANNOUNCER: Thank you, Mr. Webster - thank you for this "ringside" account of what actually takes place at tobacco auctions. We feel particularly gratified because we know that you are not connected with any cigarette company. You have the reputation of being fair and square to all. (SLIGHT PAUSE) I think every smoker will be interested in knowing that among men like Mr. Webster - independent warehousemen, auctioneers and buyers who are not connected with any cigarette company - Luckies are the favorite cigarette. This is not a claim but a fact. Sworn records 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! ... Remember that, next time the talk switches to this question of tobacco. So, when you hear the chant of the tobacco auctioneer (CHANT STARTS UNDER WORD "CHANT" AND FADES UP AND FINISHES WITH "SOLD AMERICAN" AUCTIONEER STARTS 2nd SALE AND FADES AS ANNOUNCER COMES IN) When you hear that chant, remember - with independent tobacco experts - with men who know tobacco best - it's Luckies - 2 to 1!

("BEI MIR BIST DU SCHOEN" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... a Lucky Strike newcomer - a novelty
tune from the motion picture "Love, Honor and Behave"
that's entering in sixth place this week ...
"Bei Mir Bist Du Schoen".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE ... here's the song that's climbed to
third place on YOUR HIT PARADE this week ... the title
song from the motion picture "You're A Sweetheart"

("YOU'RE A SWEETHEART" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I DOUBLE DARE YOU" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... another Lucky Strike newcomer - the
orchestra plays the sparkling tune that's ninth in the
nation's favor ... "I Double Dare You".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE - OLGA ALBANI

GUEST APPEARANCE - OLGA ALBANI

ANNOUNCER: Tonight Your Hit Parade is prepared to answer a question that time and time again has been posed from the Woman's Page of every newspaper in the country. That question is: "Can a woman combine a home and a career successfully." Millions of people have admired the singing of our guest star of tonight ... Countess Olga Albani. Yet, probably only a few realize that she is the proud mother of an 11 year old son; that she is a devoted wife, and an excellent cook and home-maker, as well as one of the outstanding artists of the air. Ladies and gentlemen, Lucky Strike presents for her second visit to this program the lovely Countess Olga Albani.

(APPLAUSE)

ALBANI: Thank you, Mr. Ruysdael. (LAUGHS) And I suppose after that introduction you'll be asking me what my favorite recipe is?

ANNOUNCER: Well - I think we'll be most interested in your recipe for becoming a singer, Countess Albani.

ALBANI: (LAUGHING) Now let's not talk shop. I'd much rather tell you about my career as a painter.

ANNOUNCER: A painter?

ALBANI: Yes. Oddly enough when I was six years old, I was quite determined to become a painter.

ANNOUNCER: And what success did you have?

ALBANI: Magnificent! My very first picture was exhibited!

ANNOUNCER: An exhibition at the age of six! You must have been a genius.

ALBANI: That's exactly what I thought. You see - I drew a picture of a well known man in our neighborhood ... and I drew him running past a brownstone house. Wasn't that remarkable!

ANNOUNCER: (LAUGHING) I'm sure Rembrandt never did anything like it.

ALBANI: (LAUGHING) I'm sure he didn't either. Anyhow, you could recognize who the man was. So our local druggist hung it up in his window. It looked ravishing hanging there among the red and green bottles and the toothpastes and soaps.

ANNOUNCER: What made you abandon such a promising art career.

ALBANI: Well, Mother and Dad discovered that I could sing better than I could draw. (LAUGHING) Of course, that still didn't make me a good singer. But it did start me taking lessons. And here I am!

ANNOUNCER: Would you mind very much if I said that art's loss was Music's gain?

ALBANI: (LAUGHS) Thank you. Music has been very kind to me. And I'm sure Mother and Dad are pleased. You see, both of them, love music. In fact Dad has had a few of his own compositions published.

ANNOUNCER: Then you come by your talent naturally. Well, Countess, I know we'd all enjoy a little sample of that talent. What will you sing for us?

ALBANI: I've chosen a song I hope you'll like. It's "I'll Follow My Secret Heart".

(ALBANI SINGS APPLAUSE)

ANNOUNCER: Countess Albani, that was very beautiful. If I may interpolate a remark for the benefit of the radio audience - you sing the way you look!

ALBANI: (LAUGHING) Mr. Ruysdael, sir, you are a courtier!

ANNOUNCER: And you, every inch a Countess!

ALBANI: A very American Countess, Mr. Ruysdael!

ANNOUNCER: (LAUGHS) You know, until I met you I had always imagined Countesses to be strange creatures with thoroughly exotic habits. For example, I never supposed they smoked anything but long gilt-tipped, perfumed cigarettes.

ALBANI: (LAUGHS) Well - you know from my last visit to Your Hit Parade that I'm a Lucky Striker from way back. Of course, I've tried the gilt-tipped kind. I've tried them all.

ANNOUNCER: And Luckies won?

ALBANI: Hands down. I've been smoking them for si ears now.

ANNOUNCER: And the reasons?

ALBANI: Well, this recent holiday season has been a perfect example. I went to a great many parties. I smoked a lot more than I usually do. Yet those Luckies didn't bother my throat at all. After an evening of smoking Luckies, my voice is just as clear the next day as ever.

ANNOUNCER: As a singer, Countess Albani, you must be an unusually severe judge on that point. So we're grateful to you for telling us that about Luckies. And thank you for visiting us - and for your song.

ALBANI: May I add just one thing? - I think that tobacco auctioneer is grand! (LAUGHS) Goodnight, everyone!

("THIS IS MY LUCKY DAY" ORCHESTRA)

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 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.

("THERE'S A GOLD MINE IN THE SKY" CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . fifth place on YOUR HIT PARADE goes to
the melodic western ballad by Nick Kenny . . .

"There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

segue to

COMMERCIAL #2 - COUNTESS OLGA ALBANI

ANNOUNCER: At parties, when we're having a good time, most of us smoke more than usual. And one of the very best ways to test any brand of cigarettes is to notice the way your throat feels after an evening of such smoking. Now Olga Albani, the lovely singing Countess of radio, told you a few minutes ago how she had put Luckies to this test during the recent holiday season. And as Countess Albani explained in her own words, her voice and throat felt fresh as ever no matter how many Luckies she had smoked the evening before. Now that's just one example of why Countess Albani has been smoking Luckies for 6 years. But isn't it a pretty convincing indication that Luckies will be just as easy on your throat, too? ... Lucky Strike is the only cigarette that gives you the throat-protection of the exclusive process, "It's Toasted". This "Toasting" process takes out certain throat-irritants that are naturally present in all tobacco - even the finest. The result is a light smoke, easy on your throat. Next time you buy cigarettes, follow
V Countess Albani's example and ask for Lucky Strike.

(FANFARE

ANNOUNCER: Here it is ... Number ONE ... the song that's tops in
all America's favor from the Golden Gate to the
Florida Keys ... "Once In A While"

("ONCE IN A WHILE" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("VIENI VIENI QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... here's the fast-stepping continental
favorite that's in seventh place on YOUR HIT PARADE
this week ... "Vieni, Vieni"

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - LUCKY STRIKE

SATURDAY, JANUARY 15, 1938
10:00 - 10:45 P.M.

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

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

RIGGS: (MADE 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 - two to one!"

"HAPPY DAYS ARE HERE AGAIN" ORCHESTRA

ATX01 0024114

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 shall introduce as our guest of the evening, Robert Weede, outstanding baritone of the Radio City Music Hall and Metropolitan Opera. 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, Richard Himber ... our musical parade starts this week with the continental novelty that's EIGHTH in the nation's favor ... "VIENI, VIENI".

("VIENI, VIENI" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("YOU'RE A SWEETHEART" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... the Lucky Strike orchestra plays the
tune that's in fifth place on YOUR HIT PARADE this
week ... the title song from the motion picture ...
"You're A Sweetheart".

(MUSIC SWELLS & FINISHES)

segue to

("WHY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Richard Himber presents his
arrangement of a Broadway show tune of a few years
back ... "Why".

(MUSIC SWELLS & FINISHES)

segue to

("BOB WHITE" GLESON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's a sparkling tune that's in
ninth place straight across the United States ...
"Bob White".

(MUSIC SWELLS & FINISHES)

Tobacco Commercial #1

(CHANT - 3 SECONDS - THEN FADE - BUT CONTINUE UNDER
ANNOUNCER)

ANNOUNCER: Georgia in July! The thermometer is soaring in the 100's.
Tobacco buyers in their shirt sleeves follow the busy
auctioneer as he moves down the long rows of tobacco piled
in baskets. Listen as he records their bids ...

(CHANT UP FOR 5 SECONDS - "SOLD AMERICAN" - THEN FADE
BUT CONTINUE)

ANNOUNCER: September! And the Georgia crop is sold! ... But the
tobacco experts have moved on to the Carolinas and the
chant of the auctioneer still resounds through the great
warehouses - millions of pounds of tobacco being sold to
its weird rhythm every day ...

(CHANT UP FOR FIVE SECONDS - "SOLD AMERICAN" -
THEN FADE OUT COMPLETELY)

ANNOUNCER: And right now it's tobacco-auction time in Tennessee and Kentucky. In warehouses where the thermometer sometimes hovers near zero, those same tobacco experts who started on the great Tobacco Trek last July in Georgia are still at work. (SLIGHT PAUSE) Now, could anyone be in a better position to judge cigarettes than these men. At one big center after another, all through the Tobacco Belt, they see what tobacco is bought for what cigarettes. They see- and they choose Luckies ... 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. These men are not connected with any manufacturer and they choose a cigarette for their own pleasure on merit alone. So when you hear the chant of the tobacco auctioneer like this (CHANT) . . . When you hear that chant remember ... with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

(FANFARE)

ANNOUNCER: Number TWO ... here's the song that's runner up for top honors ... light up a Lucky while you listen to . . . "Once In A While".

(ONCE IN A WHILE CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I DOUBLE DARE YOU" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... the Lucky Strike Orchestra plays the song that's in tenth place this week from the Golden Gate to the Florida Keys ... "I Double Dare You"

(MUSIC SWELLS & FINISHES)

segue to

("SYMPATHY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... As a special tonight, Richard Himber presents an outstanding excerpt from Victor Herbert's operetta, "The Firefly" . . . "Sympathy".

(MUSIC SWELLS & FINISHES)

segue to

("NICE WORK IF YOU CAN GET IT" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . . from Fred Astaire's motion picture
"Damsel in Distress" comes the tune that's seventh
on your HIT PARADE this week . . . "Nice Work If You
Can Get It".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: ROBERT WEEDS

GUEST APPEARANCE - ROBERT WEEDE

ANNOUNCER: Two of the most famous institutions in the world are the Metropolitan Opera and the Radio City Music Hall. Tonight, Your Hit Parade presents an artist who has the unique distinction of singing in both ... Robert Weede. The story of Mr. Weede's success is typically American. He worked and paid for his own early training. On his way up, he overcame many obstacles that might have discouraged a less determined man. But Robert Weede never lost faith. He worked hard, studied hard ... and deserves all the success that has come to him - Ladies and Gentlemen, Lucky Strike presents the outstanding baritone ... Robert Weede.

(APPLAUSE)

WEEDE: Thanks, Mr. Ruysdael. But after that introduction I hardly know what to say.

ANNOUNCER: Well, Mr. Weede, suppose you tell us about that truck farm of yours that paid for your first singing lessons.

WEEDE: There's not a great deal to tell. It was a truck farm and I sold the vegetables, and saved enough money to take singing lessons in Baltimore.

ANNOUNCER: What happened?

WEEDE: Well - my friend insisted I go on and sing Pagliacci.
So I did and ...

ANNOUNCER: And you got the job?

WEEDE: Yes. Roxy put me on that very week.

ANNOUNCER: Singing what?

WEEDE: (LAUGHS) Singing Pagliacci!

ANNOUNCER: (LAUGHS) Well - and are we to hear your Pagliacci
tonight?

WEEDE: No, Mr. Ruysdael. I've chosen a number that - well -
seems more appropriate to Your Hit Parade. It's a
song I introduced at the Music Hall several years
ago ... "Two Cigarettes in the Dark."

ANNOUNCER: Two Lucky Strikes in the dark?

WEEDE: Exactly! (CHUCKLES) So here goes!

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: Mr. Weede, that was swell. I suppose when you
originally sang it at the Music Hall, there really
were two cigarettes in the dark?

WEEDE: Yes, of course, the smoking was part of the action of
the song.

ANNOUNCER: And were they - "Two Lucky Strikes in the dark"?

WEEDE: (CHUCKLES) As a matter of fact, Mr. Ruysdael, they were. But I can't claim much credit. For I had hardly smoked before that time.

ANNOUNCER: Then how did you come to choose Luckies?

WEEDE: I didn't. It was the property man. Like most "prop" men in New York, I guess, he just automatically supplied Luckies. He told me they're the usual choice of people who sing.

ANNOUNCER: So you learned about Luckies from him?

WEEDE: Yes, he handed them to me every time I went on. I smoked ten a day ... two every show and five shows a day ... and I liked their taste. So, I tried a few outside. Just a few. I was being pretty careful of my throat. But, as time went on, and they never seemed to affect my throat - well, I've been smoking them for three years, now.

ANNOUNCER: Thank you, Mr. Weede. And thanks for your song. Good luck. We'll be seeing you at the Music Hall.

WEEDE: I'll be looking for you. (CHUCKLING) I can't chant like the auctioneer fellow you have on the program, but I'll be glad to sing Fagliacci for you. Good night all.

(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 Richard Himber 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 THREE ... up among the Lucky Strike leaders in
third place this week is the novelty song
"Bei Mir Bist Du Schoen", from the motion picture
"Love, Honor And Behave."

("BEI MIR BIST DU SCHOEN" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

ANNOUNCER: Many of the finest singers in the world have appeared on your Hit Parade in the past months. And perhaps you have been wondering why we ask each to explain his or her reasons for smoking Luckies. Now here's the reason ... The experience of these singers is of special importance to you and to every smoker. For a singer's voice, naturally, is all-important to him. At the same time, his job puts a heavy strain on his throat. Robert Weede for example - whom you heard a few minutes ago on this program -- often sings five shows a day at the Radio City Music Hall in addition to practicing for his work at the Metropolitan Opera. Now you heard Mr. Weede tell you in his own words that, even with this strain, Luckies never bother his throat. So surely it stands to reason Luckies will be easy on your throat, too. We hope that the example of so many singers will remind you: Luckies are the only cigarette that offers you the throat-protection of the exclusive process "It's Toasted". This "Toasting" process expels certain harsh irritants naturally present in all tobacco - so that's why Luckies are easy on your throat. Next time you buy cigarettes assure yourself of a light smoke of the finest tobacco money can buy. Ask for Lucky Strike.

("TRUE CONFESSION" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... fourth place on YOUR HIT PARADE this week goes to the title song from the Paramount picture "True Confession".

(MUSIC SWELLS & FINISHES)

segue to

(PANFARE)

ANNOUNCER: Here it is ... Number ONE ... tops in the nation's dancing favor ... the Lucky Strike Orchestra plays .. "Rosalie".

("ROSALIE" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY ONE" ORCHESTRA)

(FADE FOR)

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. 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 as his special guests of the evening ... glamorous Madeleine Carroll, Ricardo Cortez and Bob Hope.

See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember - with independent experts - "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPIAUSE)

ANNOUNCER: THIS IS THE COLUMBIA ... BROADCASTING SYSTEM
FADE THEME 20 SECONDS
WABC ... NEW YORK

MS

ANNOUNCER: And that's YOUR HIT PARADE ... your nation wide authority for the most popular tunes in America played by Richard Himber 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 as his special guests of the evening, Edward Arnold, dramatic screen star, and Bob Hope. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember - with independent experts ... "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

FADE THREE 20 SECONDS

WABC NEW YORK

AB

ATX01 002412B

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

REVISED

SATURDAY, JANUARY 22, 1938
10:00 - 10:45 P.M.

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

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

RIGGS: (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 - 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
Richard Himber and the Lucky Strike Orchestra.
Later in the program we shall introduce as our
guest of the evening Norman Cordon, outstanding
bass 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 nationwide survey.

(MORE)

RTX01 0024129

ANNOUNCER: Dance orchestras report which songs you request
(cont'd) most frequently...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 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.

(PANFARE..... ..)

Okay, Richard Himber...start our musical parade
with the song that's runner-up for top honors
this week...the Lucky Strike Orchestra plays...
"Rosalie." Number TWO!

("ROSALIE".....QUARTET & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

"YOU'RE A SWEETHEART".....GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...fourth place on YOUR HIT PARADE goes
to the title song from the motion picture...

"You're a Sweetheart."

(MUSIC SWELLS AND FINISHES)

segue to

("WHY".....ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Richard Firber presents his arrangement of a famous and favorite Broadway tune..."Thy."

(MUSIC SWELLS AND FINISHES)

segue to

("ONCE IN A WHILE".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE...sit back and light up a Lucky while the Orchestra plays the song that's in fifth place from Coral Gables to California..."Once in a While."

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

(CHANT 5 SECONDS - THEN FADE BUT CONTINUE

UNDER ANNOUNCER)

ANNOUNCER: The chant of the Tobacco Auctioneer has become so familiar in the land that perhaps some of you who listen in have formed a picture of the Tobacco Belt as a region almost exclusively populated by auctioneers. (CHUCKLES) Now this is the reverse of the truth. Tobacco auctioneers belong to one of the most select professions in the world. In the whole United States only a few hundred practice this expert and fascinating craft. Why? ... Well - merely listening to the chant over the air must give you some idea of how hard it is to learn the profession...

(CHANT UP 10 SECONDS - SOLD AMERICAN -

THEY FADE COMPLETELY)

ANNOUNCER: But a tobacco auctioneer must not only know how to chant. Listen to what Mr. Roy L. Daniel - a top-notch tobacco auctioneer for 28 years in Georgia, the Carolinas, Tennessee and Kentucky - has to say about his work...Mr. Daniel says...

VOICE: Well - a tobacco auctioneer's got to be equally good at sizing up human nature and - tobacco. Now, when you really know tobacco, you can tell the different grades apart just by looking at them - more or less the way you tell humans apart. And looking tobacco "in the face", as it were, for 28 years has made me a pretty fair judge. One reason I smoke Luckies is just because the tobacco they buy has "looked pretty" to me from hundreds of baskets on hundreds of warehouse floors.

ANNOUNCER: Thank you, Mr. Daniel...Mr. Daniel who has been a Lucky Strike smoker for 12 years, is typical of many other auctioneers, buyers and warehousemen. Sworn records show that among these independent experts, not connected with any cigarette manufacturer, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! Remember this next time you hear the chant of the tobacco auctioneer...(CHANT)
When you hear that chant, remember - the independent experts - the men who know tobacco best - smoke Luckies 2 to 1.

("SWEET SOMEONE".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE...a Lucky Strike newcomer...entering
in ninth place this week..."Sweet Someone"
from the motion picture "Love and Kisses."

(MUSIC SWELLS AND FINISHES)

segue to

("PANAMA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...as a special tonight,
Richard Himber plays a rhythmic Latin-American
rhumba..."Panama."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE...here's the song that's in third
place on YOUR HIT PARADE this week...
"True Confession," from the motion picture of
the same name.

("TRUE CONFESSION".....CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("DIPSY DOODLE".....GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

- 7 -

ANNOUNCER: Number SIX...Here's another Lucky Strike newcomer,
entering this week in SIXTH place..."Dipsy Doodle."

(MUSIC STARTS AND FINISHES)

GUEST APPEARANCE...NORMAN CORDON

ATX01 0024135

GUEST APPEARANCE - NORMAN CORDON - JAN. 22, 1938

ANNOUNCER: Tonight Your Hit Parade brings back to the microphone for his second visit a young singer who has already made his mark at the world-famous Metropolitan Opera in New York. Our guest this evening is not only American-born but entirely American-trained. Ladies and gentlemen, Lucky Strike presents a gentleman from North Carolina who is one of that steadily increasing number of fine American artists - Mr. Norman Cordon of the Metropolitan.

(APPLAUSE)

CORDON: Thanks, Mr. Ruysdael. After that swell build-up, I hope the folks down home in North Carolina are listening in.

RUYSDAEL: I have no doubt they are. And speaking of North Carolina, Mr. Cordon, we have another visitor from your native state here this evening - Mr. L. A. Riggs of Goldsboro.

CORDON: It's a small world, isn't it. Is Mr. Riggs a singer?

RUYSDAEL: (CHUCKLES) Well...in a way. Like to meet him?

CORDON: I certainly would.

RUYSDAEL: Here he is right here. Mr. Cordon, Mr. Riggs...

RIGGS: (CHANTS FEW SECONDS THEN CHUCKLES) That's just so's you'll recognize me, Mr. Cordon.

CORDON: Oh, I see. You're the famous auctioneer on Lucky Programs. Well, Mr. Riggs, as one who's seen plenty of tobacco auctions in my time I think you chant very well.

RIGGS: Thanks, Mr. Cordon. And if you don't mind my saying so, I think you sing very well.

CORDON: This seems to be developing into a North Carolina mutual admiration society! (CHUCKLES) You know, Mr. Riggs, I've tried that chant - back when I was a kid and used to hang around the tobacco auctions after school - but somehow I never did sound like you.

RIGGS: Well, if you want a few private lessons on the outside - But tonight, you're the guest of the evening, Mr. Cordon, so suppose you talk about opera.

CORDON: Well - what would you like to know?

RIGGS: One question I've always wanted to ask a singer, Mr. Cordon...Is opera really as long-faced and solemn as people say?

CORDON: Long-faced and solemn. (LAUGHS) Not by a long shot. Of course, opera tends to be on the serious side but we singers - well - we fool and kid just like a group of you tobaccomen might do.

RIGGS: You mean when you're not working?

CORDON: Well, sometimes we fool around right in the middle of an opera. Only a week or so ago another fellow - a baritone - and myself - almost wrung the tenor's neck on the stage.

RIGGS: Wrung his neck!

CORDON: That's right. We were supposed to seem to wring his neck - in the opera. But we added a touch of realism to it. You see he was a tenor. This other chap was a baritone. And I'm a bass.

RIGGS: What's that got to do with it?

CORDON: Well, in opera - it's always permissible, in fact it's expected - for baritones and basses to choke tenors. (LAUGHS) That's the penalty tenors pay for getting all the love songs when we baritones and basses could sing them just as well. Isn't that right, Mr. Ruysdael?

RUYSDAEL: (LAUGHS) Well I think that statement can stand a little backing up, Mr. Cordon. Suppose you sing us a love song and prove it.

CORDON: How about "Dancing In The Dark" and I hope a lot of tenors are listening in.

(CORDON SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Mr. Cordon. You certainly proved your point about basses deserving to sing love songs. Why don't you all get together - basses, baritones and tenors - and sort of farm out the love songs equally?

CORDON: (CHUCKLING) Do you think we could reach an agreement, Mr. Ruysdael?

RUYSDAEL: Well, I know of one point you're all pretty well agreed on even now, Mr. Cordon - at least you seem to be - about Lucky Strikes.

CORDON: You're right there. Yes. A lot of us singers do smoke Luckies. But that's because all of us, without exception, have to take care of our throats.
(CHUCKLING) Even tenors!

RUYSDAEL: How long have you smoked Luckies, Mr. Cordon?

CORDON: For 15 years now and in that time - even with all the work I've given my voice - Luckies have never once bothered my throat. Besides I like their taste. As a North Carolinian - but why not ask our auctioneer here about tobacco....how about it, Mr. Riggs.

RIGGS: Mr. Cordon, when you smoke Luckies you're getting the best. I've smoked them 6 years myself.

CORDON: Well, there you are, Mr. Ruysdael. (CHUCKLING) Just a couple of North Carolinians who both use our voices a lot - and we both smoke Luckies. There's your answer.

RUYSDAEL: Thank you Mr. Cordon...and you, too, Mr. Riggs. Now, Mr. Cordon - may we wish you continued success at the Metropolitan - and all the luck you deserve.

CORDON: Thanks...Goodnight all.

("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

ANNOUNCER: On with YOUR HIT PARADE with Richard Himber 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.

("IN THE STILL OF THE NIGHT". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... another newcomer to YOUR HIT PARADE ... entering in tenth place this week, the haunting ballad ... "In the Still of the Night."

(MUSIC SWELLS AND FINISHES)

segue to

("I DOUBLE DARE YOU". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... this week the Lucky Strike eighth place goes to the sparkling tune ... "I Double Dare You."

(MUSIC SWELLS AND FINISHES)

segue to

("SOMETHING TO REMEMBER YOU BY". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Richard Hinber's arrangement
of an Arthur Schwartz hit tune of a few years ago ...
"Something to Remember you By."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL#2)

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - NORMAN CORDON

ANNOUNCER: A lot goes on "behind the scenes" at the Metropolitan Opera. As Norman Cordon - brilliant young American singer - told you a few minutes ago, those world-famous artists often carry on like a bunch of school kids. For they're happy good-natured people, the same as you and I... and they enjoy a good smoke the same as you and I! What makes their choice of Luckies newsworthy is simply this...As Mr. Cordon himself pointed out, they all without exception have to take care of their throats. So surely the fact that great singers like Lotte Lehman, Lauritz Melchior, Charles Hackett, and our guest of the evening, Norman Cordon, all agree that Luckies are easy on the throat - surely, this fact says something to you about your throat!...Remember that Lucky Strike is the only cigarette that offers you the throat-protection of the exclusive process "It's Toasted". This process takes out certain throat-irritants naturally present in all tobacco. The result is a light smoke easy on your throat. So, next time you buy cigarettes, take a tip from the world-famous voices - and throats - of opera. Ask for Lucky Strike.

("THERE'S A GOLD MINE IN THE SKY", CLARK, QUARTET & ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while you listen
to the song that's in seventh place this week ...
"There's a Gold Mine in the Sky."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE. . . .)

ANNOUNCER: Here it is ... Number ONE .. this week first place on
YOUR HIT PARADE goes to America's latest song
sensation from the motion picture "Love, Honor and
Behave" ... "Bei Mir Bist du Schoen."

("BEI MIR BIST DU SCHOEN" GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Richard Himber 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 as his special guests of the evening, Mary Astor, Richard Arlen, Bob Hope and the famous auctioneer, Mr. L. A. Riggs. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember - "with these experts - buyers, auctioneers, warehousemen - independent tobacco men - with men who know tobacco best - it's Luckies 2 to 1."

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

(APPLAUSE)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR HIT PARADE

SATURDAY, JANUARY 29, 1938
10:00 To 10:45 PM

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

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

RIGGS: (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 -- 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 Richard Himber and the
Lucky Strike Orchestra. Later in the program we shall
introduce as our guest of the evening Evelyn Herbert,
lovely soprano star of musical comedy and operetta..

MORE

ATX01 0024146

ANNCR: Each week YOUR HIT PARADE brings you America's favorite
(CONTD) music ... the most popular songs in the land as shown
by a vast, nationwide survey. Dance orchestras report
which songs you request most frequently ... 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 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, Richard Himber ... this week our parade of
musical hits opens with the song that's in NINTH place ..
"Nice Work If You Can Get It" from the motion picture
"Damsel in Distress."

("NICE WORK IF YOU CAN GET IT". GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("YOU TOOK THE WORDS RIGHT OUT OF MY HEART". . . QUARTET & ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . the motion picture "The Big Broadcast of 1938" provides a newcomer to YOUR HIT PARADE entering in tenth place this week . . . "You Took the Words Right out of My Heart."

(MUSIC SWELLS AND FINISHES)

segue to

("HALLELUJAH". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra . . . as a special tonight Richard Himber presents a Broadway hit of a few years back . . . "Hallelujah."

(MUSIC SWELLS AND FINISHES)

segue to

("ONCE IN A WHILE". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . . the Lucky Strike Orchestra plays the song that's in fifth place this week from the Golden Gate to the Florida Keys . . . "Once in A While."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: There's an old American tradition that calls for ~~an~~ open dealing - everything above board - fair and square to all. And the old American institution of the tobacco auction offers one of the best examples of this. At a tobacco auction, all the cigarette companies openly bid in competition. The auctioneer chants each bid as it is made and cries out the final purchaser of each lot. For example, let us listen to three sales as they would actually be made on the warehouse floor. The first sale goes to, let's say, X Company - the second sale to Y Company - and a third to the American Tobacco Company, makers of Lucky Strike Cigarette. Now listen and see if you can follow the three sales.

(WITH BACKGROUND NOISE)

1st SALE - 20 -22 - SOLD TO X
2nd SALE - 27 -28 - SOLD TO Y
3rd SALE - 37 -38 - SOLD TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Well - that makes it pretty clear, doesn't it, why tobacco experts are such good judges of cigarettes! ... They actually see who buys what tobacco. They're in a unique position to know the quality of the tobacco that goes into the different brands. (MORE)

COMMERCIAL #1 cont'd:

ANNCR: So the fact that independent tobacco experts, choose Luckies by an overwhelming majority, certainly should say a lot to you as a smoker. Next time you buy cigarettes, remember this fact as shown by sworn records. Among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. These experts are auctioneers, buyers, warehousemen - not connected with any cigarette manufacturer. They're the men who know tobacco best - and they smoke Luckies 2 to 1.

ATX01 0024150

("DIPSY DOODLE" GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN ... this week the Lucky Strike seventh
place goes to a novelty song that's climbing steadily
in the nation's favor ... "Dipsy Doodle."

(MUSIC SWELLS AND FINISHES)

segue to

("TRUE CONFESSION" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FOUR ... here's the tuneful ballad that's fourth
this week ... the title song from the motion picture...
"True Confession."

(MUSIC SWELLS AND FINISHES)

segue to

(PAMFARE)

ANNCR: Number THREE ... up among the leaders on YOUR HIT PARADE...
third place this week goes to the song "Rosalie."

("ROSALIE" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE . . . EVELYN HERBERT

ANNOUNCER: Tonight, ladies and gentlemen, we are going back a few years. Picture a room in one of the big hotels of New York City. A short, powerfully built man is standing over a little girl at a piano. The little girl is singing. The short man smiles as he nods his head in time to the music. The song ends. The child looks up - appealingly. Enrico Caruso strokes her blonde curls. "My dear", he says softly. "Some day you will be a fine singer." Ladies and gentlemen, Lucky Strike is proud to present that protege of the greatest tenor of all time ... the little girl who did grow up to become a fine singer and star of operetta - Miss Evelyn Herbert.

(APPLAUSE)

HERBERT: Thank you, Mr. Ruysdael. (SLIGHT PAUSE) I was really moved by that introduction.

ANNOUNCER: I suppose that you had a great personal admiration for Caruso, Miss Herbert?

HERBERT: Oh, he was wonderful! One of the most charming people that ever lived.

ANNOUNCER: Would you mind telling us how you happened to know him?

HERBERT: Well, that's quite a story. We really came to meet each other through a doll.

ANNOUNCER: A doll!

HERBERT: (LAUGHS) Yes, you see, Caruso had contributed a doll to a certain charity bazaar. And my father had the rare good luck to hold the winning ticket.

ANNOUNCER: So you got the doll?

HERBERT: Yes, a very beautiful doll of Caruso himself, all dressed up in his "Traviata" costume. I was so thrilled that I insisted upon writing a letter to Mr. Caruso, in the course of which I happened to mention that I wanted to be a singer, too.

ANNOUNCER: And how old were you at that time?

HERBERT: Exactly seven.

ANNOUNCER: And did Mr. Caruso sign you on the spot for opera?

HERBERT: (LAUGHS) Well - not exactly. But he did ask me to come and sing for him. And each year after that when he was in New York, he never failed to call me and have me sing for him. When I was fifteen, he said: "Well, now you are ready to really begin studying." So he sent me to his own singing teacher.

ANNOUNCER: It is too bad Caruso could not have lived to see your successes on Broadway, Miss Herbert. We all remember you as the star of "My Maryland", "Princess Flavia", "Princess Charming", "New Moon" and other operettas. But I suspect that the one song you love more than any other .. because it was one of your biggest hits .. is "Lover Come Back to Me."

HERBERT: Well - you may be right - but that song gave me plenty of grief at first.

ANNOUNCER: How could that be, Miss Herbert, since the song was such an outstanding success?

HERBERT: (LAUGHING) Well, in its first incarnation, it wasn't a success at all but a dismal flop. You see they wanted me to sing it as a rhythm number.

ANNOUNCER: Rhythm number! "Lover Come Back to Me"?

HERBERT: You probably can't believe it but that's the way I first sang it when the show opened. (LAUGHS) In regular "Mammy" style.

ANNOUNCER: But why in the world would anyone want it sung that way?

HERBERT: That's what I wanted to know. I felt from the first that I should sing it as a love ballad and -

ANNOUNCER: (BREAKING IN) And that gives us an excellent chance to ask you to sing it for us now as it should be sung.

HERBERT: Well, I have put myself on the spot. haven't I...
However, strike up the music and I'll do my best.

(MUSIC....SINGS)

(APPLAUSE)

ANNOUNCER: (LAUGHS) Miss Herbert, that would certainly bring me back.

HERBERT: Well I hope that's a compliment!

ANNOUNCER: I certainly intended it for one. Miss Herbert.

HERBERT: You had better keep on my right side - otherwise I won't tell you something that I know you want to hear.

ANNOUNCER: What's that? (LAUGHS) A "T.L."?

HERBERT: Yes, a "T.L." about Luckies. I think you've got a grand cigarette!

ANNOUNCER: Well - thank you Miss Herbert. How long have you been smoking Luckies?

HERBERT: About 12 years now. And as a singer I've put them to some pretty severe tests.

ANNOUNCER: Such as?

HERBERT: Oh - such as the one I'm going to put them to in just about one minute. I mean that smoking after singing - when your throat is naturally extra-sensitive - is the best way to prove whether or not a cigarette is easy on the throat. And Luckies have rated "A" plus in that test ever since I started smoking them.

ANNOUNCER: Well, Miss Herbert, thank you...and thank you for coming tonight. Now, on behalf of Your Hit Parade audience may I wish you lots of good luck...and continued good smoking.

HERBERT: I enjoyed being here and meeting everybody. But now - goodnight all.

("LUCKY DAY" ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

(LUCKY DAY SWELLS AND FINISHES)

ANNCR: On with YOUR HIT PARADE with Richard Himber 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.

("THERE'S A GOLD MINE IN THE SKY" CLARK, QUARTET & ORCHES.)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number EIGHT ... light up a Lucky while you listen to the song that's in eighth place this week from Maine to Mexico ... "There's a Gold Mine in the Sky."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNCR: Number TWO ... this week, second place on YOUR HIT PARADE goes to the tune from the motion picture "Love, Honor and Behave" ... "Bei Mir Bist Du Schoen."

("BEI MIR BIST DU SCHOEN"GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SOMETHING TO REMEMBER YOU BY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Extra ... Richard Himber's arrangement
of an Arthur Schwartz hit tune of a few years ago ...
"Something to Remember You By."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

BARUCH: And now, sir, will you step up to the microphone ...
Your name?

MAN: Smoker.

BARUCH: How do you spell that?

MAN: Smoker - S-N-O-K-E-R - you know, one who smokes!

BARUCH: (LAUGHS) Ah, yes, and what can we do for you, Mr Smoker?

MAN: That's the point. That's just what I want to know.

RUYSDAEL: Perhaps I can be of some help?

MAN: You can, if you'll answer this question. Just what does
your product - Lucky Strike - offer me as a
cigarette smoker?

RUYSDAEL: Well, for one thing, there's the "Toasting" process.

MAN: And what does that do?

RUYSDAEL: It makes Luckies a light smoke. You see, the
"Toasting" process removes certain throat-irritants
that are naturally present in all tobacco. These
irritants are out of Luckies.

MAN: Well - that sounds good. But have you proof?

RUYSDAEL: Mr. Smoker, I can offer you three kinds of proof of what the "Toasting " process does for you. First, Laboratory tests. These reveal what quantities of throat irritants, found in all tobacco, are actually removed by "Toasting". Second, there is the experience of others. Many of the greatest singers in the world have preferred Luckies for years - people whose voices are their fortunes - like Lauritz Melchior, Richard Crooks, and lovely Evelyn Herbert whom you heard a few minutes ago. That's because, as, they themselves explain, Luckies are gentle even to their sensitive throats.

HAN: Then I should think Luckies would be gentle to any smoker's throat.

RUYSDAEL: Yes - and that's the third proof. Let your throat actually demonstrate to you the throat-protection of the exclusive process, "It's Toasted." Next time you buy cigarettes, ask for Lucky Strike.

(~~"LUCKY STRIKE"~~ *Janford* (~~ORANGE~~))

(FANFARE)

ANNCR: Here it is ... Number ONE ... this week's top-notch
is a surprise. From fourth place it raced to a photo
finish to win out this week. First place on YOUR HIT
PARADE goes to the title song from the motion picture ...
"You're a Sweetheart."

("YOU'RE A SWEETHEART"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I DOUBLE DARE YOU"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SIX ... the Lucky Strike orchestra plays the
sparkling tune that's climbed to sixth place ...
"I Double Dare You."

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY"ORCHESTRA)

ANNCR: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Richard Himber 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 as his special guests of the evening, the vivacious actress, Bette Davis, Bob Hope, and Mr. L. A. Riggs, the famous tobacco auctioneer. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember -- with independent experts ... "with men who know tobacco best, it's Luckies -- two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC NEW YORK

COLUMBIA BROADCASTING SYSTEM

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

SATURDAY, FEBRUARY 5th, 1938
10:00 to 10:45 P.M.

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

ANNCR: Listen to the chant of the tobacco auctioneer:

WARRFIELD
RIGGS:

(PADE IN CHANT) ... 1st Sale ... SOLD AMERICAN
2nd Sale ... SOLD AMERICAN
3rd Sale ... (ending with)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNCR: 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 - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNCR: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Richard Humber and the
Lucky Strike Orchestra. Later in the program we shall
present as our guest of the evening Mr. Charles Hackett,
outstanding 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,
nationwide survey. Dance orchestras report which songs
you request most frequently ... sheet music and record
sales are checked ... and the radio networks are polled
for your favorites on the air. (continued)

ATX01 0024163

ANNOC'R: (cont'd) 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, Richard Himber - start the musical ball rolling with a newcomer this week ... entering in ninth place, "Mama, That Moon Is Here Again".

("MAMA, THAT MOON IS HERE AGAIN".GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY". . . .CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SEVEN ... here's the song that's been a favorite on YOUR HIT PARADE for nine consecutive weeks ... in seventh place this week ... "There's A Gold Mine in the Sky".

(MUSIC SWELLS & FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ... two show tunes of a few
years back in a special Richard Himber arrangement ...
"Embraceable You" and "Here Am I".

(MUSIC SWELLS & FINISHES)

segue to

("WHISTLE WHILE YOU WORK" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN! ... Another Lucky Strike newcomer entering
this week in tenth place is the cheery novelty tune
from "Snow White" ... "Whistle While You Work".

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: Lucky Strike presents J. Franklin Barfield - the World's Original Singing Auctioneer!

BARFIELD: (CHANT - 3 SECONDS - THEN FADE BUT CONTINUE UNDER ANNOUNCER)

ANNOUNCER: Down in Durham, North Carolina, if you ask who J. Franklin Barfield is, you'll get a surprising variety of answers. Any tobacco man, of course, will tell you that, as the World's Original Singing Auctioneer, Mr. Barfield ranks tops in the tobacco business. Civic-minded citizens praise him as a member of the Durham City Council for the past six and a half years. But ask any kid on the street who J. Franklin Barfield is and they'll tell you he's the next thing to Santa Claus. Ever since 1930 Mr. Barfield has sponsored an annual Christmas dinner for the children of Durham, North Carolina. This year he entertained 1,400 hungry kids ...

BARFIELD: (BREAKS OFF CHANT TO INTERRUPT) Mr. Ruysdael, that's nothing! You ought to come down to Durham this Easter and see the egg-hunt I'm getting up. Every year now on Easter Sunday we have from 10,000 to 15,000 children hunting eggs in City Park.

ANNOUNCER: (LAUGHS) Mr. Barfield, with all your activities, when do you find time to sell tobacco?

BARFIELD: Oh, I sell enough tobacco! Don't you worry about that. In Mullins, South Carolina, this year, I sold 6,500,000 pounds of tobacco in just five weeks. And, brother, that's selling!

ANNOC'R: Would you mind telling us how you got that title, the World's Original Singing Auctioneer?

BARFIELD: Why - I got it because I am! Now you take most tobacco auctioneers and they go along this way (CHANT IN MONOTONE THREE SECONDS) But now listen to me sing it. (CHANT IN SINGING STYLE 5 SECONDS). Notice the way I triple-tongue it?

ANNOC'R: Triple-what it?

BARFIELD: Triple-tongue it - like when a cornet player makes the cornet flutter - like this (DEMONSTRATES) That's the way I do whenever I come to a particularly good lot of tobacco - the kind Lucky Strike buys - and I'll kind of chant different then, like (CHANTS) 39 dollars bid - well, help this farmer along - he brought it 75 miles - 75 miles and American bought it. A good man made it and American bought it, etc.

ANNOC'R: You mean you actually chant little phrases like "A good man made it and American bought it"?

COMMERCIAL #1 (CONT'D)

BARFIELD: That's right! That's right! I've put whole songs into my chant sometimes. Why - you ought to hear me at the end of a day of auctioneering - after seven hours of selling - when we come to that last row of tobacco - I really "swing" it, then (CHANT TO "SWING" RHYTHM)

ANNCR: (LAUGHS) Mr. Barfield, you certainly do deserve your title of the World's Original Singing Auctioneer. Thanks a lot for visiting us this evening.

BARFIELD: Glad to do it for Lucky Strike! Glad to do it, sir .. Like any other tobacco man I've got a lot of respect for Lucky Strike. They buy the finest cigarette tobacco grown. Yes, sir, the finest tobacco that grows on the stalk.

ANNCR: Thank you, Mr. Barfield ... Independent, ^{respected} experts like Mr. Barfield really know what tobacco is bought for what cigarette companies. Their judgment in the matter of cigarettes carries real authority. So every smoker should be interested in this fact ... Sworn records show that among these independent tobacco experts - auctioneers, buyers, and warehousemen - Luckies have twice as many exclusive smokers as have all other cigarettes combined. Remember this fact when next you hear the chant of the tobacco auctioneer... The men who know tobacco best - smoke Luckies 2 to 1.

(FANFARE.....)

ANNOUNCER: Number TWO ... second place this week goes to the latest song sensation... "Bei Mir Bist Du Schoen"... from the motion picture "Love, Honor and Behave".

("BEI MIR BIST DU SCHOEN". GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("TRUE CONFESSION" CLARK & ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... light up a Lucky while the orchestra plays the tune that's in sixth place... the title song from the motion picture "True Confession".

(MUSIC SWELLS & FINISHES)

segue to

("I DOUBLE DARE YOU". QUARTET & ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... here's the song that's all America's choice for fifth place on YOUR HIT PARADE... "I Double Dare You".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE... . CHARLES HACKETT

ANNOUNCER: In New York City there are something like 150 fine art stores. We cannot say just how many of these stores, our guest of this evening, Charles Hackett of the Metropolitan Opera, has visited. But we do venture the guess that, given the time between his many operatic and concert appearances, Mr. Hackett would attempt to go through all of them - and all the galleries, too. For, next to music, Charles Hackett loves painting best. He is a collector of note, a discriminating critic and ... a painter in his own right. Ladies and gentlemen, Lucky Strike is proud to present for his second appearance on Your Hit Parade that outstanding tenor and versatile artist - Charles Hackett!

(APPLAUSE)

RUYSDAEL: Tell us, Mr. Hackett, as a connoisseur of painting, what is your candid opinion of your own work?

HACKETT: (CHUCKLING) By any chance are you President of My Most Embarrassing Moment Club?

RUYSDAEL: My question does sort of put you on the spot, doesn't it? But we'd really like to know.

HACKETT: Well - suppose I tell you the story of my French landscapes.

RUYSDAEL: Something recent you've done?

HACKETT: No. As a matter of fact those pictures were among the first landscapes I'd ever attempted. And, if I may say so, they showed it. However, when I returned to America I brought them back with me. I don't know why. I certainly didn't intend to show them to anybody. But somehow or other my mother spied them.

RUYSDAEL: I'll bet she thought they were all right.

HACKETT: (CHUCKLING) All right! She thought they were masterpieces, Mr. Ruysdael. Mothers are wonderful people, aren't they?

RUYSDAEL: They certainly are.

HACKETT: Well - Mother kept insisting that I have them framed. So, to please her, I took them to a dealer - a friend of mine.

RUYSDAEL: They couldn't have been so bad.

HACKETT: Mr. Ruysdael, remember, I do know something about art. You said so yourself. And those landscapes were so bad that I didn't even want to let on to my dealer friend that they were my own. So I invented a painter for them. And to prove I had nothing to do with them I told him I thought they were pretty terrible.

RUYSDAEL: What did he say about them?

HACKETT: Not a great deal. But he covered the subject. He gave one look and turned to me and said -

RUYSDAEL: Yes?

HACKETT: He said: "Charlie, you're right. They're terrible!"
(LAUGHS) So now, Mr. Ruysdael, don't you think it
might be a good idea if I sing?

RUYSDAEL: (ALSO LAUGHING) Well, that's one field where you're
certainly safe from criticism, Mr. Hackett. And I
understand you've chosen a very timely number for
this evening - the ballad Prince Charming sings to
Snow White in Walt Disney's great new film.

HACKETT: Yes, it's called "One Song" and anyone who's seen the
picture "Snow White and the Seven Dwarfs" will have no
difficulty in recalling the beauty of that scene - with
Snow White and the Prince standing beside the Wishing
Well - a magic Fairyland truly brought to life.

(MUSIC - SINGS)

(APPLAUSE)

RUYSDAEL: Thank you, Mr. Hackett, Your singing brought back all
the beauty of that film to me. And I've seen "Snow
White and the Seven Dwarfs" three times - so I should
be a good judge.

HACKETT: It certainly is a real hit. Everybody at the
Metropolitan Opera seems to be talking about it, too.

RUYSDAEL: Speaking of the Metropolitan, Mr. Hackett, I suppose
you know how many of your fellow singers are also
fellow Lucky Strike smokers.

HACKETT: Oh yes. Lauritz Melchior, Charlie Kullman, René
Maison, Gertrude Wettergren - I don't know how many
others.

RUYSDAEL: Well, Mr. Hackett, in talking to them, I've found that
they're all agreed on one point about Luckies. They
all have found Luckies the easiest cigarette on their
throats. Is that your reason, too?

HACKETT: Yes, it is. You see, all of us who sing think first
of our throats. So naturally that's my reason for
smoking Luckies, too. And I've given them a pretty
thorough test. I've been smoking Luckies for 12 years
now.

RUYSDAEL: 12 years! Mr. Hackett, knowing the thousands of
singing engagements you must have filled in that time,
that's a very real tribute to Luckies.

HACKETT: I'd like to ask you a question, if I may. I know that
Luckies are easy on the throat. But can you tell me
why? What makes Luckies different from other
cigarettes in this respect?

RUYSDAEL: Mr. Hackett, that's a question I'm going to answer in
just a few minutes. So if you don't mind waiting.

HACKETT: Oh, I certainly intend to stay here for the rest
of Your Hit Parade.

RUYSDAEL: Then we'll answer that question of yours in just a
few minutes.

HACKETT: Fine. And in the meantime, goodnight all.

(APPLAUSE)

("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 Richard Himber 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.

("DIPSY DOODLE" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...here's the song that's climbed to
fourth place on your Lucky Strike survey this
week..."DIPSY DOODLE".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... relax with a Lucky while you
listen to the song that's up among the leaders
in third place...from the motion picture of the
same name..."YOU'RE A SWEETHEART."

("YOU'RE A SWEETHEART" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("SUNNY"
("WILDFLOWER". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...a fast stepping
arrangement by Richard Humber of two musical
comedy tunes of the 1920's...the title song from
"Sunny" and "Wildflower."

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #2)

REYSDAEL: Thank you, Mr. Hackett. Lucky Strike welcomes such questions as Mr. Hackett's. We want all smokers to understand why Luckies are a light smoke, easy on the throat. For Lucky Strike is the only cigarette that offers smokers the throat protection of the exclusive process "It's Toasted". Next time you buy cigarettes, why not consider your throat, too. Ask for Lucky Strike.

("YOU TOOK THE WORDS RIGHT OUT OF MY HEART" . . . CLARK & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT .. from the motion picture "The Big Broadcast of 1938" comes the tune that's eighth in the nation's favor... "You Took The Words Right Out Of My Heart".

(MUSIC SWELLS & FINISHES)

segue to

(PANTARE)

ANNOUNCER: The Number ONE spot on YOUR HIT PARADE goes to the song which held top honors almost a month ago and staged a strong comeback to regain first place this week ... here it is ... "Rosalie".

("ROSALIE" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

(FADE FOR)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Richard Wember 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 as his special guests of the evening, Walter Huston and Bob Hope. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember -- with independent experts ... "with men who know tobacco best, it's Luckies -- two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(A PAUSE)

ANNOUNCER: The song "Mama, That Moon Is Here Again" played on this program is from "The Big Broadcast of 1938".

This is the COLUMBIA....BROADCASTING SYSTEM

(FADE THEM 20 SECONDS)

WABC NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, FEBRUARY 12th, 1938
10:00 to 10:45 P.M.

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

ANNCR: Listen to the chant of the tobacco auctioneer.

RIGGS: (FADE IN CHANT) ... 1st Sale ... SOLD AMERICAN
2nd Sale ... SOLD AMERICAN
3rd Sale ... (ending with)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

RTKO1 0024179

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Carl Hoff and the Lucky Strike Orchestra. Later in the evening we shall present as our guest, ^{Melaine} ~~Miss~~ Bruna Castagna of the Metropolitan Opera. 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 ... 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 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. Okay, Carl Hoff ... let's start the nation dancing with the song that's been a Hit Parade favorite for two months .. in sixth place this week ... "Rosalie".

("ROSALIE" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNOC'R: Number TWO ... up among the Lucky Strike leaders ... in second place this week - the title song from the motion picture "You're a Sweetheart".

("YOU'RE A SWEETHEART"GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(SWEET GEORGIA BROWN"
("NOBODY'S SWEETHEART"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Double ... Carl Hoff and the orchestra present two old favorites rolled into a special medley arrangement ... "Sweet Georgia Brown" and "Nobody's Sweetheart".

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY"CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number NINE ... here's the western ballad that's been ten weeks on YOUR HIT PARADE ... in ninth place this week ... "There's A Gold Mine in the Sky".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

(COMMERCIAL #1)

ANNOUNCER: We bring you the verdict of the highest court in Tobaccoland! (SOUND EFFECT: WOODEN HAMMER) The three presiding judges this evening will deliver their own opinions...First, Mr. Connor W. Aycock!

1ST MAN: I operate the Banner Tobacco Warehouse in Durham, North Carolina. My Warehouse has a capacity of 300,000 pounds of tobacco - about 2700 baskets. But even on the very best days, not more than 30% of that tobacco is good enough for Lucky Strike. That's less than one basket in three...proof that Lucky Strike buys the best tobacco only. I've smoked Luckies for ten years now.

ANNOUNCER: (SOUND EFFECT: WOODEN HAMMER) Second judge is Mr. Harry R. King...

2ND MAN: I've been 17 years buying tobacco. I've invested around \$648,000.00 for my own account as an independent tobacco buyer. So a knowledge of tobacco is part of my business equipment. I've smoked Luckies for 8 years now because I'm convinced that the tobacco Lucky Strike buys gives me the best smoke for my money.

ANNOUNCER: And the third judge (WOODEN HAMMER) Mr. L. A. Riggs of Goldsboro, North Carolina.

ATX01 0024182

(DIPSY DOODLE".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... The Lucky Strike Orchestra plays the novelty tune that's in fourth place this week ... "Dipsy Doodle".

(MUSIC SWELLS & FINISHES)

segue to

("THANKS FOR THE MEMORY",CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FIVE ... entering YOUR HIT PARADE 'way up in fifth place is the newcomer from the motion picture "The Big Broadcast of 1938" ... "Thanks For the Memory".

(MUSIC SWELLS & FINISHES)

segue to

("WHISTLE WHILE YOU WORK". QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SEVEN ... from the motion picture "Snow White"
comes the cheery song that's in seventh place this
week from New York to San Francisco ...
"Whistle While You Work".

(MUSIC SWELLS & FINISHES)

(GUEST APPEARANCE: BRUNA CASTAGNA

GUEST APPEARANCE - (BRUNO CASTAGNA)

RUYSDAEL: Tonight Your Hit Parade welcomes back an old friend of Lucky Strike - Madame Bruna Castagna, leading contralto of the Metropolitan Opera. Famed as well for her concert and radio work, Madame Castagna's lovely voice is admired by millions throughout the world. Ladies and gentlemen...Madame Bruna Castagna of the Metropolitan.

(APPLAUSE)

RUYSDAEL: Madame Castagna, I hear you're planning to become an American citizen.

BRUNA: Yes, that's true, Mr. Ruysdael. In my 3 years here I have come to love America.

RUYSDAEL: Well, it seems to be mutual, Madame Castagna. And how have you been passing your time since your last appearance on Your Hit Parade?

BRUNA: Oh, I've been doing many things, Mr. Ruysdael. I have had concerts, I have sung at the Metropolitan and... I have been to Hollywood.

RUYSDAEL: Well you've certainly started to see your adopted country already! How did you go out to California?

BRUNA: I drove - because I did want to see the country. And such country! Never have I seen anything as beautiful as the Grand Canyon.

GUEST APPEARANCE - (BRUNA CASTAGNA)

RUYSDAEL: And how did you like Hollywood?

BRUNA: Ah, that too is so interesting. So many fascinating people.

RUYSDAEL: Did you see all the Hollywood celebrities?

BRUNA: I met several of them. I shall never forget Mr. Charlie McCarthy.

RUYSDAEL: Charlie McCarthy. (CHUCKLES) How did you come to meet him?

BRUNA: I was - what you call it - the guest on his radio program. Yes, Charlie is very charming but I am afraid he will never be a success.

RUYSDAEL: Charlie McCarthy, not a success! Why, Madame Castagna, I'd heard that Charlie McCarthy was getting along quite well.

BRUNA: (LAUGHS) Oh, you do not understand, Mr. Ruysdael. I mean that Charlie will never be a success as an opera singer.

RUYSDAEL: But who said Charlie wanted to be an opera singer?

BRUNA: Charlie did. Yes he told me so himself. In fact he made me give him a singing lesson right on the program.

GUEST APPEARANCE - (BRUNA CASTAGNA)

RUYSDAEL: (CHUCKLING) And how was Charlie as a singer, Madame Castagna?

BRUNA: Mr. Ruysdael, I am very fond of Charlie and he might be listening in. And I would rather not say publicly what I think of him... as a singer.

RUYSDAEL: (CHUCKLING) I understand ... Well, Madame Castagna, suppose you sing for us now and if Charlie is listening in, he'll get a few more pointers.

BRUNA: Very well - I will sing an American song for you. It is called "By the Bend of The River."

(CASTAGNA SINGS)

(APPLAUSE)

RUYSDAEL: That was beautiful, Madame Castagna. If your friend Charlie McCarthy was listening in he certainly heard how a song should be sung. But now may I ask you a question... When you were in Hollywood, did you happen to notice what kind of cigarettes the screen stars smoke?

BRUNA: Yes, I did notice, Mr. Ruysdael. And practically every one I met in Hollywood was smoking Luckies.

RUYSDAEL: Can you guess why, Madame Castagna?

BRUNA: I suppose for much the same reasons I smoke them, Mr. Ruysdael because for one thing, they don't bother my throat.

GUEST APPEARANCE - (BRUNA CASTAGNA)

RUYSDAEL: Well - that's exactly what they say, Madame Castagna. The stars of Hollywood - just like you singers of the Metropolitan Opera - must consider their voices and throats. And a great many of them have told us that that is why they smoke Luckies.

BRUNA: Well - as I have said before - with Luckies I can smoke and sing. And that is a real test.

RUYSDAEL: Many thanks, Madame Castagna. We hope you'll be back to see us again soon.

BRUNA: Thank you, Mr. Ruysdael. And goodnight everyone!

("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

ANNOUNCER: On with YOUR HIT PARADE with Carl Hoff 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 musical taste today.

("SWEET SOMEONE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... Returning to YOUR HIT PARADE after a short absence is the wistful ballad from the motion picture "Love and Hisses" ... in eighth place this week ... "Sweet Someone".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... up among the leaders for the first
time ... in third place on YOUR HIT PARADE, Light up
a Lucky ... sit back and listen to the tilting tune ...
"I Double Dare You".

("I DOUBLE DARE YOU" GIBSON, QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("BEGIN THE BEGUINE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Carl Hoff presents his
sparkling dancetime arrangement of the Cole Porter
selection ... "Begin the Beguine".

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2 - BRUNA CASTAGNA

ANNOUNCER: Have you ever seen a smoking machine? Well - in the Lucky Strike research laboratories there is a weird-looking machine which actually smokes cigarettes, puffing away on them like a human being. Many interesting tests have been made with this machine and much valuable data has been collected. But no machine can ever duplicate the delicate mechanism of the human throat. Only a few minutes ago, the famous contralto of the Metropolitan Opera, Madame Bruna Castagna, had something to say on this subject. You probably recall that she told you Luckies pass the best test of all - for with Luckies she can smoke and sing. Now you must be wondering what makes luckies such a favorite with great singers like Madame Castagna. Well, the answer, and the real reason Luckies are so easy on the throat, is contained in two words - "It's Toasted". Lucky Strike's own exclusive "Toasting" process removes certain throat-irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to bring out the natural mellow flavor of the leaf. And that's why Luckies are a light smoke that can pass the most difficult of tests. Next time you buy cigarettes, follow Madame Castagna's example. Think of your throat. Ask for Lucky Strike.

("TRUE CONFESSION".GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number TEN ... here's the song that's in tenth place this week on the Lucky Strike survey ... "True Confession" from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNOC'R: Here it is ... Your ace tune of the week ... on YOUR HIT PARADE for six weeks ... five times up among the leaders ... three weeks ago in first place and the top notch song again this week ... Number ONE ... "Bei Mir Bist Du Schoen" from "Love, Honor & Behave".

("BEI MIR BIST DU SCHOEN".CLARK & 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 Carl Hoff 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 as his special guests of the evening, Olivia de Havilland, George Brent and F. E. Boone, the famous tobacco auctioneer who has just arrived in Hollywood from Lexington, Kentucky. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember -- with independent experts ... "With men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/eas:

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, FEBRUARY 19, 1938

10:00 - 10:45 P.M.

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

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

RIGGS: (THREE SALES 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 - 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
Richard Himber and the new fifty-two piece Lucky
Strike Orchestra. Later in the program we shall
present as our guest of the evening the popular young
radio tenor - Jean Sablon. Each week, YOUR HIT
PARADE brings you America's favorite music ... the
ten tunes which the Lucky Strike survey reveals as
the most popular songs in the land.

(MORE)

RTX01 0024194

ANNOUNCER
CONTINUED:

The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing ... all these facts are assembled 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 right, Richard Himber! Our musical parade starts with the song that's been on the leader's heels in fourth place for the past three weeks ... Number FOUR.. "The Dipsy Doodle".

("THE DIPSY DOODLE GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY" . . . CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... making it's eleventh appearance on YOUR HIT PARADE this week, here's the song that's number nine ... "There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

segue to

("I GOT PLENTY O' NUTHIN'")
("SUMMERTIME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... Richard Himber presents two
tunes from George Gershwin's "Porgy and Bess" - in a
special arrangement for the Lucky Strike Orchestra ...
"I Got Plenty O' Nuthin'" and "Summertime".

(MUSIC SWELLS & FINISHES)

segue to

("YOU TOOK THE WORDS RIGHT OUT OF MY HEART" . . . CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... returning to YOUR HIT PARADE IN
eighth place this week is the melodic song from the
"Big Broadcast of 1938" ... "You Took The Words Right
Out of My Heart".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

ANNOUNCER: Back in the Eighteenth Century, one of the prominent tobacco planters in the state of Virginia was a gentleman named George Washington ... yes, George Washington, whose birthday we celebrate this Tuesday... And here is a little known fact about Tobacco Planter Washington. He was one of those who campaigned most strenuously for the institution of a fair and equitable system of marketing tobacco. Though he never lived to see the results of his efforts, George Washington undoubtedly aided in bringing about the method that is still in force today ... the method of selling tobacco at open auction. Fair to planter and buyer alike, tobacco auctions have been held in this country ever since 1814. So the chant of the tobacco auctioneer (BEGIN CHANT SOFTLY) is truly woven into the history of our country. And it represents a typically American tradition of fair play - (CHANT UP 10 SECONDS THEN OUT) The experts at our great tobacco auctions today - men like the auctioneer you just heard - independent tobacco men - still carry on the tradition of fair play. That is why the judgment of these experts - auctioneers, warehousemen, independent buyers - is worthy of your respect.

(MORE)

ATX01 0024197

COMMERCIAL #1 CONTINUED

ANNOUNCER: Now here is their judgment in the matter of
cigarettes ... Sworn records show that among these
independent experts - not connected with any
cigarette manufacturer - Luckies have over twice as
many exclusive smokers as have all the other
cigarettes combined. These men know who buys what
tobacco - and they choose Luckies. Next time you buy
cigarettes, remember the chant of the tobacco
auctioneer (FADE IN CHANT) and remember that chant
stands for this fact ... with independent experts -
with men who know tobacco best, it's Luckies 2 to 1!

ATX01 0024198

("WHISTLE WHILE YOU WORK" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN . . . light up a Lucky while you listen to the orchestra play the cheerful tune from Walt Disney's "Snow White" that's in tenth place this week . . . "Whistle While You Work"

(MUSIC SWELLS & FINISHES)

segue to

("TRUE CONFESSION CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE . . in tenth place last week, here's the song that's jumped to fifth place on YOUR HIT PARADE . . . from the motion picture of the same name . . . "True Confession".

(MUSIC SWELLS & FINISHES)

segue to

SABLON SPOT

(SABLON SPOT THEME SONG "VOUS QUI PARSEZ SANS ME VOIR" -
A FEW BARS - THEN FADE BUT CONTINUE UNDER ANNOUNCER)

ANNC'R: For about a year now the lilting, haunting song you hear has been the signal for millions of Americans, especially of the feminine gender, to move their chairs up a little closer to the radio. For this is the theme song of Jean Sablon - recently the rage of London and Paris, now the newest singing sensation on the American air waves. Mr. Sablon was born and reared in Paris, the son of a talented French composer. While still in school, he was offered his first part in an operetta, and he has since scored successes in music halls, theatres, and cafes all over Europe. Ladies and gentlemen, Lucky Strike presents...the singing idol of France ... Jean Sablon!

(SONG UP - APPLAUSE)

SABLON: Merci, Monsieur Ruysdael. I did not quite understand all you were speaking but I have a feeling you have put me---how do you Americans say - on the spot.

ANNC'R: On the spot? (CHUCKLING) Not at all, Mr. Sablon, but ... I do advise you to be a little careful of the question I am going to ask you next.

SABLON: And what is the question?

ANNC'R: Well, Mr. Sablon, as a handsome young visiting Frenchman -- and one who has gained the reputation of being something of an authority on the gentler sex - we want to ask you: how do you like American women?

SABLON: (LAUGHS) Oh, but that is easy to answer. I like them very well!

ANNC'R: But how do you think they compare with the women of London and Paris?

SABLON: Monsieur Ruysdael, I have not forgotten that the radio waves carry very far. Let me say simply that I think your American women are magnifique! They are wonderful!

ANNC'R: Well, we think they're all right, too...But another question...what kind of girl do you like the best. What is your ideal woman?

SABLON: Parbleu! You are continually putting me on spots, Monsieur Ruysdael...My ideal woman! What can I say?

ANNC'R: Well, for example, which do you prefer - blondes, brunettes, or redheads?

SABLON: Ah! Brunettes are lovely. But then blondes are lovely, too...and redheads - they are lovely!

ANNC'R: Hmmm, the gentleman prefers blondes, brunettes, and redheads... Well, would your ideal woman be - tall, short or medium sized?

SABLON: To that I should say, Monsieur, that tall women are charming. But then I know very charming short ones... also, very charming medium-sized ones.

ANNC'R: But, Mr. Sablon, surely there must be one particular type of girl that you prefer?

SABLON: Pardon, Monsieur. Is it not possible for me to prefer them all?

ANNC'R: (LAUGHS) Mr. Sablon, if you ever tire of singing, I feel sure that you could make a big success in the Diplomatic Service.

SABLON: Merci, Monsieur. But then, I don't think I ever shall tire of singing.

ANNC'R: And you're going to sing for us now?

SABLON: Certainement! I have chosen that song you all know so well - "These Foolish Things". I shall sing it part in French and part in English.

(SABLON SINGS ... APPLAUSE)

ANNC'R: Thank you, Mr. Sablon. And now may we ask you one more question?

SABLON: Monsieur, I tremble each time you ask a question.

ANNCR: (CHUCKLES) Mr. Sablon, you have told us that you like tall women and short women and medium-sized, too. Blondes, brunettes, and redheads seem to please you equally. Now...is this also true of cigarettes? Do you like them all about the same?

SABLON: Monsieur, I am sorry.

ANNCR: Sorry?

SABLON: Yes - because I do not like all cigarettes the same... not since I had my first Lucky 15 years ago.

ANNCR: You have smoked Luckies for 15 years!...but you have only been in this country one year!

SABLON: Luckies are popular in France, too, Monsieur Ruysdael, and it was there I began smoking them. (SIGHS) Ah, with the price they cost over there, I was sometimes almost sorry I had started to smoke them. Still...it was good business.

ANNCR: Good business?

SABLON: Yes, good business for me as a singer. You see, Luckies do not bother my throat. And since I earn my living by my voice -- well, Luckies are the right investment.

ANNCR: Thank you, Mr. Sablon. And now may we wish you continued success in America...and continued happy smoking.

SABLON: Merci, Monsieur Ruysdael. I have enjoyed being here and to my friends I will say goodnight in my usual way.

(SINGS HIS THEME SONG)

("LUCKY DAY" ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

ANNCR: On with YOUR HIT PARADE with Richard Himber and the fifty-two piece 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 musical taste today.

(FANFARE)

ANNCR: Number THREE ... sit back and relax with a Lucky while you listen to the song that's still holding its popularity .. up in third place again this week ... "I Double Dare You".

("I DOUBLE DARE YOU" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(COMMERCIAL #2)

ANNCR: And now here's a gentleman from the audience. He has a question.

MAN: (OFF SLIGHTLY) Well, a while ago on this program . . .

ANNCR: (INTERRUPTING) Will you step up a little closer to the microphone, please?

MAN: I say, that earlier on this program, something was mentioned about the tobacco in Luckies.

ANNCR: That's right and about the independent tobacco experts who smoke Luckies 2 to 1.

MAN: Yes. Then just a few minutes ago, that French singer Jean Sablon told about how easy Luckies are on the throat.

ANNCR: Mr. Sablon knows for he has smoked Luckies 15 years.

MAN: Well, what I want to know is...if a cigarette is made of good tobacco, will it be easy on my throat?

ANNCR: That's an excellent question, sir. Good tobacco, naturally, is highly important but in a way it's really only half the story.

MAN: How do you mean?

ANNCR: The best tobacco in the world is not good to smoke in its natural state. What you do after the tobacco is bought counts for about 50 per cent.

COMMERCIAL #2 - continued

MAN: Well - how is Lucky Strike different from any other cigarette in that respect?

ANNOC'R: You must have heard of the "Toasting" process?

MAN: Yes - but what does it do?

ANNOC'R: It makes Luckies' fine tobacco right for smoking. You see, the "Toasting" process removes certain harsh throat-irritants that are naturally present in all tobacco -- even the finest. Then with these irritants out, controlled moisture is added to bring out the natural mellow flavor of the tobacco. The net result is a light smoke, easy on your throat.

MAN: And you say that only Luckies have this "Toasting" process?

ANNOC'R: That is right. Only Lucky Strike offers you the throat-protection of the exclusive process "It's Toasted". And we suggest that you let your own throat demonstrate this to you. Next time you buy cigarettes make sure of a light smoke, easy on your throat. Ask for Lucky Strike.

ATX01 0024207

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, FEBRUARY 26th, 1938
10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BARFIELD: (THREE SALES .. 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 - 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 Richard Himber and
the new fifty-two piece Lucky Strike Orchestra. Later
in the program we shall present as our guest of the
evening Gertrude Niesen, singing star of stage, screen
and radio. Each week YOUR HIT PARADE brings you
America's favorite music ... the ten tunes which the
Lucky Strike survey reveals as the most popular songs
in the land. The leaders in sheet music and record
sales - the songs played most frequently on the radio -
and the tunes you request when you're out dancing ...

(MORE)

ATX01 0024208

ANNOUNCER:
(CONT'D) all these facts are assembled 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)

All set, Richard Himber? Start the nation dancing with the song that held the number four spot for a month and this week climbs up among the leaders in THIRD place .. "The Dipsy Doodle".

("THE DIPSY DOODLE" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY" CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... making its twelfth appearance on YOUR HIT PARADE and setting a new mark for western ballads - this week eighth place goes to "There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

Segue to

("BROADWAY RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Here's a fast-stepping
Richard Himber arrangement of a song that was a favorite
a few years back ... "Broadway Rhythm".

(MUSIC SWELLS & FINISHES)

segue to

("WHISTLE WHILE YOU WORK" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... Walt Disney's motion picture "Snow White"
provides the gay tune that's in ninth place on YOUR HIT
PARADE this week ... "Whistle While You Work".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

ATX01 0024210

("BEI MIR BIST DU SCHOEN" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... Light up a Lucky while you listen to the song from the Warner Brothers production "Love Honor and Behave" that's in fifth place ... "Bei Mir Bist Du Schoen".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number FIVE ... from the motion picture "The Big Broadcast of 1939" comes the song that's jumped from number six on the Lucky Strike survey to second place this week ... "Thanks For The Memory".

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("ROSALIE" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... the Lucky Strike Orchestra plays the melodic ballad that's been on YOUR HIT PARADE for three months ... in sixth place this week ... "Rosalie".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: GERTRUDE NIESSEN

GUEST APPEARANCE: GERTRUDE NIESSEN

ANNOUNCER: A few short years ago our guest star of this evening was singing in a high school Glee Club. Today, having scored in radio, in vaudeville, in Ziegfeld's Follies and Hollywood, she is headlining at one of New York's most famous restaurants. Ladies and gentlemen, Lucky Strike is proud to present a young lady whose rise to fame has been as swift as it has been colorful - Miss Gertrude Niesen.

(APPLAUSE)

NIESEN: Thank you. (LAUGHING) I don't know about the colorfulness of my career but it certainly has been swift. I forever seem to be rushing some place.

ANNOUNCER: That sounds interesting. Suppose you tell us about it?

NIESEN: (LAUGHS) Oh, you want proof?...Well...here's one example I remember. I was singing at the time in the Palace Theatre in New York. Between my appearances there I'd hurry over to the 48th Street Theatre to act in a play with Mrs. Patrick Campbell. When that was through I'd jump in my car and rush to New Jersey to sing in a supper club.

ANNOUNCER: You don't mean that was your regular schedule?

GUEST APPEARANCE: GERTRUDI NIESEN

NIESEN: (LAUGHING) Yes, it was for quite a while. Even the police got used to it finally. You see, they'd been chasing me over the George Washington Bridge night after night. But finally...

ANNOUNCER: They arrested you?

NIESEN: No. They escorted me. They'd gotten to know me so well. And they must have decided it was easier escorting me than arresting me!

ANNOUNCER: A motorcycle escort must have been exciting!

NIESEN: Yes, but I had a ride once that was even more exciting. It was when I was appearing at a Brooklyn theatre. And one night after my performance I had a radio broadcast to make. Well - I only had 25 minutes to get from Brooklyn to the studio in upper New York.

ANNOUNCER: So what did you do?

NIESEN: My manager called an ambulance.

ANNOUNCER: An ambulance?

NIESEN: That's right. A real ambulance. (LAUGHING) I wish you could have seen the faces of those ambulance men when they burst into my dressing room and found out I was the patient.

ANNOUNCER: What did they say?

GUEST APPEARANCE: GERTRUDE NIESEN

NIESEN: After my manager explained things they were the best sports ever. The driver said, "Okay, Lady, if you're in a hurry you've called in the right people. Let's go."

ANNOUNCER: So you went?

NIESEN: I went all right! Have you ever ridden an ambulance to work, Mr. Ruysdael?...I thought every minute of that ride would be my last.

ANNOUNCER: But you got to the studio on time?

NIESEN: Yes...With minutes to spare! But that reminds me, Mr. Ruysdael, isn't it about time for my song.

ANNOUNCER: (CHUCKLING) Always this rush! Well, we're eager to hear you, Miss Niesen, I understand you've chosen "Swing High, Swing Low".

NIESEN: Yes - a song you all know and I hope you all like.

(NIESEN SINGS.....APPLAUSE)

ANNOUNCER: Thank you, Miss Niesen. That was swell! You know, I've been wondering about those times you mentioned when you had to be singing in three or four different places the same evening. You must have rolled up quite a total of songs per day?

GUEST APPEARANCE: GERTRUDE NIESEN

NIESEN: I don't remember exactly, Mr. Ruysdael. But - well, thirty or forty would be a conservative estimate.

ANNOUNCER: 40 songs a day!

NIESEN: Yes - and here's something that will interest you. The more I sing, the more I smoke, because of the tension, I suppose. When I was singing 40 songs a day, I was probably averaging at least 40 Lucky Strikes a day. Yet they never bothered my throat in the least.

ANNOUNCER: Well now - that was putting Luckies to a real test, Miss Niesen!

NIESEN: It's the same kind of test I've put them to practically every day for the past three years, Mr. Ruysdael, and they'd always come through.

ANNOUNCER: Thank you, Miss Niesen and thank you for being with us tonight.

NIESEN: I've enjoyed it, Mr. Ruysdael,...

(APPLAUSE)

("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 Richard Himber and the ~~Richard Himber~~ 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 musical taste today.

("I CAN DREAM, CAN'T I?" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a Lucky Strike newcomer ... entering this week in tenth place from the Golden Gate to the Florida Keys ... "I Can Dream, Can't I?"

(MUSIC SWELLS & FINISHES)

segue to

("IT'S DELOVELY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... A Richard Himber arrangement of a rhythmic Cole Porter ballad that was all the rage just two seasons back ... "It's Delovely".

(MUSIC SWELLS & FINISHES)

segue to

("YOU'RE A SWEETHEART" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... here's the romantic ballad that's in
fourth place on YOUR HIT PARADE this week from the
motion picture of the same name ... "You're A Sweetheart".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

COMMERCIAL #2 (GERTRUDE NIESEN)

ANNOUNCER: Miss Gertrude Niesen - the well-known singer whom you heard a few minutes ago on this program - this afternoon at rehearsal asked me a question about Lucky Strike Cigarettes. And as it's a subject we think every smoker will be interested in, she has kindly agreed to repeat her question before the microphone.

NIESEN: I'll be glad to, Mr. Ruysdael. What I wanted to know was: Why are Luckies so easy on the throat? What makes them different from other cigarettes?

ANNOUNCER: In two words, Miss Niesen....The answer is "It's Toasted".

NIESEN: But can you explain what that does?

ANNOUNCER: Yes. Briefly - the "Toasting" process removes certain harsh throat irritants found in all tobacco, These irritants are out of Luckies and so Luckies are gentle even to the sensitive throats of singers like you, Miss Niesen...And that's not all. After those quantities of harsh irritants have been removed by "Toasting" controlled moisture is added to bring out the natural mellow flavor of the leaf. The net result is a light smoke - easy on the throat of any smoker. Does that answer your question, Miss Niesen?

(MORE)

ATX01 0024218

COMMERCIAL #2 (GERTRUDE NIESEN)

ANNOUNCER: Miss Gertrude Niesen - the well-known singer whom you heard a few minutes ago on this program - this afternoon at rehearsal asked me a question about Lucky Strike Cigarettes. And as it's a subject we think every smoker will be interested in, she has kindly agreed to repeat her question before the microphone.

NIESEN: I'll be glad to, Mr. Ruysdael. What I wanted to know was: Why are Luckies so easy on the throat? What makes them different from other cigarettes?

ANNOUNCER: In two words, Miss Niesen....The answer is "It's Toasted".

NIESEN: But can you explain what that does?

ANNOUNCER: Yes. Briefly - the "Toasting" process removes certain harsh throat irritants found in all tobacco. These irritants are out of Luckies and so Luckies are gentle even to the sensitive throats of singers like you, Miss Niesen...And that's not all. After those quantities of harsh irritants have been removed by "Toasting" controlled moisture is added to bring out the natural mellow flavor of the leaf. The net result is a light smoke - easy on the throat of any smoker. Does that answer your question, Miss Niesen?

(MORE)

ATX01 0024219

COMMERCIAL #2 CONTINUED (GERTRUDE NIESEN)

NIESEN: It does - and thanks, Mr. Ruysdael. I always like to know the reason for things.

RUYSDAEL: Thank you, Miss Niesen. Lucky Strike welcomes such questions as yours. We want all smokers to understand why Luckies are a light smoke, easy on the throat. For Lucky Strike is the only cigarette that offers smokers the throat protection of the exclusive process "It's Toasted". Next time you buy cigarettes, why not consider your throat too. Ask for Lucky Strike.

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... sit back and enjoy a Lucky while you listen to the song from the RKO picture "Radio City Revels" that's a newcomer in seventh place this week ... "Goodnight Angel".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Making its eighth appearance on YOUR HIT PARADE ... in third place for the last two weeks ... here's the lively tune that's jumped two notches to take top honors ... this week number ONE on YOUR HIT PARADE ... "I Double Dare You".

("I DOUBLE DARE YOU" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Richard Himber and the fifty-two piece 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, starring Dick Powell, your singing master of ceremonies; Rosemary Lane and Bob Hope will be there, too -- and Dick will introduce as his special guests of the evening Charles Boyer and F. E. Boone, the famous tobacco auctioneer. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes, remember - with independent tobacco experts - buyers, auctioneers and warehousemen - "with these men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is Mr. J. Franklin Barfield of Durham, North Carolina.

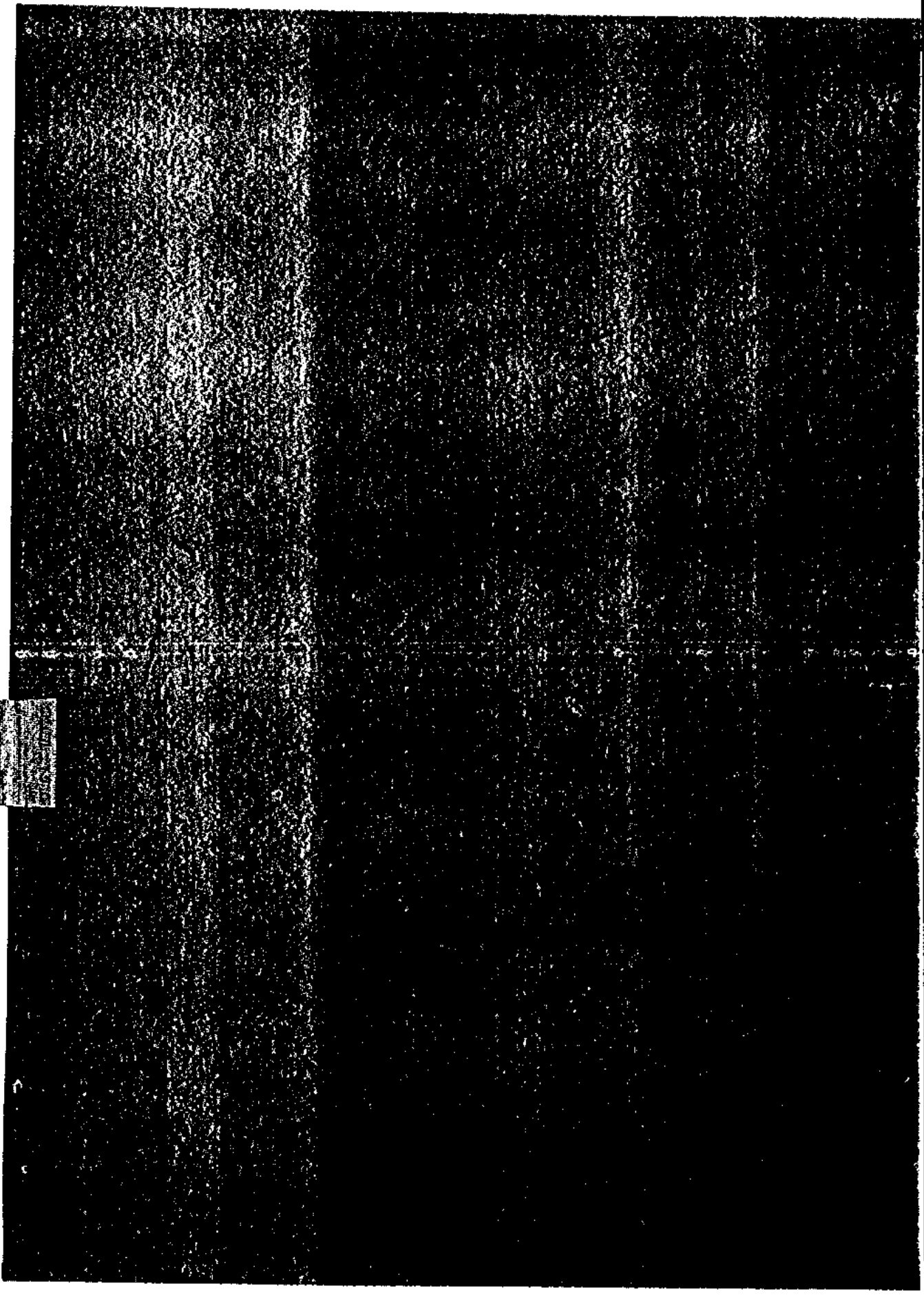
This is the COLUMBIA ... BROADCASTING SYSTEM

-Fade Theme 20 seconds-

WABC ... NEW YORK

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ATK01



COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY
LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MARCH 5, 1938
10:00 to 10:45 P.M.

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

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

RIGGS: (THREE SALES ... ENDING WITH)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNCR: 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 - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNCR: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Carl Hoff and the
Lucky Strike Orchestra. Later in the program we shall
present the lovely singing star of radioland ... Lois
Bennett. Each week, YOUR HIT PARADE brings you America's
favorite music ... the ten tunes which the Lucky Strike
Survey reveals as the most popular songs in the land.
The leaders in sheet music and record sales - the songs
played most frequently on the radio - and the tunes you
request when you're out dancing ... all these facts are
assembled 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. (continued)

ATX01 0024224

ANNC'R: (continued) Let's go, Carl Hoff - the motion picture "Love Honor and Behave" provides us with the peppy tune that opens our musical parade this evening ... in NINTH place this week ... "Bie Mir Bist Du Schoen".

("BIE MIR BIST DU SCHOEN".CLARK & ORCHESTRA)
(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY".QUARTET & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SIX ... stepping ahead two notches this week, here's the song that's making its thirteenth appearance on YOUR HIT PARADE -- in sixth place ... "There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

segue to

("YOU".ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Extra ... here's a sparkling Carl Hoff arrangement of the tune that was tops in popularity in 1936 ... "You".

(MUSIC SWELLS & FINISHES)

segue to

ANNC'R: We're getting into that time of year when most of us begin looking through the seed catalogues and indulging in day-dreams. I think our friend, "Speed" Riggs - the famous tobacco auctioneer, whose chant you heard at the beginning of the program - is feeling just a touch of this premature "Spring Fever" ... How about it, Speed?

RIGGS: (LAUGHS) Well - it's true I have been doing some thinking about back home, Mr. Ruysdael. Down there in North Carolina now, the tobacco in the seed beds is already sprouting up long as my little finger.

RUYSDAEL: You mean, next season's crop is already growing?

RIGGS: Why in the seed-beds, yes. That's where the seeds grow until they're transplanted. You see, in February, the farmer picks him out a good spot of rich soil and first he burns it out.

RUYSDAEL: You mean, he builds a fire over it?

RIGGS: Yes, sir, he'll take a patch of land - maybe two or three hundred yards long - and he'll pile that over with brush and timber - then set it on fire and let it burn a couple of days.

RUYSDAEL: I suppose that thaws the ground?

RIGGS: Yes and it burns out the weeds and so on, too.

RUYSDAEL: Well - what does he do after that?

RIGGS: Why, next, Mr. Ruysdael, he plows that ground, and harrows it good and then he seeds it and rolls it and covers the bed over with cheesecloth to keep out the cold.

RUYSDAEL: And how long are the plants left before being transplanted?

RIGGS: About five weeks ... till they're 'most six inches high... the tenderest, delicatest little plants, Mr. Ruysdael, you ever saw.

RUYSDAEL: What do the seeds look like?

RIGGS: Why - they're tiny, Mr. Ruysdael - just about the smallest seeds there are. 3 or 4 teaspoonsful will seed a hundred yards or more. Expensive, too - anywhere from \$1.50 to \$5.00 an ounce.

RUYSDAEL: You mean that even the seed varies in quality? - the same as the matured tobacco does?

RIGGS: That's right. Some kinds of seeds are famous - like the Gold Dollar and the Bonanza and the Lucky Dollar and the Judas' Pride and a dozen more.

RUYSDAEL: And does good seed ensure good tobacco.

RIGGS:

(LAUGHS) No, sir. Wish it did! But tobacco's got to be nursed along like a baby, right from seeding time till curing time. You've got to watch it every step of the way ... that is if you want to raise the highest grade tobacco. Believe me, Mr. Ruysdael, there's been a lot of hard work back of every basket of tobacco Lucky Strike ever bought. But the farmer gets his reward all right when he hears us auctioneers chant -
(CHANT 10 SECONDS - ENDING ON SOLD TO THE AMERICAN TOBACCO COMPANY FOR LUCKY STRIKE CIGARETTES.)

ANNOUNCER:

Thank you, Speed Riggs .. "Sold to the American Tobacco Company for Lucky Strike Cigarettes" has come to be a recognized award for the best tobacco grown. And you will find that the men who follow the actual sales at the tobacco auctions - the independent experts like Mr. Riggs himself - choose Luckies for their own cigarette. This is not a claim but a fact. Sworn records show that among these independent tobacco experts - auctioneers, buyers, and warehousemen - Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Remember this fact, next time you hear the chant of the tobacco auctioneer ... with men who know tobacco best - it's Luckies 2 to 1.

ANNC'R: (continued) (CHUCKLES) Which wasn't quite true in its major premise. For Miss Bennett is far from being a big girl even now. She has, however, achieved another kind of stature - stardom on the air, and on the stage - and Lucky Strike is proud indeed, to present her to you tonight. Ladies and gentlemen, Miss Lois Bennett!
(APPLAUSE)

ANNC'R: Miss Bennett sings that lovely and popular song ...
"In The Still of the Night."
(BENNETT SINGS - APPLAUSE)

ANNC'R: Thank you, Miss Bennett. That was lovely!

BENNETT: Thank you, sir. (LAUGHS) And I'll gladly give you the address of my singing teacher.

ANNC'R: Ah, who was he? I suppose that you studied abroad?

BENNETT: No, I've never seen why any American singer needs to go abroad to study. My own teacher - he's still my teacher - is Percy Rector Stephens of New York.

ANNC'R: Oh yes. 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.

ANNC'R: 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.

ANNCR: 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.

ANNCR: Well, here's wishing you continuing luck.

(APPLAUSE)

("LUCKY DAY".ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

ANNCR: On with YOUR HIT PARADE with Carl Hoff 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 musical taste today.

(FANFARE.)

ANNCR: Number TWO ... still up among the leaders in second place this week ... the Lucky Strike Orchestra plays "I Double Dare You".

("I DOUBLE DARE YOU".GIBSON, QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number EIGHT ... from the motion picture "Radio City Revels" comes the song that's in eighth place on the Lucky Strike Survey ... "Goodnight Angel".

(MUSIC SWELLS & FINISHES)

segue to

("RIDIN' HIGH" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike Extra ... Carl Hoff presents his arrangement of a tune that was a Hit Parade favorite back in 1935 ... "Ridin' High".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

COMMERCIAL #2

ANNCR: You will recall that a few minutes ago on this program we revealed quite a few facts about the private life of Miss Lois Bennett - the well-known singer. Now Miss Bennett maintains that turn-about is fair play. Is that right, Miss Bennett?

BENNETT: (LAUGHS) Yes, Mr. Ruysdael, I want a few facts about the private life of ... Lucky Strike cigarettes.

ANNCR: After smoking them ten years there shouldn't be much you don't know about them.

BENNETT: But there is! ... I want to know what goes on behind the scenes at your Lucky Strike factories. What do you do to Luckies that makes them different from other cigarettes.

ANNCR: How do you mean?

BENNETT: Well - not once in ten years have Luckies bothered my throat. Now why is that?

ANNCR: Miss Bennett, the reason Luckies are so easy on your throat is because of the "Toasting" process. This process removes certain harsh throat irritants found in all tobacco. Then with these irritants out, controlled moisture is added to bring forth the natural mellow flavor of the leaf. The result you know.

BENNETT: Yes, but thank you for telling me why, Mr. Ruysdael.

ANNCR: Thank you for asking, Miss Bennett. There are two ways for smokers to learn the advantages of a light smoke. One is to be told the facts about the exclusive process "It's Toasted". The other is simply to try Luckies. Next time you buy cigarettes, why not consider your throat, too. Ask for Lucky Strike.

("LUCKY DAY"ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Carl Hoff and the fifty-four piece 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, starring Dick Powell, your singing master of ceremonies; Bob Hope and Rosemary Lane will be there, too -- and Dick will introduce as his special guests of the evening Constance Bennett and F. E. Boone, the famous tobacco auctioneer. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes, remember - with independent tobacco experts - buyers, auctioneers and warehousemen - "with those men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

ATX01 0024235

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MARCH 12, 1938
10:00 to 10:45 P.M.

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

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

AUCTIONEER: (THREE SALES ... ENDING WITH)

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNCR: 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 - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNCR: Lucky Strike presents YOUR HIT PARADE...all America's choice in popular music played by Carl Hoff and the Lucky Strike Orchestra. Later in the program we shall present as our guest of the evening Conrad Thibault, outstanding baritone of stage and radio. Each week, YOUR HIT PARADE brings you America's favorite music ... the ten tunes which the Lucky Strike survey reveals as the most popular songs in the land. The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing ... all these facts are assembled 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 0024236

ANNC'R: Number THREE ... Carl Hoff starts our musical parade tonight with the song that's still up among the leaders - in third place this week ... "I Double Dare You".

("I DOUBLE DARE YOU" GIBSON, QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I CAN DREAM, CAN'T I?" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... returning to YOUR HIT PARADE after an absence of one week way up in fourth place is the plaintive ballad ... "I Can Dream, Can't I?"

(MUSIC SWELLS & FINISHES)

segue to

("AFTER YOU'VE GONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: A Lucky Strike extra ... Carl Hoff presents his own arrangement of a tune whose popularity increases with the years ... "After You've Gone".

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... fourteen times a favorite on the Lucky Strike Survey - in eighth place this week is the popular Western ballad - "There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

COMMERCIAL #1

ANNOC'R: In talking to my own friends about Lucky Strike cigarettes, I've found quite a number who have approximately this attitude. Listen ...

WOMAN: But I've tried Luckies before.

ANNOC'R: Oh - you've tried them?

WOMAN: Yes, several years back.

ANNOC'R: Didn't you like them?

WOMAN: Yes, I liked them - but ... somehow or other ... I was just used to buying a different brand.

ANNOC'R: Well maybe you'll be interested to hear that recently a survey has been made among the independent tobacco experts down South.

WOMAN: Tobacco experts?

ANNOC'R: Yes, the men who buy and sell and handle the tobacco at the auctions - like the auctioneers themselves and the warehousemen who operate the warehouses where the auctions are held - and the independent buyers who buy tobacco for their own account.

WOMAN: Well, what did the survey show?

ANNOC'R: It showed that among these independent experts - not connected with any cigarette manufacturer - Luckies have twice as many exclusive smokers as all other cigarettes combined.

WOMAN: Twice as many!

ANNOC'R: Yes, as shown by sworn records.

WOMAN: Well - that certainly does sound as though Luckies use good tobacco.

ANNOC'R: So don't you think it's worth your while, trying Luckies Again? Maybe you've been missing something.

WOMAN: (SLOWLY) Maybe I have ... I think I will give Luckies a try. (FADE)

ANNOC'R: (SLIGHT PAUSE) Mr. and Mrs. Smoker, maybe you've been missing something, too. It's worth your while to try Luckies - try them for two weeks. After all, the independent tobacco experts are in a unique position to judge the various cigarette brands. And you have heard what is their recent verdict. Next time you buy cigarettes, remember the chant of the tobacco auctioneer. (FADE IN CHANT) That chant is your reminder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

("THE DIPSY DOODLE".GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number FIVE ... sit back and enjoy a Lucky while you listen to the song that's jumped up two spots to fifth place this week "The Dipsy Doodle".

(MUSIC SWELLS & FINISHES)

segue to

("I SEE YOUR FACE BEFORE ME.CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number NINE ... here's a Lucky Strike newcomer .. the melodic song that's entering this week in ninth place .. "I See Your Face Before Me".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.)

ANNOC'R: Number TWO ... last week in third place, here's the cheery tune from Walt Disney's "Snow White" that's become runner-up for top honors this week in second place

"Whistle While You Work".

("WHISTLE WHILE YOU WORK".QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE - CONRAD THIBAUT

GUEST APPEARANCE (CONTINUED)

THIBAUT: Well, it was a Sunday. Two or three of us decided to ski over to a church some distance away. After church, the others - veteran skiers - suggested a short cut home - over a little hill, they said. And like an idiot I agreed.

RUYSDAEL: Like an idiot?

THIBAUT: Exactly. That "little hill" turned out to be a hill on our side but a mountain on the other.

RUYSDAEL: Was it very steep?

THIBAUT: Mr. Ruysdael, it looked so steep to me I thought it curved inward at the bottom!

RUYSDAEL: What did you do?

THIBAUT: Well, I just stood there - shaking in my skis - looking down at that 3 mile stretch of icy snow between me and the hotel. I felt like taking off my skis and going down on my hands and knees. Then, I said to myself: "Come, come, Conrad, none of us can live forever. And you've been to church. Go on down!"

RUYSDAEL: Did you go down?

THIBAUT: (CHUCKLING) Putting it mildly, I went down. I don't know how or why...but I certainly went down.

RUYSDAEL: And you didn't fall?

GUEST APPEARANCE (CONTINUED)

THIBAUT: No, by the grace of the Providence that looks after baritones and new skiers, I didn't fall. And, Mr. Ruysdael, that was one of the greatest thrills I've ever had. If you really want me to sing, you'd better not let me talk any more about skiing.

RUYSDAEL: All right, let's put away the skis. What is your song going to be this evening, Conrad Thibault?

THIBAUT: Well - it's quite a jump from the Laurentian Mountains - but it's one of my favorites ... "Desert Song".

(THIBAUT SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Conrad Thibault. That gave us a thrill. And now, have you anything more to say about skiing?

THIBAUT: Plenty! But I'll confine myself to just one more remark.

RUYSDAEL: What's that?

THIBAUT: Well I just want to say how good Luckies tasted up there in the Laurentians. Out on the trail, for example. You're pepped up, feel like a million, tingling with the cold but enjoying every minute of it. Then you feel like a smoke and you reach down and get your Luckies and - well, I don't know when I've ever enjoyed a Lucky more, Mr. Ruysdael - Unless -

GUEST APPEARANCE (CONTINUED)

RUYSDAEL: Unless what?

THIBAUT: Unless it was at night when we sat before the fire in the lodge and swapped yarns and lied about what good skiers we were. I'd be completely relaxed and happy.... you know, sleepy and contented like a cat before the fire. We'd drink, steaming hot coffee and after that - a Lucky. To me, that was the final touch of contentment.

RUYSDAEL: You certainly are sold on Luckies, aren't you, Mr. Thibault?

THIBAUT: I certainly should be. For 8 years now, they've allowed me - a singer - to smoke without any worry about my voice or throat. And that's true no matter how strenuous my schedule gets. Luckies never bother my throat.

RUYSDAEL: Well, thanks Mr. Thibault. And we've certainly enjoyed your visit tonight - both the skiing and the singing.

THIBAUT: (LAUGHS) Thank you....Goodnight, everyone!

("LUCKY DAY" . . . ORCHESTRA) - 11 -

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 & FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Carl Hoff 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.

("SWEET AS A SONG" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the motion picture "Sally, Irene
and Mary" comes the Gordon and Revel ballad that's in
seventh place on YOUR HIT PARADE this week ... "Sweet
As A Song".

(MUSIC SWELLS & FINISHES)

segue to

("STRIKE UP THE BAND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... one of George Gershwin's most popular songs played in a special Carl Hoff arrangement ... "Strike Up The Band".

(MUSIC SWELLS & FINISHES)

Segue to

("YOU'RE A SWEETHEART" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... light up a Lucky while you listen to the melody that's sixth in all America's favor this week ... "You're A Sweetheart".

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: Conrad Thibault, popular baritone whom you heard on this program a few minutes ago, answers to the description, tall, dark and handsome. Lois Bennett, soprano, who was our guest star last Saturday night is small, petite, red-haired. They are probably alike in very few things. But one point they do agree on is Luckies. And that is true of so many other singers that perhaps you have been wondering why? Why is Lucky Strike so popular with singers of every description. Now here is the answer.... All singers must consider their voices. They can't risk throat-irritation from smoking. And they have found through experience the advantages of Luckies' exclusive process "It's Toasted". This process removes certain throat-irritants, naturally present in all tobacco. Then, with these irritants out, controlled moisture is added to bring forth the natural mellowness of the leaf. The net result is a light smoke, easy even on the delicate throats of singers. So surely it stands to reason, Luckies will be easy on your throat, too. Make this simple two week test. Starting tonight smoke nothing but Luckies for the next fourteen days. This will give your own throat a chance to prove the throat-protection of the exclusive process "It's Toasted." Remember: Ask for Lucky Strike.

ATX01 0024247

(FANFARE)

ANNOUNCER: Here it is ... the nation's top-notch song for the
second consecutive week --- Number ONE on YOUR HIT PARADE
--- "Thanks For The Memory" from the "Big Broadcast of
1938".

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(" ROSALIE" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...another song that's enjoying continued
popularity - making its thirteenth appearance on
YOUR HIT PARADE and this week in tenth place ... The
Lucky Strike Orchestra plays "Rosalie".

(MUSIC SWELLS & FINISHES)

segue to

LUCKY STRIKE "YOUR HIT PARADE"
SATURDAY, MARCH 12, 1938
10:00 - 10:45 P.M.

("LUCKY DAY" : ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Carl Hoff and the fifty-four piece 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) Lucky Strike wishes to congratulate Spencer Tracy. To Mr. Tracy, for his sterling performance in "Captain. Courageous" has just gone the award of the Academy of Motion Picture Arts and Sciences for the outstanding actor of the year. Spencer Tracy signally deserves the honor which has been paid him. Year after year, picture after picture, this great actor has turned in one splendid characterization after another. Lucky Strike is proud, indeed, that Spencer Tracy belongs to that long list of distinguished people whose voices are their fortune and who choose Luckies for their cigarette.

The next time you're buying cigarettes, remember - with independent tobacco experts - buyers, auctioneers, and warehousemen - "with those men who know tobacco best, it's Luckies - two to one!"

REVISED

LUCKY STRIKE "YOUR HIT PARADE"
SATURDAY, MARCH 12, 1938
10:00 - 10:45 P.M.

(HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is W. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

RF

ATX01 0024250

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MARCH 19, 1938
10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer.

RIGGS: (THREE SALES...ENDING WITH)
ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY.

ANNOUNCER: Naturally the independent tobacco experts like the
auctioneer you just heard, see who buys what
tobacco. With these 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...with
Carl Hoff and the Lucky Strike Orchestra. Later
in the program we shall introduce as our guest of
the evening Jan Peerce, featured tenor at the
Radio City Music Hall. Each week, YOUR HIT PARADE
Brings you America's favorite music...the ten tunes
which the Lucky Strike survey reveals as the most
popular songs in the land. The leaders in sheet
music and record sales - the songs played most
frequently on the radio - and the tunes you request
when you're out dancing...all these figures are
assembled and tabulated, and the result is
YOUR HIT PARADE --- (MORE)

ATX01 0024251

ANNOUNCER: Not just a program of dance music, but the only
(cont'd) authoritative and complete picture of America's
musical taste today.

This week, five new songs are making their first
appearance on YOUR HIT PARADE...So let's go, Carl Hoff
with a newcomer that's entering in ninth place...
"You're An Education"...Number NINE.

("YOU'RE AN EDUCATION"GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("SWEET AS A SONG".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...Fred Allen's latest motion picture
"Sally, Irene and Mary" provides the song that's in
fourth place this week...the Lucky Strike Orchestra
plays "Sweet as A Song".

(MUSIC SWELLS AND FINISHES)

Segue to

("ALEXANDER'S RAGTIME FAND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...an up-to-date Carl Hoff arrangement of one of Irving Berlin's greatest song hits...Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

Segue to

("TI PI TIN"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN...Here's the Mexican waltz novelty that's a newcomer to YOUR HIT PARADE in seventh place this week..."Ti Pi Tin".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

(COMMERCIAL)

-4-

ANNC'R: \$100 a lesson is pretty steep, isn't it? Speed Riggs, the famous tobacco auctioneer, claims that he once had to pay \$100 for a single lesson in tobacco. Speed, what was it? ... A little private tutoring on the chant?

RIGGS: (LAUGHS) No, it didn't have anything to do with this (CHANTS 5 SECONDS) You see, chanting's only a small part of what a tobacco auctioneer has got to know. Before I ever became an auctioneer, I spent four years learning about tobacco as an independent buyer on the market.

ANNC'R: Well - where did the \$100 lesson come in?

RIGGS: That happened the very first day I stepped out on the warehouse floor as an independent buyer - buying for my own account. I bought some tobacco that day for \$452.

ANNC'R: That's a lot of money.

RIGGS: It was \$100 too much money, Mr. Buysdael, as I found out to my sorrow. In fact, to be exact, I'd overestimated the value of that tobacco \$102.

ANNC'R: So, that was your lesson?

RIGGS: That was my lesson, sir. And believe me, after that, I was mighty wary on my bidding. I just followed those veteran buyers around and watched everything they did and they sure taught me a lot!

ANNC'R: You know tobacco values now, don't you, Speed?

ATX01 0024254

RIGGS: I'm not the greenhorn I was - no, sir. I've been auctioneering tobacco for six years now.

ANNOC'R: Well - what do you think of the tobacco you sell to the various cigarette companies?

RIGGS: I'll say this. I think Lucky Strike buys the finest tobacco that's offered at the auctions. I've seen it happen at market after market. That's why I've smoked Luckies myself, ever since I started auctioneering.

ANNOC'R: Thank you, Speed ... I should like to point out to every smoker listening in, that Speed Riggs is typical of the independent experts who know tobacco best. These experts - auctioneers, independent buyers, and warehousemen - deal with all cigarette companies. They are in a unique position to judge impartially. And here is their judgment ... Sworn records show that, among independent experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you hear the chant of the tobacco auctioneer (CHANT) and when you buy cigarettes, remember ... with me n. who know tobacco best, it's Luckies 2 to 1!

("THE DIPSY DOODLE".....GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE ... making its eighth appearance on the Lucky Strike Survey, here's the song that's in fifth place this week ... "The Dipsy Doodle".

(MUSIC SWELLS & FINISHES)

segue to

("LET'S SAIL TO DREAMLAND".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN ... Sit back and enjoy a Lucky while the orchestra plays another newcomer ... in tenth place this week from Maine to Mexico ... "Let's Sail to Dreamland".

(MUSIC SWELLS & FINISHES)

segue to

(PANFARE.....)

ANNCR: Number TWO ... from Walt Disney's "Snow White" comes the cheery ballad that's runner-up for top honors ... in second place again this week ... "Whistle While You Work."

("WHISTLE WHILE YOU WORK".....QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: JAN PEECE

(GUEST APPEARANCE)

ANNCR: "Pinky and his band" - they billed themselves and there were three of them and their average age was thirteen. They boasted a piano, a fiddle and a drum. They played at neighborhood dances down in New York's lower East Side. Pinky, himself, played the fiddle.. and whenever the chance offered... sang. Well, he's still singing today. And the same voice which once amused those small East Side gatherings now thrills some of the largest audiences in the world. The huge Radio City Music Hall where "Pinky" - Jan Peerce - is featured soloist seats 6,200 people. And out in California at the famous Hollywood Bowl, Jan Peerce has sung to as many as 18,000 people in one audience. But - and we have his word for this - the biggest audience he ever faced was made up of one man. One man! . . . It happened on the recent visit to this country of Toscanini - Toscanini, the world's greatest living master of music. Toscanini had heard of Jan Peerce and he invited Jan to sing for him privately. Well - and we have Jan's word for this, too - he considered that invitation the most important singing engagement he had ever had. He promptly cancelled all other engagements for that whole week.

(CONTINUED)

ATX01 0024257

(GUEST APPEARANCE)

ANNOUNCER:
(Cont'd.)

He tried to concentrate all his forces, mental and physical for this one occasion. At last the appointed night arrived and promptly on the hour, Jan Peerce rang the bell of Toscanini's apartment. He was ushered in by the great Maestro in person and for the first time he realized that no one else was to be present, that Toscanini himself was to play his accompaniment. Faced with probably the severest test of his career, Jan Peerce strangely enough, felt entirely at ease. He sang...and when he was finished, well - for a moment, Toscanini said nothing. Then, the maestro swung on his piano stool, smiled and said, "Bella Voce!" - just those two words - "bella voce" - "beautiful voice". But that, says Jan Peerce, was the greatest thrill of his life...Ladies and gentlemen, Lucky Strike takes pride in presenting...Jan Peerce!

(APPLAUSE)

RUYSDAEL:

For his song tonight Mr. Peerce has chosen...
"Because". (PEERCE SINGS "BECAUSE"....APPLAUSE)

(GUEST APPEARANCE)

RUYSDAEL: Bella voce, Mr. Peerce! Beautiful voice!
And now - will you submit to just a little
cross questioning about that time you sang for
Toscanini?

PEERCE: (LAUGHING) Fire away, Mr. Ruysdael.

RUYSDAEL: All right. Were you really completely at ease
when you sang for him? Weren't you just a little
bit nervous?

PEERCE: Well - no, honestly, I wasn't. I'd been scared
to death for the whole week beforehand but when
I actually faced Toscanini, my nervousness left
me entirely.

RUYSDAEL: Well, how did you feel after you'd sung for him?

PEERCE: I'll tell you the first thing I did, Mr. Ruysdael.
I lit up a Lucky. And I will say this. Though
I've smoked Luckies for the past 10 years, I
never did enjoy one quite as much.

RUYSDAEL: Mr. Peerce, we're proud of your liking for
Luckies.

PEERCE: Well, I must say I've given them a hard test.
Singing as I do, usually 4 shows a day ~~at the~~
at the Radio City Music Hall, besides rehearsal
and concert and radio work, my voice practically
never gets a rest. Yet Luckies are always easy
on my throat.

RYSDAEL: Thank you, Mr. Peerce...And I think I may say on behalf of Your Hit Parade audience, congratulations on that "bella voce".

(APPLAUSE)

("LUCKY DAY"ORCHESTRA)

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

STATION BREAK

("LUCKY DAY"SWELLS AND FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Carl Hoff 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 THREE...light up a Lucky while you listen to the song that's still up among the leaders in third place..."I Double Dare You"

("I DOUBLE DARE YOU".....GIBSON, QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("PLEASE BE KIND".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... another newcomer to YOUR HIT PARADE,
entering up in sixth place this week is the
entreating ballad "Please Be Kind".

(MUSIC SWELLS AND FINISHES)

Segue to

("THE WAY YOU LOOK TONIGHT".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Jerome Kern's score for
the motion picture "Swingtime" provides Carl Hoff
with a Hit Parade favorite of 1936...
"The Way You Look Tonight".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

(COMMERCIAL #2)

-12-

ANNOUNCER: Probably few of his admirers know that the famous tenor, Jan Peerce, whom you heard a few minutes ago on this program, originally intended to be a doctor. In fact, he studied medicine for three full years and it seems he's still interested in scientific reasons why. Is that right, Mr. Peerce?

PEERCE: That's right. I'd like very much to have you tell me why Luckies are different from other cigarettes.

ANNOUNCER: In what respect, Mr. Peerce?

PEERCE: Well - when I was studying to be a doctor, I found out for one thing that throat membranes are extremely delicate. Yet - no matter how much I tire my throat in singing - Luckies never bother it. Now there must be a reason?

ANNOUNCER: There is, Mr. Peerce and it's one that can be demonstrated in any scientific laboratory. Tests show that the exclusive Lucky Strike process, "It's Toasted" removes quantities of harsh throat irritants naturally present in all tobacco.

PEERCE: Just how are these irritants removed?

(MORE)

ATX01 0024262

(COMMERCIAL #2 CONTINUED)

ANNOUNCER: By the use of higher degrees of heat than is ordinary in cigarette manufacture. Then, after certain irritants are out, controlled moisture is added to bring forth the natural mellow flavor of the tobacco. The result is that Luckies are a light smoke, easy on your throat.

PEERCE: Well, Luckies have been easy on my throat for 10 years, Mr. Ruysdael, but now I'm glad to know the reason.

ANNOUNCER: Thank you, Mr. Peerce. I hope everyone listening in also understood this scientific explanation of Luckies "Toasting" process. Here's an easy way for you yourself to test its advantages. Simply try Luckies for two weeks. Let your own throat prove to you the throat protection of the exclusive process "It's Toasted". Ask for Lucky Strike.

(FANFARE.....)

ANNOUNCER: Here it is .. Number ONE ... from the motion picture "The Big Broadcast of 1938" comes the song that's number one on YOUR HIT PARADE for the third successive week ... "Thanks for the Memory".

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("HEIGE HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... still another tune making its first appearance this week ... the dwarf's merry marching song from "Snow White" ... in eighth place ... "Heigh Ho".

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Carl Hoff and the fifty-four piece 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 capitol, starring Dick Powell, your singing master of ceremonies; Bob Hope and Rosemary Lane will be there, too - and Dick will introduce as his special guest of the evening Herbert Marshall. See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes, remember - with independent tobacco experts - buyers, auctioneers and warehousemen - "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN ORCHESTRA)

(A. LAUSE)

(MORE)

ANNOUNCER: The famous tobacco auctioneer you heard on
tonight's program is L. A. (Speed) Riggs of
Goldsboro, North Carolina.

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

sf/tb/rdf/ms

ATX01 0024266

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MARCH 26, 1938

10:00 to 10:45 PM

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

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

CUTHRELL: (THREE SALES ... 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 -- two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE with Carl Hoff
and the Lucky Strike Orchestra. Later in the program
we shall introduce as our guest of the evening Ramona -
glamorous singing star of stage and radio. Each week,
YOUR HIT PARADE brings you America's favorite music ...
the ten tunes which the Lucky Strike survey reveals as
the most popular songs in the land.

(MORE)

ATX01 0024267

ANNOUNCER: (CONT'D) The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing all these figures are assembled 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.

Okay Carl Hoff ... let's start things rolling with the cheery song from the motion picture "Snow White" that's jumped up two spots to SIXTH place on YOUR HIT PARADE ... "Heigh Ho."

("HEIGH HO" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

SEGUE TO

("HOW JA LIKE TO LOVE ME GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... sit back and light up a Lucky while the orchestra plays the song from the motion picture "Collage Swing" that's entering in ninth place this week ... "How Ja Like To Love Me."

(MUSIC SWELLS & FINISHES)

SEGUE TO

("LIMEHOUSE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Carl Hoff presents his
up-to-the-minute arrangement of the jazz classic that
made it's first appearance back in 1923 ...
"Limehouse Blues".

(MUSIC SWELLS & FINISHES)

SEGUE TO

(FANFARE.)

ANNOUNCER: Number TWO ... still up among the leaders, here's the
song from the motion picture "The Big Broadcast of
1938" that's in second place this week ...
"Thanks For The Memory"

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA.)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

RUYSDAEL: There's a gentleman at my elbow tonight who is a living encyclopedia of tobacco facts ... also a very trustworthy and easily consulted guide as to "Who's Who" in Tobaccoland. So, I'm going to ask our friend - Mr. J. E. Cuthrell, the famous tobacco auctioneer whether he knows Harry King, of Durham, North Carolina.

CUTHRELL: Harry King, of Durham. Yes sir. I know him very well.

RUYSDAEL: What does Mr. King do in tobacco, Mr. Cuthrell?

CUTHRELL: He's an independent buyer, Mr. Ruysdael. And a darn good one!

RUYSDAEL: How do you mean -- "independent"?

CUTHRELL: Well - I mean he's not connected with any cigarette company. He buys tobacco for his own account. And he buys a lot of it, too. He's a mighty keen judge of tobacco values.

RUYSDAEL: Thank you, Mr. Cuthrell. I wanted every smoker listening in to know something of Mr. King's background before I read what he has to say about tobacco. Here it is: QUOTE: "In my last 12 years as an independent tobacco buyer I figure I've invested around \$648,000 of my own money in tobacco.

(MORE)

RUYSDAEL: (CONT'D) Now I only pay 15 cents for a package of Luckies but when I make that small investment, I certainly don't forget the knowledge of tobacco I've gained. I pick Luckies because I'm convinced that the clean, mellow type of tobacco Lucky Strike buys gives me the best smoke for my money. I've smoked Luckies for 8 years now." END QUOTE. There you have the honest impartial opinion of one independent tobacco expert. And what's even more significant is that this preference for Luckies is shared by most other independent experts - buyers, warehousemen, auctioneers.. not connected with any cigarette manufacturer. These experts know tobacco and they know the quality of tobacco that is bought for Lucky Strike cigarettes. And when it comes to smoking, they themselves choose Luckies. Here are the actual facts as shown by sworn records ... Among independent tobacco experts like Harry King, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember this fact next time you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant, remember... with independent experts - with men who know tobacco best it's Luckies 2 to 1.

"THE DIPSY DOODLE" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a favorite on the Lucky Strike survey for two months, here's the tune that's in tenth place this week ... "The Dipsy Doodle".

(MUSIC SWELLS & FINISHES)

segue to

("IT'S WONDERFUL CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... another Lucky Strike newcomer entering this week 'way up in fifth place ... the lilting tune... "It's Wonderful".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Number THREE ... Walt Disney's "Snow White" provides another merry tune that's in third place this week ... "Whistle While You Work."

("WHISTLE WHILE YOU WORK" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: ROMANA

RUYSDAEL: From Maine to California, all America is "mad about music"! What's more, our music is just as popular abroad...especially in London. This winter, London was not only "mad about music", but also "mad about Ramona", the talented young American girl who jam-packed the famous Ciro's in London. Tonight we welcome her back to this country. Lucky Strike is pleased to present...Ramona & HER PIANO.
(APPLAUSE)

RAMONA: Thank you. That is a very friendly welcome.

RUYSDAEL: You know, Ramona, your name sounds Spanish...you have made a success in England...yet you are tall and blonde like the Scandinavian women. Just what are you?

RAMONA: To sum it up very quickly, Mr. Ruysdael...I'm from ^{CINCINNATI} ~~Kansas City~~.

RUYSDAEL: (LAUGHS) That is a quick way of saying "typically American". Did you start to sing there?

RAMONA: Well, I really started as a pianist...but a ^{MINIATURE} ~~mini~~-piano -- a very ^{MINIATURE} ~~small~~ mini-piano -- ruined my career.

RUYSDAEL: What happened?

RAMONA: I couldn't get my ^{KNESL} ~~feet~~ under it...You see, I was trying out in a radio audition as a piano player. Naturally, I was very excited. Somehow or other, when my feet couldn't get together with the foot ~~pedals~~, I started to sing?

RUYSDAEL: So you didn't get the job?

RAMONA: Not that one -- but they did pick me as a singer.

RUYSDAEL: You should be very fond of mini-pianos.

RAMONA: I certainly am...because ^{A FAMOUS ORCH. LEADER} ~~Paul Whiteman~~ soon heard me over the air...and asked me to sing with him.

RUYSDAEL: A wonderful start...and now, Ramona, what are you going to sing for us?

RAMONA: A song from George Gershwin's "Porgy and Bess"... "There's A Boat That's Leaving".

(RAMONA SINGS.....APPLAUSE)

RUYSDAEL: Thank you, Ramona, that was grand.

RAMONA: Thank you, Mr. Ruysdael.

RUYSDAEL: Do you mind if I "talk shop" a moment?

RAMONA: Why, not at all.

RUYSDAEL: Then I wish you'd tell our listeners about your experience at the Capitol Theatre in New York.

RAMONA: You mean the time I sang 30 songs a day? That sure was work. I had four shows at the Capitol a day...sang six numbers in each one...and sang six more on a radio program. Thirty in all.

RUYSDAEL: And you smoked Luckies at that time?

RAMONA: Yes, I've smoked them for five years. But that experience is what really made me ardent about Luckies. Even though I was singing those 30 songs a day, Luckies and my throat got along perfectly.

RUYSDAEL: You are very kind to tell us that, Ramona. And thanks for your song.

RAMONA: I enjoyed it immensely, Mr. Ruysdael...Good night, everybody.

(APPLAUSE)

("LUCKY DAY"ORCHESTRA)

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 Carl Hoff 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.

("I DOUBLE DARE YOU"GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while the orchestra
presents the sparkling tune that's in seventh place
from New York to California ... "I Double Dare You".

(MUSIC SWELLS & FINISHES)

segue to

("SWEET AS A SONG"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... from Fred Allen's latest picture
"Sally, Irene and Mary" comes the song that's in
eighth place on YOUR HIT PARADE this week ... "Sweet
as a Song".

(MUSIC SWELLS & FINISHES)

segue to

-10-10

("THE BEST THINGS IN LIFE ARE FREE"
("THE VARSITY DRAG"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... here's a Carl Hoff arrangement
of two fast-stepping songs from "Good News" ...
Broadway's hit show of 1927 ... "The Best Things
in Life Are Free" and "Varsity Drag".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

ATX01 0024276

REVISED

COMMERCIAL #2

KUYSDAEL: Can you imagine how your throat would feel after singing 30 songs? Wouldn't it be tired and sensitive? Of course it would. What a perfect moment that would be to find out which cigarette is gentlest on your throat. Ramona, the talented singer you heard tonight, has had exactly this experience. She told you herself that, even when singing 30 songs a day at the Capitol Theatre in New York, Luckies got along perfectly with her throat. Now the reason for this is very simple ... In the first place Luckies are made of only the finest tobaccos. Remember, tobacco experts smoke them 2 to 1. Secondly, Luckies have an exclusive process that no other cigarette enjoys. This exclusive process - "It's Toasted" - takes out certain harsh throat irritants that are found in all tobacco ... even the finest. So it makes Luckies a light smoke - easy on your throat. To prove this fact, all you need do is to try Luckies ... try them for two weeks. Your throat ... and your taste ... will tell you that Luckies should be your cigarette.

ATX01 0024277

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... from the motion picture "Radio City Revels", here's the ballad that's returning to the Lucky Strike survey after a week's absence ... way up in fourth place ... "Goodnight Angel".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

ANNOUNCER: Here it is ... Number ONE ... making it's second appearance on YOUR HIT PARADE, here's the song sensation that's skyrocketed from seventh place to the top-notch spot this week ... Number One on YOUR HIT PARADE -- the Mexican waltz novelty ... "Ti Pi Tin".

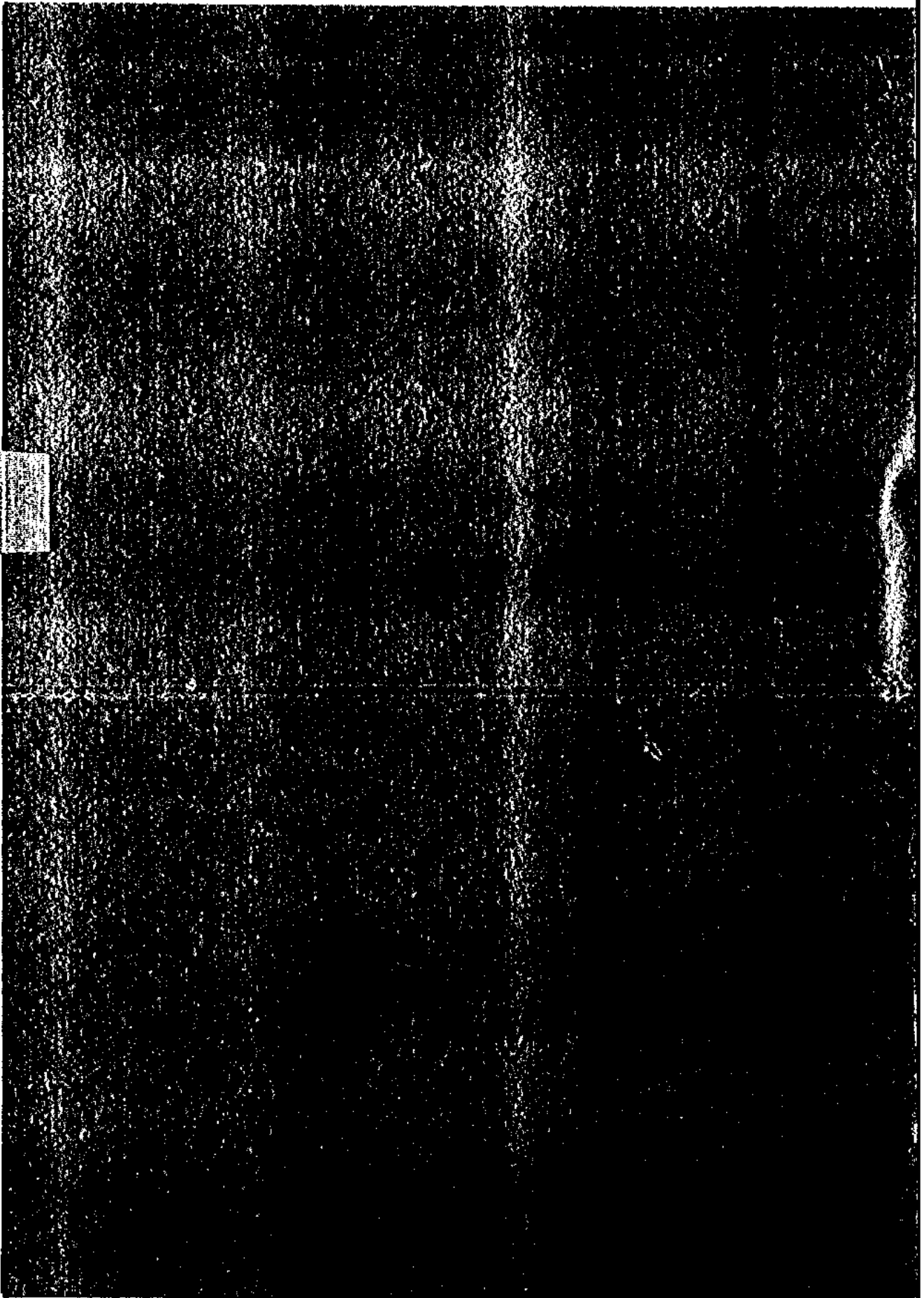
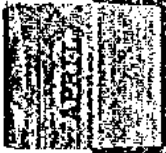
("TI PI TIN" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Carl Hoff and the Lucky Strike Orchestra.
(PAUSE) And here's an important announcement! Next Wednesday night over a different network, Lucky Strike presents a new program...Kay Kyser's Musical Class and Dance. (MORE)



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, APRIL 2, 1938
10:00 - 10:45 P.M.

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

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

AUCTIONEER: 1st Sale ... 35 - 40
2nd Sale ... 32 - 37
3rd Sale ... 34 - 39

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 - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ATX01 0024280

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... All America's choice in popular music played by Carl Hoff and the Lucky Strike Orchestra. Later in the program we shall introduce as our guest of the evening Arthur Carron, brilliant young tenor of the Metropolitan Opera Company. Each week YOUR HIT PARADE brings you America's favorite music .. the ten tunes which the Lucky Strike survey reveals as the most popular songs in the land. The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing .. all these figures are assembled 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, Carl Hoff? .. Start our musical parade with the dwarf's cheery song from Walt Disney's "Snow White" that's in TENTH place in the nation's favor ..

"Heigh Ho".

("HEIGH HO" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(PARADE)

ANNOUNCER: Number TWO .. here's the song from the motion picture
"The Big Broadcast of 1938" that's still up among
the leaders in second place on the Lucky Strike
survey .. "Thanks for the Memory".

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("YOU'RE AN EDUCATION GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX .. returning to YOUR HIT PARADE after an
absence of one week, here's the song that's in sixth
place .. "You're An Education".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

(COMMERCIAL #1 - April 2, 1938)

-4-

ANNOUNCER: Have you ever noticed how fast the chant of the tobacco auctioneer goes. Listen: (FADE IN CHANT) (10 SECONDS) Yes, that's fast talking - would be in any business. And the tempo of that chant is the tempo of the tobacco business. Sales at auction move fast. One famous auctioneer - Dewey Huffine, of Reidsville, North Carolina, in the month of October, 1937 sold 3,000,000 pounds of tobacco. So, Mr. Huffine knows what he's talking about when he says ...

MAN: During all the years I've been selling tobacco, I've been buying Luckies. One reason is that Luckies purchase such fine tobacco. At auction after auction in every market I've ever sold in, I've seen Luckies get that same high grade of tobacco. I've smoked Luckies ever since 1917.

ANNOUNCER: Thank you, Dewey Huffine...Mr. Huffine has been an auctioneer for 13 years. He sells to all corners - so he actually sees the kind of tobacco that is bought for every cigarette. And when it comes to smoking, Dewey Huffine is typical of many other independent experts of Tobaccoland, buyers, warehousemen and auctioneers. Here is their choice as shown by sworn records: Among independent tobacco experts, like Dewey Huffine, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! (continued)

ATX01 0024283

ANNOUNCER: (continued)

Remember that fact next time you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) And when you buy cigarettes, remember - with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

* * * * *

(LOVE WALKED IN"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number NINE ... light up a Lucky, while you listen to the newcomer from the motion picture "Goldwyn Follies" that's entering in ninth place this week ... "Love Walked In".

(MUSIC SWELLS & FINISHES)

segue to

("THERE'S A GOLD MINE IN THE SKY".QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number FIVE ... after an absence of a fortnight, here's the song that's returning to YOUR HIT PARADE to make its fifteenth appearance ... in fifth place on the Lucky Strike survey ... "There's A Gold Mine In The Sky."

(MUSIC SWELLS & FINISHES)

segue to

("SING, YOU SINNERS"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Extra... here's a dancetime favorite
of a few years back played in a fast-stepping Carl
Hoff arrangement ... "Sing, You Sinners".

(MUSIC SWELLS & FINISHES)

segue to

("IT'S WONDERFUL"GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number EIGHT ... from the Golden Gate to the Florida
Keys, all America's choice for eighth place on YOUR
HIT PARADE this week is the romantic ballad "It's
Wonderful".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE. . . .ARTHUR CARROW

LUCKY STRIKE "HOUR HIT PARADE"

QUEST APPEARANCE - ARTHUR CARRON - Saturday, April 2, 1938.

ANNOUNCER: In the year 1066, a man named William went over to England and made quite a reputation for himself as a conqueror. In the year 1936 - 870 years later - a man named Arthur - Arthur Carron, of Wiltshire, England - came over to America and did some conquering, too - in the field of music. In fact, Mr. Carron became the first native born Englishman ever to sing on the famous stage of the Metropolitan Opera in New York. Ladies and gentlemen, Lucky Strike is proud to present a modern William the Conqueror of Music - Arthur Carron, of the Metropolitan.

(APPLAUSE)

CARRON: Thanks, Mr. Ruysdael. (CHUCKLING) If William the conqueror could have seen me during the last conflict - well, he might resent your comparison.

RUYSDAEL: How was that, Mr. Carron?

CARRON: Well, the part I played wasn't exactly heroic.

RUYSDAEL: But you were too young to fight in the last war, weren't you?

CARRON: Quite so!

RUYSDAEL: What did you do, then?

CARRON: I ran my father's dairy farm.

RUYSDAEL: Dairy farm! That sounds interesting.

CARRON: Interesting! It was appalling! My father had 200 cows!

RUYSDAEL: 200! Did you milk them?

CARRON: (SADLY) Mr. Ruysdael, I milked them. I brushed them. I fed them. I drove them to pasture and chased them back. I stayed with them in sickness and in health. I got up at 5 o'clock in the morning to tend to them. I churned their butter and separated their cream. I delivered their milk. I helped them raise families. Please - Mr. Ruysdael - must we talk about cows?

RUYSDAEL: (LAUGHING) All right, Mr. Carron. No cows - provided you tell us what you did afterward.

CARRON: Well, I started off as an electrical engineer. But I'd always been keen about singing. So, when I got the chance, I joined up with the "Old Vic" in London. Then - when I was 22 years old - I went with an English opera company.

RUYSDAEL: And from there you came to America and promptly won the Metropolitan Auditions of the Air. And you've been a member of the Metropolitan Opera ever since.

CARRON: That about sums me up, Mr. Ruysdael.

RUYSDAEL: I think a song would sum you up better.

CARRON: I hope so. Would you like "Love Everlasting."

(CARRON SINGS)

(APPLAUSE)

RUYSDAEL: Thank you, Mr. Carron. That was grand. I have heard that you are famous for the power with which you sing.

CARRON: Well, ^{it's} ~~that's~~ very nice of you to say that, Mr. Ruysdael.

RUYSDAEL: Tell me - doesn't your voice ever get tired, singing with such energy?

CARRON: Indeed it does. After all, a singer's voice is only a part of his body and if he uses it too much it tires like any other part. I believe that's just why I can give your cigarettes quite a good send-off.

RUYSDAEL: How long have you been smoking Luckies, Mr. Carron?

CARRON: For the past 4 years, Mr. Ruysdael. I started smoking them in London. An English singer who had been in this country told me about them - said they never bothered the throat - and I've found they never do. That's why I've smoked them ever since.

RUYSDAEL: Thank you, Mr. Carron. On behalf of Your Hit Parade,
may I wish you the best of luck.

CARRON: Thank you, Mr. Ruysdael. I have enjoyed my visit
very much. Good night, everyone.

("LUCKY DAY"ORCHESTRA)

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 Carl Koff and the Lucky
Strike Orchestra -- presenting all America's choice
in popular music as shown by a careful check of the
hit tunes throughout the nation.

TRIBUTE SPOT

LUCKY STRIKE "YOUR HIT PARADE" -13-
TRIBUTE SPOT • WILL HAYS

(ORCHESTRA: AMERICA AT ITS BEST THEME)

RUYSDAEL: Your Hit Parade moves on to a highlight of the week - the Lucky Strike Award to the first citizens of America - those who typify America at its best. Tonight we pay tribute to the man who has done more for the motion picture industry than any other person. He is one grand individual - our friend and neighbor - Mr. America at his best.

(ORCHESTRA: THEME OUT...SEGUE...BACKGROUND MUSIC...
FADE FOR:)

RUYSDAEL: Back in the Eighties (PAUSE) a horse and buggy halts in front of the Blacksmith shop in the little town of Sullivan, Indiana...The friendly doctor leans from his buggy ... "Boys", says the Doc, "Lawyer Hays' wife has just had a bouncing baby boy." (PAUSE) In so exciting a fashion there came into the placid world of that time - our friend and neighbor, William Harrison Hays - known more familiarly as "Bill". Will Hays was another of those Indiana boys who heaved themselves up to fame by the well-known bootstrap method. It is not recorded that Will ever wanted to be president of the nation, but as postmaster general of the United States, he stood on the threshold of a great political future, but chance and an incident changed his career.

ATX01 0024292

RUYSDAEL: Will's boy, Bill, Jr. greeted him one day when he came
(CONT'D)

home with a wild West yippee and a flourish of spurs. Bill was completely accoutred in the best Western tradition with chaps and ten gallon hat ... Will looked at his boy and asked, "Bill, where did you get the idea of dressing up like that? "From the movies," said Bill, and tried hard to look like Bill Hart.

Will's mind was made up instantly. He had received an offer from the Movies to come out and help them clean house and bring order out of chaos. He realized, when he saw how much of an influence the movies had on his son, what a really great force for good they could be.

With characteristic abruptness, Will Hays resigned as Postmaster General and went West.

California greeted Will in super-colossal style. There was a mass meeting at the Hollywood Bowl ... cars jammed the roads for miles around ... great batteries of lights played on an overflow, enthusiastic crowd. The producers seized upon him - they waved their arms - cameras rolled - Hollywood was out to impress this wiry little man from Washington. Will took it all in at a glance - he turned to a handful of the key producers of the business - "come on," he said, "let's go some place quiet where we can talk." Out of that quiet, little chat grew the organization which has really created the great Moving Picture business of today - the Motion Picture Producers and Distributors of America. Will Hays was, and is, president these 16 years and just this week he was reelected for the seventeenth consecutive year. (MORE)

RUYSDALE: He is the leader for all in Hollywood and for you, too -
(CONT'D) the man who led the way to better pictures and thereby
has performed a great public service to America and all
the world.

Another boy from the mid-west whose beloved memory shall
never perish ... O.O. McIntyre - summed up our feeling ..
McIntyre said: "I'm not wholly an unprejudiced interviewer
- Will Hays is not only a friend, but I am one of his
sincere admirers for I know some of the tremendous
obstacles that would make far more robust men throw in
the sponge. Yet, when the final record is written,
it is my guess that the name of Will Hays will loom large
in the history of the movies - he deserves it."

It is nice to have for a countryman - such a gentleman -
such a friend - that is why we salute Will Hays - for
to us he typifies America at its best.

(CATHEDRAL CLIMAX)

(FANFARE)

ANNOUNCER: Back to YOUR HIT PARADE with Number THREE .. this week
third place goes to the bubbling tune from "Snow White"
that's held its place among the leaders for last month..
"Whistle While You Work"

("WHISTLE WHILE YOU WORK". QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... the motion picture "Radio City Revels"
provides the sparkling tune that's riding high in
fourth place this week ... "Goodnight Angel".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, APRIL 9, 1938
10:00 - 10:45 P.M.

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

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

AUCTIONEER: 1st Sale ... 34 - 39 (SOLD AMERICAN)
2nd Sale ... 32 - 37 (SOLD AMERICAN)
3rd Sale ... 35 - 40 (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 - 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
Carl Hoff and the Lucky Strike Orchestra. Later
in the program we shall introduce as our guest
of the evening, Lauritz Melchior - outstanding
Wagnerian tenor of the Metropolitan Opera
Company. Each week YOUR HIT PARADE brings you
America's favorite music...the ten tunes which
the Lucky Strike survey reveals as the most
popular songs in the land.

(MORE)

ATK01 0024296

ANNOUNCER:
(cont'd)

The leaders in sheet music and record sales -
the songs played most frequently on the radio -
and the tunes you request when you're out
dancing...all these figures are assembled 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.

On with the dance, Carl Hoff! Our musical parade
starts with the dwarf's cheerful song from the
motion picture "Snow White"...in fifth place
this week - "Whistle While You Work".

("WHISTLE WHILE YOU WORK".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("ALWAYS AND ALWAYS".....GIBSON AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN...from the motion picture "Mannequin"
here's the romantic ballad that's a newcomer to
YOUR HIT PARADE in tenth place this week...
"Always And Always".

(MUSIC SWELLS AND FINISHES)

segue to

("LOVE WALKED IN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN...from the score for one of
George Gershwin's last pictures -
"Goldwyn Pollies" - comes the tune that's in
seventh place on the Lucky Strike survey -
"Love Walked In".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 -

April 9, 1938.

RUYSDAEL: Our friend, "Speed" Riggs, the famous tobacco auctioneer, is, of course, well acquainted down in Tobaccoland. So, Speed, will you please step up here to the microphone, and tell us if you know who "Alf" Webster is.

RIGGS: (FADING IN) Alf Webster? You mean, the one that has a tobacco warehouse down in Durham, North Carolina?

RUYSDAEL: That's the one.

RIGGS: Why sure. I know Alf Webster well. In fact, I auctioneered in his warehouse there one whole season.

RUYSDAEL: He's pretty well-known among tobacco-men, isn't he?

RIGGS: He sure is. He operates two warehouses - the one in Durham and then another down in South Carolina at a town called Loris. I understand they sell around 6,000,000 pounds of tobacco a year in those two warehouses,

RUYSDAEL: He sells to all the cigarette companies, I suppose?

RIGGS: Oh, sure, there's a full set of buyers at both his warehouses.

ATX01 0024299

RUSYDAEL:

Well, thanks, Speed. I wanted to get those facts about him because I've got a statement here, that he made about Luckies and I think it's going to be of interest to every smoker listening in. Here it is - QUOTE - Luckies really buy the finest line of tobacco that's offered in my two warehouses. And for many years, at markets in Georgia, the Carolinas, Kentucky and Tennessee, I've seen Lucky Strike buy this same fine grade of tobacco. That's why I've smoked Luckies myself ever since 1917. And I think that's why so many other independent tobacco men choose Luckies, too- END QUOTE. Yes, independent tobacco men like Mr. Webster - warehousemen, buyers, auctioneers - do choose Luckies by an overwhelming majority. Sworn records show that among these experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT - 10 SECONDS). When you hear that chant and when you ask for cigarettes, remember...with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0024300

(FANFARE.....)

ANNOUNCER: Number THREE...stepping up four spots this week
to the Lucky Strike third place is the tuneful
ballad - "Please Be Kind".

("PLEASE BE KIND".....GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE CARIOCA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra...Carl Foff presents a
special arrangement of Vincent Youman's fast-
stepping favorite of a few years back...
"The Carioca".

(MUSIC SWELLS AND FINISHES)

segue to

("I CAN DREAM, CAN'T I?".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT...returning to YOUR HIT PARADE after an absence of three weeks, here's the song that's in eighth place from Maine to Mexico...

"I Can Dream, Can't I?"

(MUSIC SWELLS AND FINISHES)

segue to

("HEIGH HO".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR...sit back and enjoy a Lucky while the orchestra plays the merry tune that's jumped six places to fourth this week...

"Heigh Ho" from the motion picture "Snow White".

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE: LAURITZ MELCHIOR

LUCKY STRIKE "YOUR HIT PARADE"

Guest Appearance - LAURITZ MELCHIOR - April 9, 1938.

ANNOUNCER: Tonight, ladies and gentlemen, Lucky Strike invites you to a birthday party - a very special kind of birthday party. Just twenty-five years ago, our guest of this evening, Lauritz Melchior, sang for his first major audience in the Royal Opera House in Copenhagen, Denmark. On that evening, a magnificent operatic career was born, and the twenty-five years that have passed since have been full and glorious ones for Lauritz Melchior. He has sung for thousands of audiences...millions have thrilled to the beauty of his voice. On this 25th anniversary of his career, Lucky Strike takes pleasure in wishing him - many happy returns! ... Ladies and gentlemen, the man whom music critics have called the greatest Wagnerian tenor of all times... Lauritz Melchior, of the Metropolitan Opera.

(APPLAUSE)(ORCHESTRA PLAYS A FEW BARS OF
"HAPPY BIRTHDAY TO YOU")

MELCHIOR: Thank you. Thank you all...from the bottom of my heart.

RUYSBAEL: Mr. Melchior, 25 years is a long time to stick to one job.

MELCHIOR: Ah, Mr. Ruysdael, but I am taking a vacation...
a glorious vacation.

RUYSDAEL: Well, that's fine. What are you planning to do?

MELCHIOR: I'm going on a hunting expedition...up in
British Columbia, in the Canadian Rockies.
There'll be about 12 of us...and we'll hunt...
everything...moose...elk...bear...mountain goats.

RUYSDAEL: I understand you're a crack shot with a rifle.

MELCHIOR: Thank you, Mr. Ruysdael. But, I am not one of
those hunters who shoot at everything. I never
shoot at young animals. That isn't sporting.

RUYSDAEL: What do you do, then, when you run across a
young animal?

MELCHIOR: Shoot him another way...with a camera. That, I
think, is even harder than shooting with a rifle.
You see, you have to get so close you must creep
up on them.

RUYSDAEL: Creep up on them, eh? But suppose you creep up
on a grizzly bear, that objects to having his
picture taken?

MELCHIOR: In that case, Mr. Ruysdael, you do not creep.

RUYSDAEL: No. What then?

MELCHIOR: (CHUCKLING) In that case, you run! In the other direction!

RUYSDAEL: (LAUGHING) I think I'll stick to radio announcing. But now, Mr. Melchior, how about a little birthday present - from you to us? How about a song?

MELCHIOR: I'll be glad to. Would you like Wagner's "Traume"?
(MELCHIOR SINGS)
(APPLAUSE)

RUYSDAEL: Thank you, Mr. Melchior. That was beautiful. If music has power to soothe the savage beast, you ought to be able to walk right up to those grizzlies in the North Woods.

MELCHIOR: (LAUGHING) Perhaps, Mr. Ruysdael. But I still think I'll take along a gun just in case ...

RUYSDAEL: How about Luckies? Taking any of them along, Mr. Melchior?

MELCHIOR: Yes, indeed. I'm taking a great many. There are not many cigarette stores in the Rocky Mountains.

RUYSDAEL: . Will you tell us how you began smoking Luckies?

MELCHIOR: Of course. I tried one ... and I liked its taste. Then, I found that even when I sang Wagner ... and Wagnerian Opera is very hard on the voice ... I could smoke as many Luckies as I liked without any effect on my throat. I've smoked them a long time now ... years, in fact ... and they have always been easy on my throat.

RUYSDAEL: Well, thank you, Mr. Melchior. From you, that's a real tribute to Luckies. And now, on behalf of Your Hit Parade audience, let me wish you lots of luck in the North Woods.

MELCHIOR: Thank you, Mr. Ruysdael, and thank you, everybody, for being so kind to me tonight.

(APPLAUSE)

RUYSDAEL: Before we went on the air tonight, Arthur Carron - the distinguished English tenor whom you heard a few minutes ago - asked me a question about Luckies. He wanted to know what makes them so different from English cigarettes - so much easier on the throat. My answer to that was ... "Mr. Carron, Luckies are different from all other cigarettes." Then I explained that the process "It's Toasted" is exclusive with Lucky Strike. And I explained that this process removes certain harsh throat irritants naturally present in all tobacco. Mr. Carron said: "Oh, so that's why they're so easy on my throat!" Now doesn't this same reasoning apply to you? Won't Luckies be just as easy on your throat, too? Surely it's worth trying Luckies for two weeks. Prove for yourself the throat protection of the exclusive "Toasting" process, which makes Luckies a light smoke. Start smoking Luckies tomorrow. Let your taste prove that Luckies are made of the finest tobacco - the choice center leaves - the "Cream of the Crop."

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN.. . sit back and enjoy a Lucky while
the orchestra plays the song that's returning to
YOUR HIT PARADE after an absence of one week .. in
seventh place ... "Please Be Kind" ...

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE..... .)

ANNOUNCER: Number ONE ... the Mexican dance novelty that's
been on YOUR HIT PARADE only three weeks - and
twice in the Number One spot...here it is...
"Ti Pi Tin".

("TI PI TIN".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY"ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE...your nationwide authority for the most popular tunes in all America played by Carl Hoff and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program...Kay Kyser's Musical Klass and Dance. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneer _____ will be on hand too -- So be sure and tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station. * announcement of Kay Kyser's Musical Klass and Dance. And next time you buy cigarettes, remember - with independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

ATX01 0024309

("LUCKY DAY".ORCHESTRA)

ANNCR: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

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

ANNCR: On with YOUR HIT PARADE with Carl Hoff and the Lucky Strike Orchestra -- presenting all America's choice in popular music as shown by a careful check of the hit tunes throughout the nation.

TRIBUTE SPOT

LUCKY STRIKE "YOUR HIT PARADE
TRIBUTE SPOT - DR. DAFOE

(MUSIC ON - FORTE AND FADE UNDER.
CONTINUES AS BACKGROUND)

RUYSDAEL: Your Hit Parade moves on to a highlight of the week - the Lucky Strike Award to the first citizens of America - those who typify America At Its Best! Tonight we pay tribute to one who, through his actions, but most of all for his great heart and humility, is most deserving of the honor we would bestow upon him.

(ORCHESTRA: THEME OUT ... SEGUE .. BACKGROUND MUSIC .. FADE FOR)

RUYSDAEL: Like others of his medical class at Toronto ^{UNIVERSITY} ~~University~~, he could have begun his practise in the cities. For this young man, too, loved lights, and music, and the gay laughter of smart centers. But in his young heart there was a love still greater -- the love of a man for his neighbors -- the plain, everyday people who are the backbone of any country. So with the simplicity that has characterized his life from the beginning, he became a country doctor. The youth was Allan Roy Dafoe.

The world knows of Doctor Dafoe because of the Dionne quintuplets. For his part in that historical occasion, the good doctor's name has been blazoned and trumpeted to the four corners of the globe.

RUYSDAEL: (CONTINUED)

Yet it is interesting to note that the birth, of the Dionne quintuplets, the biological miracle of five centuries, was but another everyday incident to this mild-mannered man of medicine -- just another page in his well-filled book of life. To the postmistress of Callander, Ontario, that cold morning of ~~May~~^{MAY} 28th, 1934 he said, "I saw something rather interesting last night. Five babies." And then went about his duties, for he had no time -- no, nor the inclination, to dwell further on it. Some twenty miles further on another patient needed him. It was a cow. The latter, and the baby he had delivered before arriving at the Dionne house at four that morning, occupied his thoughts nearly as much as the five little girls he had just ushered into the world. But on that morning, his twenty-six years of obscurity ended.

Like other great men before him, Dr. Allan Dafee is an humble man. And as an humble man, he is abashed, almost timid in the face of public acclaim. What he did on that memorable night, unassisted and alone, he counts as nothing. Concerning it he says, "I have often built a fire, heated water, delivered the child, made the mother comfortable. I have baptized the little one and made it a warm nest in the basket. I have worked alone sleepless, weary, fearful of death for my patient. Nobody ever heard of that, but that was my life. This -- this was nothing. I am a country doctor."

ATX01 0024312

RUYSDAEL: (CONTINUED)

Strong, simple words, those -- words born of greatness and devotion to his fellow man. Words that only a truly humble man could utter. Doctor Allan Roy Dafee is not a citizen of the United States. His citizenship papers read "Canada." But no citizenship papers ever written could confine a soul as big as his between any man-made boundaries. Truly, for men like him, the legend should be "Citizens of the World"-- a world made the richer and the greater by such men.

It was more than thirty years ago when young Allan Dafee took up quarters in the little country town of Callander, Ontario, there to follow his calling of country doctor. During that time he has made but two trips into the outside world, only to return to his country folk -- to care for them when they are sick, to deliver their babies, pull their teeth and - yes - to even doctor their dogs. He's there today as he was in the beginning -- wiser, perhaps, but none the less kindly. Older, a little, but still as young of heart. More experienced, certainly, but still possessed of the true simplicity which marks all great men. And so, Doctor Dafee, world citizen, true gentleman, beloved neighbor, we salute you, sir, as America at its best!

(ORCHESTRA: CATHEDRAL CLIMAX)

(PANFARE.)

ANNCR: Back to YOUR HIT PARADE with Number TWO ... making its ninth appearance on YOUR HIT PARADE, here's the song from the motion picture "The Big Broadcast of 1938" that's in second place for the fourth consecutive week ... "Thanks For The Memory".

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("YOU'RE AN EDUCATION" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SIX ... here's the tune that's sixth in the nation's favor ... "You're An Education".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 9, 1938

ANNOC'R: Here's a man you all know. His name is Smoker -
Mr. Average Smoker .. What's on your mind tonight,
Mr. Smoker?

MAN: Well - opera singers, for one thing.

ANNOC'R: Opera singers?

MAN: Yes - like this Lauritz Melchior that was on your
program a few minutes ago. Now I've read about him.
I know he's one of the real top-notchers.

ANNOC'R: That's right, Mr. Smoker. He's called the world's
greatest Wagnerian tenor.

MAN: Well ... tell me ... isn't it a little unusual for a
singer like him to smoke?

ANNOC'R: Not nowadays ... before 1917 it would have been very
unusual!

MAN: What happened then?

ANNOC'R: The exclusive process "It's Toasted" was developed
at that time and first used in the manufacture of
Lucky Strike cigarettes. This process - which is
still exclusive with Lucky Strike - resulted in a
light smoke, so easy on the throat that many of the
greatest singers in the world have become Lucky Strike
smokers like Mr. Melchior.

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 9, 1938 (CONT'D)

HAN: Well - just what does "Toasting" do?

ANNCR: It takes out certain throat-irritants that are naturally present in all tobacco - even the finest. Then - with these irritants out - controlled moisture is added to enhance the natural mellowness of the tobacco.

HAN: Sounds as if Luckies should be easy on any smoker's throat.

ANNCR: Mr. Smoker, you can prove that for yourself. Simply try Luckies for one week. That's the best possible test of the throat protection of the exclusive "Toasting" process. Begin tonight, Ask for Lucky Strike.

"GOODNIGHT ANGEL" CLARK AND ORCHESTRA

FADE FOR ANNOUNCEMENT

ANNCR: Number NINE ... the motion picture "Radio City Revels" provides the song that's ninth this week. Light up a Lucky while you listen to "Goodnight Angel".

MUSIC SWELLS AND FINISHES

Segue to -

FANFARE ...

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 9, 1938 (CONT'D)

ANNOC'R: Here it is ... in first place again for its third
appearance at the top of YOUR HIT PARADE ... the
Mexican waltz novelty ... "Tipitin".

"TIPITIN"QUARTET AND ORCHESTRA

MUSIC SWELLS AND FINISHES

Segue to

"LUCKY DAY" ORCHESTRA

(CONT'D ON PAGE 19)

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 9, 1938 (CONT'D)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Carl Hoff and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program ... Kay Kyser's Musical Klass and Dance. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneers F. E. Boone and L. A. (Spood) Riggs will be on hand too - So be sure and tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station announcement of Kay Kyser's Musical Klass and Dance. And next time you buy cigarettes, remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies - two to one!"

"HAPPY DAYS ARE HERE AGAIN" ORCHESTRA
APPLAUSE

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is Mr. L. A. (Spood) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA BROADCASTING SYSTEM
FADE THEME 20 SECONDS
WABC , NEW YORK

RDF/EB/RF/SF

ATX01 0024318

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, APRIL 16, 1938
10:00 to 10:45 P.M.

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

ANNC'R: Listen to the chant of the tobacco auctioneer ...

BOONE: (CHANT) 1st Sale ... 32 - 37
2nd Sale ... 34 - 39
3rd Sale ... 31 - 36

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNC'R: Naturally the independent tobacco experts, like the
auctioneer you just heard, see who buys what tobacco.
With these experts - "with men who know tobacco best,
it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(MORE)

ATX01 0024319

ANNCR: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Peter Van Steeden and the Lucky Strike Orchestra. And tonight marks another milestone for YOUR HIT PARADE -- three consecutive years on the air. Later in this third anniversary program we shall present as our guest of the evening the popular young tenor of radio, concert and the screen -- Lanny Ross. Each week YOUR HIT PARADE brings you America's favorite Music ... the ten tunes which the Lucky Strike survey reveals as the most popular songs in the land. The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing ... all these figures are assembled 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.

ANNCR: (continued)

All set, Peter Van Steeden? Let's start the fourth year
of YOUR HIT PARADE with the song that's SIXTH in all
America's favor this week ... "You're An Education."

("YOU'RE AN EDUCATION" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I FALL IN LOVE WITH YOU EVERY DAY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number EIGHT . . . the motion picture "Every Day's a
Holiday" provides the song that's entering YOUR HIT
PARADE in eighth place this week . . . "I Fall In Love
With You Every Day".

(MUSIC SWELLS & FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FOUR ... from Walt Disney's hit "Snow White"
comes the merry tune that's in fourth place for the
second straight week ... the Lucky Strike Orchestra
plays "Heigh Ho".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

RUYSDAEL: Have you ever heard the voice of one of your own personal friends on the radio? ... It's a real thrill according to Mr. Fletcher M. Valentine of Westfield, North Carolina. It seems Mr. Valentine tuned in his radio one night not long ago and heard this - (CHANT - 8-10 SECONDS). And to his surprise Mr. Valentine recognized the voice of his good friend, F. E. Boone, the famous tobacco auctioneer. He thinks the world of Mr. Boone ... and the feeling is mutual. Why, only today Mr. Boone was telling me what a grand tobacco man Fletcher Valentine is. At the age of twelve, Fletcher Valentine was already helping around tobacco warehouses ... and he's been active in the business ever since. In the past ten years, as an independent buyer, he's bought around 4,000,000 pounds of tobacco for his own account. So Fletcher Valentine knows what he's talking about when he says:

VOICE: I can go into an auction and spot the Lucky Strike grades of tobacco at a glance. They stand out for quality... color...texture. Now I'm not connected with any cigarette company but I've been a Lucky Strike smoker ever since 1918. Nobody knows better than we tobacco men that Luckies are made of the finest tobacco.

RUYSDAEL: Thank you, Fletcher Valentine...Independent tobacco experts like Mr. Valentine - buyers, auctioneers, and warehousemen - do choose Luckies by an overwhelming majority. Sworn records show that among these independent experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT 10 SECONDS) When you hear that chant, remember ... with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE.)

ANNCR: Number TWO ... light up a Lucky while you listen to the
melodic ballad that's climbed one spot to second place
this week ... "Please Be Kind."

("PLEASE BE KIND". GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LULLABY OF BROADWAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Extra ... in celebration of the third anniversary of YOUR HIT PARADE, Peter Van Steeden and the Orchestra present the song that was number two on the first Lucky Strike Survey ... "Lullaby of Broadway".

(MUSIC SWELLS & FINISHES)

segue to

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number FIVE ... here's the song that's jumped four spots this week to fifth place from the Golden Gate to the Florida Keys. . . . "Goodnight Angel."

(MUSIC SWELLS & FINISHES)

segue to

-11-

("WHISTLE WHILE YOU WORK".QUARTET & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE ... this week, ninth place on the Lucky
Strike Survey goes to the sparkling jingle from the
motion picture "Snow White" ... "Whistle While You Work."

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE - LANNY ROSS

ATX01 0024329

LANNY ROSS INTERVIEW

RUYSDAEL: There's a new feather in the cap of Lanny Ross these days. For, he's just back from a successful concert tour...his first. Lanny is here in the studio tonight as the guest of Lucky Strike. And, he's brimming over with stories of his experiences as a traveling troubadour. Ladies and gentlemen, here he is...the man and the voice millions admire...Lanny Ross!

(APPLAUSE)

ROSS: Thanks, everybody. Mr. Ruysdael, if I may make a correction - this concert tour wasn't my first.

RUYSDAEL: That's news to me, Lanny. When were you a concert singer before?

ROSS: (CHUCKLING) Back in my college days - when I was with the Yale Glee Club.

RUYSDAEL: (LAUGHS) Seriously, Lanny, how does a singer go about arranging a concert tour?

ROSS: Well, it's like Rome...you can't build it in a day. It took me a whole year to prepare my program.

RUYSDAEL: A whole year!

ROSS: Yes. You see, when you go into concert, you want to be sure you've got songs that will please your audience as well as fit your voice.

RUYSDAEL: How did you pick out your songs, Lanny?

ROSS: Well...I went to a famous accompanist for advice. We must have tried out about 100 songs before we finally settled on the twenty that made up my program.

RUYSDAEL: And what was the next step?

ROSS: Oh - rehearsals, rehearsals. And finally you try the program out on your friends. And was that tough! Somehow your best friends tend to be your worst critics.

RUYSDAEL: And after that?

ROSS: Then the New York debut. Mine was in Town Hall in November.

RUYSDAEL: And next...

ROSS: Well...if the critics are kind, your agents show your reviews around the country and arrange a series of concerts. If the critics aren't kind ... you find a good book and plan to stay at home for awhile.

RUYSDAEL: (CHUCKLES) Well Lanny ... how about a song ... just to show us that concerts haven't dimmed your enthusiasm for radio?

ROSS: Swell ... let me do a favorite of mine ... "Why Do I Love You" from "Show Boat".

(SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Lanny. That was great. It's certainly a treat to have you back with us on YOUR HIT PARADE. But I understand, you're not going to be in New York for long?

ROSS: As a matter of fact I'm leaving for Hollywood tomorrow. I'm scheduled to start work on a picture next week.

RUYSDAEL: Well, Lanny, as a Lucky Strike smoker, you ought to feel at home in Hollywood.

ROSS: Yes, I know how many of the stars smoke Luckies .. and I suppose for the same reasons I do.

RUYSDAEL: How long have you been smoking Luckies, Lanny?

ROSS: Oh, I'm a veteran. I've smoked Luckies ever since my College Glee Club days.

RUYSDAEL: And what are the reasons you mentioned?

ROSS: Well - two ... I like Luckies taste. And they never bother my throat.

RUYSDAEL: Thank you, Lanny, for telling us about Luckies. And now on behalf of Your Hit Parade audience let me wish you success in Hollywood... and continued success in radio and concert.

(APPLAUSE)

("LUCKY DAY" ORCHESTRA)

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 Peter Van Steeden
and the Lucky Strike Orchestra -- presenting all
America's choice in popular music as shown by a
careful check of the hit tunes throughout the
nation.

TRIBUTE SPOT

(ORCHESTRA:

"AMERICA AT ITS BEST" THEME)

RUYSDAEL:

YOUR HIT PARADE moves on to a highlight of the week -- the Lucky Strike Award for the first citizens of America -- those who typify America At Its Best! Tonight we would pay honor to a woman who, certainly is deserving of the title "Great". -- a woman we have come to know and love for her courage, and spirit, and for her goodness.

(ORCHESTRA:

THEME OUT ... SEGUE TO BACKGROUND MUSIC..FADE FOR)

RUYSDAEL:

In "Who's Who" she is listed as an author, but H. G. Wells called her "the most remarkable being in America". And when Mark Twain was asked to name the two outstanding characters of the 19th century, he replied, "Napoleon and (PAUSE) Helen Keller". Through illness, Helen Keller lost both her sight and hearing when she was but 19 months old. From then until she was six, she lived in a world of total darkness -- a world of nothingness. But at that age, through her devoted companion and teacher, the late Mrs. Anne Sullivan Macy, she began the greatest battle that ever befell a human being. Mrs. Macy, then Anne Sullivan and practically blind herself, taught her by placing certain objects in young Helen's grasp and then in the child's free hand, spelling out by means of the manual alphabet the name of the object which the girl held. (MORE)

RUYSDAEL:

(CONT'D)

Weeks passed before she had any success, but at last the light came, and the first and hardest victory had been won. Here is the episode as told in Miss Keller's own words: "We walked down the path to the well-house, attracted by the fragrance of the honeysuckle with which it was covered. Some one was drawing water and my teacher placed my hand under the spout. As the cool stream gushed over one hand she spelled into the other the word water, first slowly, then rapidly. I stood still, my whole attention fixed upon the motions of her fingers. Suddenly I felt a misty consciousness as of something forgotten - a thrill of returning thought; and somehow the mystery of language was revealed to me. I knew then that 'w-a-t-e-r' meant the wonderful cool something that was flowing over my hand. That living word awakened my soul, gave it light, hope, joy, set it free!"

Given the means to understand and communicate, Helen Keller devoted her life to the blind and the deaf. It is safe to say that no other person has done as much for the less fortunate. Author of five books, lecturer, educator and humanitarian -- gay, bright and human Helen Keller has been eyes for the blind and ears to the deaf. (MORE)

ATX01 0024335

RUYSDAEL: (CONT'D)

She has changed the attitude toward the blind from one of pity to one of understanding and help, for the blind want above anything else to be treated like other people -- to be given the chance to earn their living in a normal way. Helen Keller raised the million dollars which made possible the establishment of the American Foundation For The Blind of New York City, the organization which developed the talking book and which coordinates the work for the blind on a nationwide scale. She is at present actively engaged in raising funds to carry on its expensive work. Helen Keller is a great person on at least three counts - for what she has done for herself, because of what she has done for the blind and, more important than all, for the faith and hope she has given to the world at large. Of herself she says: "Observers in the full enjoyment of their bodily senses pity me, but it is because they do not see the golden chamber of my life where I dwell delighted; for dark as my path may seem to them, I carry a magic light in my heart." It is because of that magic light, and for the joy and courage she has brought to a waiting world that we salute her, Helen Keller, a great woman -- great soul -- as America At Its Best!

(ORCHESTRA: MUSIC UP FULL AND FINISH)

(FANFARE.....)

ANNOUNCER: Number THREE on YOUR MIT PARADE ... climbing four spots in the nation's favor, here's the song from the motion picture "Goldwyn Follies" that's in third place this week ... "Love Walked In."

("LOVE WALKED IN" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I LOVE TO WHISTLE"..... GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a Lucky Strike new comer from the motion picture "Mad About Music" ... entering this week in tenth place ... "I Love To Whistle".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

RUYSDAEL: This afternoon when Lanny Ross was in the studio rehearsing his song for tonight, he asked me a question about Lucky Strike cigarettes. And as it was a question that really concerns all smokers... Lanny has agreed to repeat it here before the microphone. How about it Lanny Ross?

ROSS: Here's the question, Mr. Ruysdael. I'd like to know why Luckies are so easy on the throat? What makes them different from other cigarettes?

RUYSDAEL: Well, Lanny ... you've heard of the exclusive Lucky Strike process "It's Toasted."

ROSS: Yes ... of course .. but can you tell me what "Toasting" does?

RUYSDAEL: Surely. The "Toasting" process removes certain harsh throat irritants found in all tobacco. Since these irritants are out of Luckies.. naturally Luckies are gentle, even to the sensitive throats of singers like you, Lanny Ross.

ROSS: Well - Thanks, Mr. Ruysdael. That does answer my question very clearly.

RUYSDAEL: But that's not all, Lanny. After those quantities of harsh irritants have been removed by "Toasting"... controlled moisture is added to enhance the natural flavor of the tobacco. (MORE)

RUYSDAEL:

(CONT'D)

The net result is that Luckies are a light smoke... easy on the throat of any smoker! We are sincerely grateful to you, Lanny Ross, for asking for this information which every smoker deserves to know. And I hope this has helped explain to all of you listening in the reason Luckies are a light smoke - easy on the throat. Why not give Luckies a trial. Start tonight or tomorrow and let a week of steady Lucky smoking prove to you how gentle they are on your throat. Remember: only Luckies offer you the finest tobacco, both domestic and Turkish, plus the throat-protection of the exclusive process "It's Toasted". So ask for Lucky Strike.

ATX01 0024340

("THANKS FOR THE MEMORY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN . . sit back and enjoy a Lucky while
you listen to the song that's making its tenth
appearance and in seventh place this week ...
"Thanks for the Memory" from "The Big Broadcast of
1938".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here it is .. number ONE .. the danceable Mexican
waltz novelty that's been in first place for four
straight weeks..... "Ti Pi Tin."

("TI PI TIN" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE .. your nationwide authority for the most popular tunes in all America played by Peter Van Steeden and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program ... Kay Kyser's Musical Klass and Dance. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneer _____ will be on hand too -- So be sure and tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station announcement of Kay Kyser's Musical Klass and Dance. And next time you buy cigarettes, remember - with independent tobacco experts ... "with men who know tobacco best - it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is Mr. F. E. Boone of Lexington, Kentucky.

This is the COLUMBIA...BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.... NEW YORK

rdf
ln

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, APRIL 23rd, 1938
10:00 - 10:45 P.M.

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

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

AUCTIONEER: (CHANT) 1st Sale ... 35 - 40
2nd Sale ... 32 - 37
3rd Sale ... 33 - 38

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts like the
auctioneer you just heard see who buys what tobacco.
With these experts - "with men who know tobacco best,
it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

RTX01 0024344

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 introduce as our guest of the evening Lotte Lehmann, dramatic soprano of the Metropolitan Opera Company. Each week YOUR HIT PARADE brings you America's favorite music... the ten tunes which the Lucky Strike survey reveals as the most popular songs in the land. The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing ... all these figures are assembled 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, Mark Warnow? Start the musical ball rolling with the tune that's in TENTH place this week ... "You're an Education".

("YOU'RE AN EDUCATION" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

Segue to

("AT A PERFUME COUNTER" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's a newcomer that's entering
YOUR HIT PARADE in ninth place this week ... the
romantic ballad ... "At A Perfume Counter".

(MUSIC SWELLS & FINISHES)

segue to

("WHISTLE WHILE YOU WORK".QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... climbing back five spots on the
Lucky Strike survey, here's the cheery song from
"Snow White" that's in fourth place ... "Whistle
While You Work."

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #1)

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 -

April 23, 1938

RUYSDAEL: Have you noticed how the tobacco auctioneer chants "Sold American". (CHANT 10 SECONDS - SOLD AMERICAN) Now that means that a certain lot of tobacco was sold to the American Tobacco Company for Lucky Strike cigarettes. But, as you know, all cigarette manufacturers, buy their tobacco at auction. And if you were to attend one of the big auctions in the South, you'd hear the auctioneer chant all day long ... "Sold American" ... "Sold "X Company" ... "Sold Y Company!" ... and so forth. You'd probably come back from that auction with an impression very much like this ...

BOONE: (CHANT - 4 SECONDS - THEN FADE SLIGHTLY - VOICES YELL OUT - "SOLD AMERICAN!" "SOLD X COMPANY" - "SOLD Y COMPANY" - "SOLD AMERICAN" ETC. INCREASINGLY FAST - IN MONTAGE EFFECT - 15 SECONDS OR MORE ALTOGETHER, WITH CHANT CONTINUING UNDERNEATH)

RUYSDAEL: Yes, all cigarette companies buy their tobacco at the same warehouses - from the same auctioneers. And the men who follow the sales from day to day - the auctioneers, and warehousemen and independent buyers - know better than anyone else could - just what tobacco is bought for each cigarette.

(MORE)

ATX01 0024348

Commercial #1 (Cont'd)

RUYSDAEL:
(CONT'D)

And since these men are not connected with any of the cigarette companies but deal with all impartially - they're in a unique position to judge a cigarette purely on its own merits. Now here is their verdict as shown by sworn records.....Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember this fact when you hear the chant of the tobacco auctioneer and next time you buy cigarettes, remember..."With men who know tobacco best ... it's Luckies 2 to 1!"

(FANFARE)

ANNOUNCER: Number THREE ... sit back and enjoy a Lucky while the
Orchestra plays the song that's up among the leaders
in third place this week ... "please Be Kind"

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LOUISIANA HAYRIDE". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... here's an old favorite from
down on the farm in a fast-stepping Mark Warnow
arrangement ... "Louisiana Hayride".

(MUSIC SWELLS & FINISHES)

segue to

("ON THE SENTIMENTAL SIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... another newcomer to YOUR HIT PARADE
that's entering this week way up in fifth place ...
"On The Sentimental Side."

(MUSIC SWELLS & FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... from the motion picture "Snow White"
comes another cheery ballad ... in eighth place this
week from the Empire State to the Golden Gate ...
"Heigh Ho."

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: LOTTE LEHMANN

RUYSDAEL: Their names are "Mohrchen" ... and "Jimmy, the Gangster". Both are the boon companions of one of the world's greatest singers, yet neither cares a fig about music. Jimmy, the Gangster, as a matter of fact, yawns in the faces of famous tenors. Mohrchen has been known to ignore Toscanini. Mohrchen and Jimmy are dogs. They are Madame Lotte Lehmann's pets. And wherever Madame Lehmann's brilliant career may take her ... New York, London, Paris, Rome ... Mohrchen and Jimmy go along to help make a home for her. For home is what Madame Lehmann - on whom the world has heaped the highest musical honors - loves above all else. Ladies and gentlemen, Lucky Strike is proud to present Madame Lotte Lehmann of the Metropolitan Opera!

(APPLAUSE)

LEHMANN: Thank you, Mr. Ruysdael ... and everybody.

RUYSDAEL: Madame Lehmann, it's true that you do take Mohrchen and Jimmy with you everywhere, isn't it?

LEHMANN: (LAUGHING) Well, almost everywhere. Once, Jimmy even appeared in an opera with me.

RUYSDAEL: Jimmy the Gangster in an opera! How did that happen?

Guest Appearance: Lotte Lehmann.
(Continued)

LEHMANN: We were singing Rosenkavalier ... in Chicago ... on my last tour. You remember in that opera there's a scene where a villager comes on stage with a canary and a dog. Well, this night the company dog wasn't there.

RUYSDAEL: Ah! And Jimmy went on in his place and scored a tremendous hit?

LEHMANN: Not exactly. Jimmy went on all right ... but the poor dog was scared to death. And even though he earned a dollar for his performance he has refused ever since to go back into opera.

RUYSDAEL: How about Mohrchen? Has he ever made an operatic debut?

LEHMANN: No, Mohrchen, also, seems to be interested chiefly in dog biscuit.

RUYSDAEL: Madame Lehmann, it must be an awful cross for you to bear - having two such unmusical dogs. I wonder if you will give us a little demonstration of how much they are missing by singing for us now.

LEHMANN: Gladly! (LAUGHS) I shall sing a number that Mohrchen and Jimmy particularly dislike ... It's "Brahms' Lullaby"

(MUSIC - SINGS)

(APPLAUSE)

Guest Appearance: Lotte Lehmann.
(Continued)

RUYSDAEL: Bravo, Madame Lehmann. That was beautiful...But tell us, what are your plans now that the Metropolitan Opera season is over?

LEHMANN: First I am going to London to sing at Covent Garden. Then in the Fall I expect to make a concert tour of the United States with my old friend Lauritz Melchior. It will be our first tour together...in America.

RUYSDAEL: And something America will certainly look forward to, Madame Lehmann ... It occurs to me that when you're on tour with Mr. Melchior you will be well supplied with Luckies. Mr. Melchior smokes them, too, you know.

LEHMANN: Yes, I know, Mr. Ruysdael. As a matter of fact I've noticed that so many of the singers at the Metropolitan smoke Luckies.....And a lot of them have been smoking them longer than I have.

RUYSDAEL: How long is that, Madame Lehmann?

LEHMANN: About 4 years. You see, I like Luckies' taste and then they do not affect my throat....ever.

RUYSDAEL: Thank you, Madame Lehmann. And now on behalf of Your Hit Parade may I wish you success at Covent Garden... and lots of luck and Luckies on your tour with Mr. Melchior.

LEHMANN: Thank you, Mr. Ruysdael...and everybody. I have so enjoyed being here. Goodnight.

("LUCKY DAY" ORCHESTRA)

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 Mark Warnow and the
Lucky Strike Orchestra -- presenting all America's
choice in popular music as shown by a careful check
of the hit tunes throughout the nation.

TRIBUTE SPOT

TRIBUTE SPOT - Elsie Janis

ORCHESTRA: "AMERICA AT ITS BEST" THEME

RUYSDAEL: Your Hit Parade moves forward to a highlight of the week ... the Lucky Strike Award for the first citizens of America ... Those who typify America at its best! Tonight we have singled out for honor one who has made the Golden Rule her rule of life ... A woman richly endowed with the joy of living and the happiness which comes from enriching the lives of others.

ORCHESTRA: (THEME OUT ... SEGUE ... B.G. MUSIC ... FADE FOR)
She knew no childhood as other girls know childhood, for from the very start it was realized that she had the power to make others laugh and to forget the sorrows of this earth. So it was from babyhood, really that she enlisted in the army of happiness, to emerge years later high in that army's ranks .. and still higher in the esteem of world citizenry. We speak of the good soldier - Elsie Janis.

She was born in Columbus, Ohio, to Mr. and Mrs. John Eleazer Bierbower, a descendant, on her paternal side, from ancestors arriving in America in 1747 who fought under Washington.

(MORE)

ATX01 0024358

Tribute Spot - Elsie Janis
(Continued)

RUYSDAEL:
(CONT'D)

And from the very start it was plain that Elsie Janis Bierbower had those gifts for mimicry and laughter that set her apart as one of those too-often baleful creatures, the child prodigy. Elsie Janis might have become just another child prodigy, too, were it not for a wise mother, her beloved ^{"Jenny"} ~~"Jessie"~~, whose philosophy it was that little girls should be seen and not heard, except before an audience. But if Elsie Janis was playing with audiences' favors when other little girls were playing with dolls, it must be said, in full justice to the mother who never left her side, that few youngsters ever had wiser upbringing. At four Elsie was giving entire programs for school entertainments and church festivals and one year later, born trouper that she was, the girl was trying to steal scenes from the veteran Henrietta Crosman in "East Lynne". As "Little Elsie", she soon had this nation at her feet, playing tiny towns and cities alike; adored...idolized...but withal, unspoiled. At 15 Elsie Janis was a veteran, but her life was just beginning, for her biggest roles were yet to come. Her happiest years, she says, were during the war, when she quit a \$3500-a-week job in vaudeville and musical comedy, top salary for women stage players at the time, and paid her way to France.

(MORE)

ATX01 0024359

Tribute Spot - Elsie Janis

RUYSDAEL:
(CONT'D)

For 7 months during 1917 and '18 she braved all the dangers of the front to give "her boys" 10 performances a day. As the "Sweetheart of the A.E.F." Elsie Janis was the only woman entertainer allowed in the advance war zone. ~~With the war's end, she disposed of her estate for charity, carrying out the biblical command which is: "Go and sell that thou hast, and give unto the poor."~~ A certain biographer records that Elsie Janis retired in 1929. The note should read: "Elsie Janis will never retire." For hearts like hers will beat when all else has crumbled ... when the world has ceased to exist. And so we salute her ... friend and great woman that she is, as "America At Its Best".

(FANFARE)

ANNOUNCER: YOUR HIT PARADE moves on with number TWO ... stepping
up three spots this week, here's the song that climbed
up among the leaders to second place on YOUR HIT PARADE
... "Goodnight Angel".

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

Segue to

("HOW'D JA LIKE TO LOVE ME" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... the motion picture "College Swing"
provides another Lucky Strike newcomer that's in
sixth place ... "How'd Ja Like To Love Me."

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

Commercial #2

ANNOUNCER: Musical history will be made next Fall when Madame Lotte Lehmann, whom you heard a few minutes ago, and Lauritz Melchior make their first American concert tour together. These are two of the world's greatest singers. If you were to insure their two voices, a million dollar policy would be the minimum indicated. Now, as you have heard from their own lips, both Madame Lehmann and Lauritz Melchior are - and have been for years - Lucky Strike smokers. Like so many others whose voices are their fortunes, they can't risk throat-irritation from smoking. So it's natural for them to choose the only cigarette that offers them the throat-protection of the "Toasting" process - Lucky Strike. And here's how this process makes Luckies easy on any smoker's throat. First, it removes certain harsh throat-irritants naturally present in all tobacco. Then, with these irritants out, controlled moisture is added to enhance the natural flavor of the leaf. The net result is a light smoke, easy on your throat. Next time you buy cigarettes, follow the example of the people whose voices are their fortunes. Ask for a light smoke - Lucky Strike.

("LOVE WALKED IN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while you listen
to the song from the motion picture "Goldwyn Follies"
that's in seventh place this week ... "Love Walked In".

(MUSIC SWELLS & FINISHES)

segue to

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, APRIL 30, 1938
10:00 to 10:45 P.M.

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

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

BOONE: (CHANT) 1st Sale ... 32 - 37
2nd Sale ... 34 - 39
3rd Sale ... 33 - 38 (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 -- 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
introduce as our guest of the evening Everett Marshall,
outstanding baritone of opera, concert and musical
comedy. Each week YOUR HIT PARADE brings you America's
favorite music...the ten tunes which the Lucky Strike
Survey reveals as the most popular songs in the land.

(MORE)

ATX01 0024366

("LUCKY DAY"ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program ... Kay Kyser's Musical Klass and Dance. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneer _____ will be on hand too -- So be sure and tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station announcement of Kay Kyser's Musical Klass and Dance. And next time you buy cigarettes, remember - with independent tobacco experts - "with men who know tobacco best - it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is Mr. F. E. Boone of Lexington, Kentucky.

This is the COLUMBIA ... BROADCASTING SYSTEM

-Fade Theme 20 Seconds-

WABC ... NEW YORK

ees

ANNOUNCER:
(cont'd)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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)

ANNOUNCER: All set, Mark Warnow? Let's start our parade with a newcomer that's entering 'way up in SIXTH place this week ... "Cry Baby Cry!"

("CRY BABY CRY "QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES

segue to

("GOODNIGHT ANGEL"CLARK & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the melodic ballad that's
in ninth place on the Lucky Strike Survey from Maine
to Mexico ... "Goodnight Angel."

(MUSIC SWELLS AND FINISHES)

segue to

("SUNDAY IN THE PARK"GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... another newcomer to YOUR HIT PARADE
from the Broadway production "Pins and Needles" ...
in tenth place this week ... "Sunday in the Park."

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 -

April 30, 1938

RUYSDAEL: Tonight, I have at my elbow...a member in good standing of perhaps the most difficult and select craft in America. He's Joe Burnett, of Buffalo Springs, Virginia - independent tobacco auctioneer. Joe, will you step forward and identify yourself?

BURNETT: Why - sure....(CHANTS 10 SECONDS)

RUYSDAEL: Thanks, Joe...Now I'd like to ask you if you happen to know another member of that auctioneering craft of yours....William D. Whitley of Henderson, North Carolina?

BURNETT: Bill Whitley? Yes, sir. A mighty fine man! We rate Bill "tops" as a tobacco auctioneer.

RUYSDAEL: Then here's something that will interest you - a statement Bill Whitley recently made about Luckies. I'll read it to you - (SLIGHT PAUSE) - "I've sold tobacco in 14 different markets in Georgia, South and North Carolina, Tennessee and Kentucky. And at every one of these markets in the past 10 years, I've seen Lucky Strike buy up the best tobacco offered."

BURNETT: Say - Bill was talking straight from the shoulder, for those are all facts that he told you. I've seen Lucky Strike buy that same high grade of tobacco at every auction I've ever attended.

ATX01 0024372

RUYSDAEL: Bill Whitley tells us that's why he's been smoking Luckies for the past 4 years.

BURNETT: Well - I've got him beaten there. I've been smoking Luckies 10 years now.

RUYSDAEL: Thank you, Joe Burnett. I think every smoker will be interested in knowing that Joe Burnett, Bill Whitley and other auctioneers deal with all cigarette manufacturers, are not connected with any. In their choice of Luckies, they are like the great majority of other independent experts of tobaccoland - auctioneers, buyers and warehousemen. Sworn records show that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember that fact next time you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) when you hear that chant, remember: with men who know tobacco best - it's Luckies 2 to 1!

("I FALL IN LOVE WITH YOU EVERY DAY" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... here's the tune that's returning in eighth place after an absence of one week. The Lucky Strike Orchestra plays "I Fall In Love With You Every Day," from the picture "College Swing."

(MUSIC SWELLS AND FINISHES)

segue to

("SHORTNIN' BREAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow presents his
sparkling arrangement of a popular song of the
Southland by Jacques Wolfe ... "Shortnin' Bread."

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Number TWO ... up among the leaders on YOUR HIT
PARADE again this week, here's the romantic ballad
that's climbed one spot to second place... "Please Be
Kind."

("PLEASE BE KIND" GIBSON.& ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... staging a comeback this week, here's
the cheery tune from "Snow White" that's in seventh
place -- "Heigh Ho."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE: EVERETT MARSHALL

LUCKY STRIKE "YOUR HIT PARADE"

Guest Appearance - EVERETT MARSHALL

April 30, 1938

RUYSDAEL: Among the few and difficult roads leading to musical success is one marked "opera" - And another marked "musical comedy." And rarely do they meet. But present in our studio tonight is a famous young baritone who actually arrived at both goals. He followed his debut at the Metropolitan with an equally auspicious debut in George White's "Scandals". His name? Everett Marshall, and tonight Lucky Strike is proud to welcome him back to Your Hit Parade. Ladies and gentlemen,...Everett Marshall.

(APPLAUSE)

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

MARSHALL: To tell you the truth, I don't know which. I guess I just like to sing....any song, if it's good.

RUYSDAEL: Now that's a safe answer.

MARSHALL: (LAUGHS) Well - it happens to be the truth. You see, I've always sung. I can remember 'way back when I was a boy in my home town of Worcester, Massachusetts. I had a job there ... shovelling potatoes into sacks and barrels in a dark cellar. And I sang to help forget my surroundings.

RUYSDAEL: From potatoes to the Metropolitan Opera is a long jump, Mr. Marshall.

MARSHALL: Well - quite a few things happened in between... including plenty of good hard work in music. As a matter of fact, though, my first professional appearance was at the Metropolitan.

RUYSDAEL: That must have been a thrill.

MARSHALL: It was. But I got an even bigger thrill when I opened in George White's "Scandals". At least I was a whole lot more scared. You see, I didn't know how a musical comedy audience would take to an opera singer.

(MORE)

LUCKY STRIKE "YOUR HIT PARADE"

GUEST APPEARANCE - EVERETT MARSHALL - APRIL 30, 1938

RUYSDAEL: Well, as I remember, Mr. Marshall - in the language of Broadway, you "wowed" them. So how about doing a little "wowing" for us now?

MARSHALL: (LAUGHS) Well -I'll be glad to sing for you. How about "Wagon Wheels" which I had the great pleasure of introducing.

(MARSHALL SINGS)

(APPLAUSE)

RUYSDAEL: Mr. Marshall, that was great. It makes me think that more opera singers ought to go in for popular music.

MARSHALL: Well -- there's a lot to be said for that. I know I'm having a grand time right now in "The Three Waltzes"

RUYSDAEL: Oh, yes. You're opening in that in Chicago in a few days I understand?

MARSHALL: We'll play in Pittsburgh, Chicago and a number of other cities.

RUYSDAEL: How about traveling and singing? Isn't that quite a strain on you?

MARSHALL It is. When you're tired and have to sing, it makes it extra hard for your voice. That's why I try to take such good care of my throat.

RUYSDAEL: We're pleased to hear you say that, Mr. Marshall because you've told us you're a Lucky Strike smoker.

MARSHALL: Yes. I've been smoking Luckies about 5 years now. I started on them shortly after I began in musical comedy. You see, the long strenuous rehearsals made me want to smoke for relaxation. And after trying around, I picked Luckies because I found they never bothered my throat.

RUYSDAEL: Thank you, Mr. Marshall ... not only for your song but for what you have told us about Luckies.

MARSHALL: I enjoyed being back on Your Hit Parade. But now ..
goodnight all.

("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

ANNOUNCER: On with YOUR HIT PARADE with Mark Warnow and the
Lucky Strike Orchestra ... presenting all America's
choice in popular music as shown by a careful check
of the hit tunes throughout the nation.

TRIBUTE SPOT

LUCKY STRIKE "YOUR HIT PARADE"
TRIBUTE SPOT - TY COBB - April 30, 1938

ORCHESTRA: "AMERICA AT ITS BEST" THEME ...

ROYSDAEL: "Your Hit Parade moves on to a highlight of the week ... The Lucky Strike Award for the first citizens of America ... Those who typify America at its best! Tonight we invade the realm of sports for the man we would honor ... there to find one who has played the game, to win if possible, but winning or losing, has always played the game ... for the sake of the game. A man whom, if man can be shrines, was then a shrine to countless thousands of adoring American boys ... idol of the diamond.

ORCHESTRA: THEME OUT....BEGUE TO BACKGROUND MUSIC ... FADE FOR

ROYSDAEL: Facts abound on the man ... His times at bat. The number of hits he made. The runs he scored and the bases he stole. But his biographers the sports scribes, unsentimental men of action themselves, fail to record the greatest single fact about him. Simply, it is this: In the heat of the battle or in the calm of the clubhouse, always, the man was human; the man, Ty Cobb. He was born in 1896 at Royston, Georgia, and when still in his teens he had entered the Big Time; born ball player. Not long ago, Ty Cobb, commenting on Dizzy Dean remarked: "Diz is like a high-spirited thoroughbred. You can't brow-beat that kid." Unconsciously perhaps he was painting a picture of his own raw-boned, rookie self at the time, thirty years ago, when he was taking his first cut at the ball in fast company. He gave the game everything he had then, never to let up in his 24 years of big league baseball. Grantland Rice writes that Ty Cobb turned in "The biggest job in sports" because, coming along with such big hitters as Larry Lajoie, Joe Jackson, Tris Speaker, Sam Crawford, Bobby Veach and Elmer (MORE)

ATX01 0024383

Flick, and facing such pitchers as Addie Joss, Ed Walsh, Walter Johnson and Smoky Wood, Ty led the American League from 1907 in 12 out of 13 years. Ty talked as good a game as he played, a fact to which his many verbal skirmishes with umpires and fellow players attest. But that's all part of the grand old game, too, and Ty's game never lacked for seasoning. He always gave "them", up there in the stands, their money's worth. Like the thoroughbred he is, Ty quit the game at the top, pulling down the biggest salary ever paid a ball player in his day. When, with his retirement, came offers to capitalize on his great fame for enormous sums of money, he spurned them all for the rest he so well deserved ... a star to the end. He shattered all records known to baseball during his glorious era and on February 3rd, 1936, through a nation-wide poll, he became baseball's Number One Immortal. It's a glorious life of sport this man has had...a life that we may never see equalled again, for he was probably the greatest competitor sport has ever known. The game...getting out there and fighting...was always the one thing with the Georgia Peach. Few knew of the time when, with a temperature of 102 and with legs rubbed raw, he left his bed to score three hits and steal two bases, hitting the dirt on skinless thighs. Yes, Ty Cobb played the game hard...to win, if possible, but always to try. And tonight, as we hope he is listening to this in his home in Menlo Park, near San Francisco, he can sit back with the knowledge that the game he won was a bigger one than baseball. And so we salute him - hard-hitting, clean-living Ty Cobb --champion of the good life - the only life that matters - as America At Its Best!

ORCHESTRA: THEME UPETC.

ATX01 0024384

(PANFARE)

ANNOUNCER: YOUR HIT PARADE moves on with number THREE ...
the motion picture "Goldwyn Follies" provides the
tune that's jumped four spots to third place ...
"Love Walked In."

("LOVE WALKED IN" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DON'T BE THAT WAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... light up a Lucky while you listen
to the brand new tune that's entering as number
five this week ... "Don't Be That Way."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL # 2

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #2 - APRIL 30, 1938

ANNOUNCER: Many of the finest singers in the world have appeared on Your Hit Parade in the past months. And perhaps you have been wondering why we ask each to explain his or her reasons for smoking Luckies. Now here's the reason... The experience of these singers is of special importance to you and to every smoker. For a singer's voice, naturally, is all-important to him. At the same time, his job puts a heavy strain on his throat. Everett Marshall for example - whom you heard a few minutes ago on this program - has sung in opera, radio, concert, musical comedy. And that, means hours and hours of rehearsal and constant practise. Yet you heard Mr. Marshall tell you in his own words that, even with this strain, Luckies never bother his throat. So surely it stands to reason Luckies will be easy on your throat, too. And here's why: Luckies' exclusive process, "It's Toasted" expels certain harsh throat irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural flavor of the tobacco. The result is a light smoke, easy on any smoker's throat. Try Luckies for a week. Let your own throat prove to you the advantages of a light smoke. Ask for Lucky Strike.

("HOWJA LIKE TO LOVE ME" DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... from the motion picture "College
Swing" comes the tune that's stepped up two spots
to fourth place ... "Howja Like To Love Me."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Here it is ... number ONE ... this week the number
one song on YOUR HIT PARADE ties the record for
consecutive weeks ranking in first place ... for
the sixth straight week the top song is "Ti Pi Tin."

("TI PI TIN" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SECUE TO

("THIS IS MY LUCKY DAY"ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program ... Kay Kyser's Musical Klass and Dance. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneers F. E. Boone and Joseph Burnett will be on hand too -- So be sure and tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station announcement of Kay Kyser's Musical Klass and Dance. And next time you buy cigarettes, remember - with independent tobacco experts - "with men who know tobacco best - it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. Joseph Burnett of Buffalo Springs, Va.

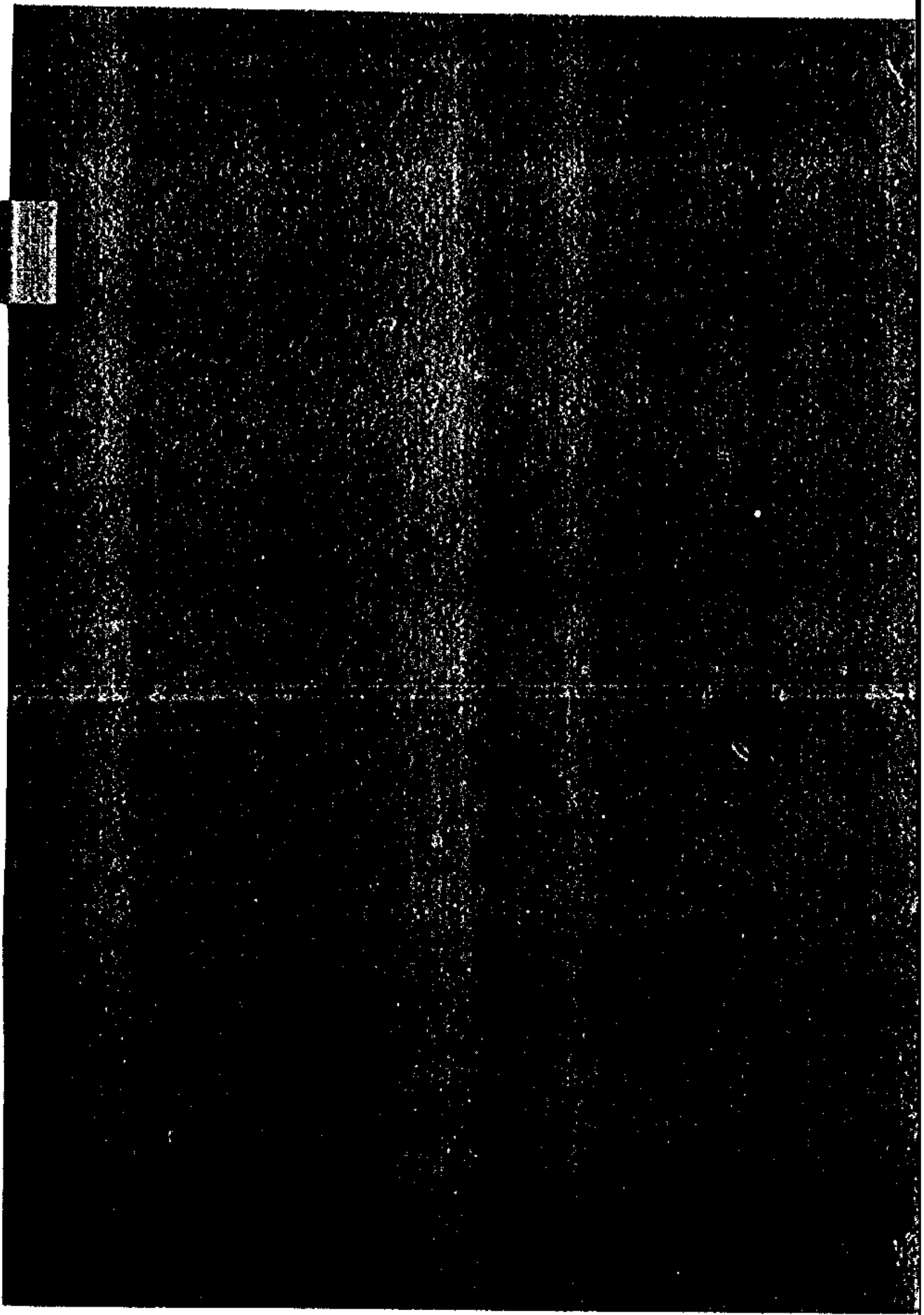
This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK.

GK
EB

ATK01 0024390



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MAY 7, 1938

10:00 - 10:45 P.M.

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

ANNOC'R: Listen to the chant of the tobacco auctioneer ...

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39

2nd Sale ... 32 - 37

3rd Sale ... 33 - 38

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOC'R: 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 - two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNOC'R: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Mark Warnow and the
Lucky Strike Orchestra. Later in the program we shall
introduce as our guest of the evening Mady Christians,
continental star of stage, screen and radio. Each week
YOUR HIT PARADE brings you America's favorite music ...
the ten tunes which the Lucky Strike Survey reveals as
the most popular songs in the land.

(MORE)

ANNCR:
(CONT'D)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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)

RIK01 0024393

ANNCR:
(CONT'D)

Okay, Mark Warnow ... start the nation dancing with
the tune that returns to YOUR HIT PARADE in FIFTH place
after an absence of one week ... "You're An Education."

("YOU'RE AN EDUCATION" GIBSON & ORCH.)

(MUSIC SWELLS & FINISHES)

Segue to

("LOVE WALKED IN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... from the motion picture "Goldwyn
Follies" comes the sparkling tune that's in seventh
place from New York to San Francisco ... "Love Walked In."

(MUSIC SWELLS AND FINISHES)

Segue to

(MORE)

("DON'T BE THAT WAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... here's the tune that's tenth on the
Lucky Strike Survey this week ... the rhythmic ballad -
"Don't be That Way."

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #1 on following page)

YOUR LUCKY STRIKE HIT PARADE
Commercial #1 - May 7, 1938

(CHANT TEN SECONDS - FADING OUT WITHOUT "SOLD AMERICAN").

RUYSDAEL: Down in the little town of Rocky Mount, North Carolina, some months ago, two visitors from the north dropped in to see one of those tobacco auctions they'd heard so much about. They watched the auction - and incidentally a tobacco auction is as interesting as anything in American business - and later they met a number of the tobacco experts from the auction. Still later, talking it over together, each man found that the other had noticed the same thing - that the big majority of these experts they had met seemed to prefer one particular cigarette ... Lucky Strike. So, upon their return to the north, they mentioned their observation to an official of the Lucky Strike company. And they asked him if he knew what was the cigarette preference of the whole group of tobacco experts in the country. "To tell you the truth, gentlemen," the Lucky Strike official replied, "we've never really checked up. But we will. And thanks for the suggestion." Well, they did check up ... and here are the results of that survey as shown by sworn records ... Among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. (PAUSE) Remember - this is not a claim, this is a fact. A fact substantiated by sworn records which you may examine. (SLIGHT PAUSE) (MORE)

ATX01 0024397

COMMERCIAL #1

-7-

RUYSDAEL: These independent experts are warehousomen, auctioneers,
(CONT'D)

buyers - men who spend their lives handling tobacco.

They know tobacco. And, they know who buys it. And

being independent, they are in a unique position to

judge impartially. So consider their verdict next

time you buy cigarettes ... The chant of the tobacco

auctioneer is your reminder. (FADE IN CHANT)

That chant means this ... with independent experts -

with men who know tobacco best, it's Luckies 2 to 1.

(MORE)

ATX01 0024398

(FANFARE)

ANNOC'R: Number TWO ... sit back and enjoy a Lucky while you
listen to the tune that's up among the leaders in
second place this week ... "Ti Pi Tin."

("TI PI TIN" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

Segue to

("ON THE SENTIMENTAL SIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the ballad that's returning to
YOUR HIT PARADE in ninth place after an absence of one
week ... "On The Sentimental Side."

(MUSIC SWELLS & FINISHES)

Segue to

("YANKEE DOODLE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Extra ... Mark Warnow presents his
up-to-the-minute arrangement of a tune that was first
popular in Revolutionary War days ... "Yankee Doodle."

(MUSIC SWELLS & FINISHES)

Segue to

("HOWJA LIKE TO LOVE ME" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number FOUR ... the motion picture "College Swing"
provides the song that's right behind the leaders in
fourth place for the second straight week ...

"Howja Like To Love Me."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE - MADY CHRISTIANS

LUCKY STRIKE "YOUR HIT PARADE"

Guest Appearance - MARY CHRISTIANS - May 7, 1938

RUYSDAEL: Now starring on Broadway in Shaw's "Heartbreak House" - lovely Mary Christians has scored stage, screen, and radio successes in many countries. In Europe, her talents as a young girl attracted the notice of the great Max Reinhardt himself - and she became his protege. In America, her fine performances in such pictures as "Divine Drudge", "Escapade", "Wicked Woman" and "Heidi", have set her star to shining brightly in the Hollywood heavens. Ladies and gentlemen, Lucky Strike is proud to present ... Mary Christians!
(APPLAUSE)

CHRISTIANS: Thank you, Mr. Ruysdael. That was a lovely introduction.
(LAUGHING) So different from a reception I got not long ago out in Hollywood!

RUYSDAEL: But Miss Christians, I thought you liked Hollywood - and I know Hollywood likes you.

CHRISTIANS: (DRAMATICALLY) Ah - but that was before I did the unforgivable!

RUYSDAEL: Why, Miss Christians, what do you mean?

CHRISTIANS: (STILL DRAMATICALLY) I am the woman who slapped Shirley Temple! (LAUGHS) You see, I played with Shirley in "Heidi". I was her cruel aunt - and in one scene - well - the script called for that slap!

RUYSDAEL: How did Shirley take it?

CHRISTIANS: Like the fine little trouper and sweet little girl she is. So I forgot all about it ... until several days after "Heidi" opened in Hollywood,

RUYSDAEL: What happened then?

CHRISTIANS: I had a broadcast one night ... a radio production of Shakespeare. After the performance ... I left the studio with the other actors and found a crowd of children. It was quite dark ... they couldn't see who we were. But they knew we were actors and actresses and they wanted our autographs.

RUYSDAEL: Did they get yours?

CHRISTIANS: They followed me to my car ... still not recognizing me. I snapped on the dome light so I could see to write. Then I turned to take the nearest autograph book from a little boy. He took one look at me and shrank back. "I don't want your autograph," he cried. "You slapped Shirley Temple." And would you believe it ... every child in the crowd ran from me as if I were the witch in Snow White.

RUYSDAEL: (CHUCKLING) Well, Miss Christians, if you'll sing for us, we'll try and forgive you for slapping Shirley Temple.

CHRISTIANS: If you'll promise me that, Mr. Ruysdael, I'll be glad to. For it really did hurt to be suspected of meanness to Shirley whom I consider one of my best friends. Now, suppose I sing "I See Your Face Before Me".
(CHRISTIANS SINGS)
(APPLAUSE)

RUYSDAEL: Miss Christians, that was beautiful! Tell us how's your Shaw play going?

CHRISTIANS: "Heartbreak House"? - Why the critics have been very nice - I'm glad because we certainly went through some of the most heart-breaking work rehearsing it ... When I'm rehearsing, Mr. Ruysdael, is when I appreciate your Lucky Strike cigarettes most of all.

RUYSDAEL: Miss Christians, would you mind telling us why?

CHRISTIANS: Not at all. You see, going over and over the same scenes is really hard on the voice and throat. Yet even though I average well over a pack of Luckies a day, they never bother my throat.

RUYSDAEL: And how long have you been smoking Luckies?

CHRISTIANS: For the past five years.

RUYSDAEL: Well, thank you, for telling us that, Miss Christians. And thanks for coming tonight ... and for your song.

(APPLAUSE)

I think those of you who have heard Miss Christians may be interested in knowing just why she has found Luckies easy on her throat for the past five years. You see, Lucky Strike has an exclusive process known as "It's Toasted". This process expels certain harsh throat irritants which are naturally present in all tobacco. Then, with those irritants out, controlled moisture is added to enhance the natural mellow flavor of the tobacco.

(MORE)

RUYSDAEL: Try Luckies for a week yourself. You'll find that
(CONT'D) Luckies are a light smoke genuinely easy on your
throat, too.

(MORE)

ATX01 0024406

("LUCKY DAY"ORCHESTRA)

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

STATION BREAK

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

ANNOUNCER: On with YOUR HIT PARADE with Mark Warnow and
the Lucky Strike Orchestra -- presenting all
America's choice in popular music as shown by
a careful check of the hit tunes throughout
the nation.

TRIBUTE SPOT

ATX01 0024408

LUCKY STRIKE "YOUR HIT PARADE"

TRIBUTE SPOT - KATHARINE CORNELL

ORCHESTRA: "AMERICA AT ITS BEST" THEME.

RUYSDAEL: "Your Hit Parade" moves forward to a highlight of the week -- the Lucky Strike Award for the first citizens of America -- Those who typify America At Its Best. Tonight we turn to the theatre for the person we would honor -- there to find a lady of rare charm and great faith -- One who has enriched her beloved theatre and, in doing so, has so enriched the world in which we live.

ORCHESTRA: (THEME OUT ... SEGUE ... B.G. MUSIC ... FADE FOR)

RUYSDAEL: She wasn't what you would call a beautiful child. Fact is, she was anything but beautiful when, leggy as a colt, her mother took her to see Maude Adams in "Peter Pan." But the imagination of a child will do much with little. And on that magic day a timid, awkward girl imagined herself as a great artist -- and made a vow. Her name was Katharine Cornell. She may not be your personal choice for the greatest actress in the world, but if greatness be measured by ability to overcome difficulties, then you must look far to find a greater woman in the theatre.

(MORE)

ATX01 0024409

RUYSDAEL:
(continued)

Katharine Cornell was born abroad, where her father, Dr. Peter Cornell, was completing his medical studies. The trip from Europe to her parents' home in Buffalo she made stretched flat on a board, for she was a sickly child. Except that her grandfather liked amateur theatricals and that her father showed more interest in managing a Buffalo theatre than in his medicine, young Katharine had no greater heritage in the theatre than any other pig-tailed youngster. And when, in due time, she made known her ambitions for a stage career, she realized the first of many barriers which were to be put in her path. "The theatre," she was reminded time upon time, both by her family and friends, "is only for the glamorous -- the beautiful and the gifted. The theatre is not for you." For no one, in those early days, ever accused Katharine Cornell of having any of those attributes which endear great artists to an audience. So it was alone, without parental blessing or aid, that she lay siege to New York. In time she got a part, if speaking four words may be called a part. Her performance brought this cryptic note from a manager: "Katharine Cornell is impossible. Homely and awkward. Men wouldn't pay to see her." Other girls might have been content to quit with that. After all, she had had her chance and had failed.

(MORE)

ATX01 0024410

RUYSDAEL:
(continued)

But Katharine Cornell has never had much in common with quitters. And besides, there was that promise she had made one time to a lanky youngster at a Maude Adams matinee. Doubling and redoubling her efforts to capture the elusive magic for which she yearned she emerged, at last, into small bits...then tiny parts and from them to her first public notice. But the world was not to know of her until several years later in her first solid hit, "The Green Hat." Then came a long series of other great successes including the immortal "Barretts of Wimpole Street." Katharine Cornell was famous. Today she is at the top. Her fight is won. And for her faith in winning it, the faith that transformed a childhood dream into reality, we salute her, Katharine Cornell - artist, trouper, a first lady of the theatre, as "America At Its Best!"

ORCHESTRA: (MUSIC UP TO FINISH)

(APPLAUSE)

(FANFARE.....)

ANNOUNCER: Number THREE...making its second appearance
on YOUR HIT PARADE this week, here's the tune
that's jumped all the way up to third place...
"Cry, Baby, Cry."

("CRY BABY CRY"QUARTET AND ORCHESTRA)

MUSIC SWELLS AND FINISHES)

segue to

(YOU COULDN'T BE CUTER"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... a Lucky Strike newcomer from
Jerome Kern's score for the motion picture
"Joy of Living" .. in eighth place this week ..
"You Couldn't Be Cuter."

(MUSIC SWELLS AND FINISHES)

1 COMMERCIAL #2

LUCKY STRIKE - "YOUR HIT PARADE"

Commercial #2 - May 7, 1938.

ANNOUNCER: Undoubtedly you, as a smoker, have sometimes said to yourself: "I wish I could talk to someone who really knows tobacco and who can give me an absolutely unbiased opinion about cigarettes" ... Well, tonight we'd like to refer you to a man who has exactly these qualifications - Charlie Jackson Gunter of Madison, North Carolina. Way back in 1892 Mr. Gunter started out as an independent buyer on the tobacco market. He has handled millions and millions of pounds of tobacco - as an independent - buying for his own account. And in the past five years he has been operating tobacco warehouses where all the cigarette companies buy their tobacco. So Mr. Gunter knows tobacco and he is in a position to give a truly unbiased opinion about cigarettes. Now here is what he says ...

VOICE: As a perfectly impartial judge - a tobacco man not connected with any cigarette manufacturer - I believe that Lucky Strike buys the finest cigarette tobacco on the market. It's clean and light and ripe. It's the kind of tobacco that gives you a clean, light, mellow smoke. Those are my views and I've been smoking Luckies myself ever since they were first manufactured in 1917.

ANNOUNCER: Thank you, Mr. Gunter. Mr. Gunter's opinion as an independent tobacco expert means a lot. And Mr. Gunter is typical. Sworn records show that, among other independent tobacco experts - buyers, warehousemen and auctioneers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you hear the chant of the tobacco auctioneer. (CHANT - 8 SECONDS) When you hear that chant, remember, with independent experts - with men who know tobacco best - it's Luckies 2 to 1!

(FANFARE)

ANNOUNCER: Here it is ... number ONE ... up among the
leaders for the past four weeks, here's the
tuneful ballad that climbed one spot to first
place on YOUR HIT PARADE this week ... "Please
Be Kind."

("PLEASE BE KIND"GIBSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("LUCKY DAY".....ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network listen for Lucky Strike's new program ... Kay Kyser's Musical Klass and Dance...a full hour of fun and music, so be sure and tune in.

(PAUSE)

Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes - first, that exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? - With independent experts, with men who know tobacco best - it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky, and Mr. L.A. (Speed) Riggs of Goldsborough, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

SF
RF

RTX01 0024417

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, MAY 14, 1938
10:00 - 10:45 P.M.

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

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

AUCTIONEER: (CHANT) 1st Sale ... 33 - 38
2nd Sale ... 32 - 37
3rd Sale ... 34 - 39

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 - 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 introduce as our guest of the evening, Nanette Guilford - lovely soprano star of Opera and concert. Each week YOUR HIT PARADE brings you America's favorite music ... the ten tunes which the Lucky Strike Survey reveals as the most popular songs in the land.

(MORE)

ANNOUNCER:
(cont'd)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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)

ANNOUNCER: A fanfare of trumpets ... and Mark Warnow starts our musical parade with the tune that's in third place for the second straight week ... "Cry Baby Cry."

("CRY BABY CRY" QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("GOODNIGHT ANGEL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... here's the melodic ballad that's
 returning to YOUR HIT PARADE in ninth place after
 an absence of one week ... "Goodnight Angel."

(MUSIC SWELLS & FINISHES)

segue to

("HOW'D JA LIKE TO LOVE ME" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... from the motion picture "College
Swing" comes the tune that's sixth in the nation's
favor. Light up a Lucky while you listen to
"How'd Ja Like to Love Me."

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 -

May 14, 1938

RUYSDAEL: There's an old American tradition that calls for open dealing - everything above board - fair and square to all. And the old American institution of the tobacco auction offers one of the best examples of this. At a tobacco auction, all the cigarette companies openly bid in competition. The auctioneer chants each bid as it is made and cries out the final purchaser of each lot. For example, let us listen to three sales as they would actually be made on the warehouse floor. The first sale goes to, let's say, X Company - the second sale to Y Company - and a third to the American Tobacco Company, makers of Lucky Strike Cigarettes. Now listen and see if you can follow the three sales.

1st SALE - 20 - 22 - SOLD TO X

2nd SALE - 27 - 28 - SOLD TO Y

3rd SALE - 37 - 38 - SOLD TO THE AMERICAN TOBACCO
COMPANY.

Well - that makes it pretty clear, doesn't it, why independent tobacco experts - auctioneers, buyers and warehousemen -- are such good judges of cigarettes! ... They actually see who buys what tobacco. They're in a unique position to know the quality of the tobacco that goes into the different brands. And they choose Luckies by an overwhelming majority. (MORE)

ATX01 0024423

RUYSDAEL:
(Cont'd)

Yes, among these independent experts, not connected with any cigarette manufacturer, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is not a claim but a fact, substantiated by sworn records which you yourself may examine. So remember this fact next time you hear the chant of the tobacco auctioneer...with independent experts -- with men who know tobacco best, it's Luckies 2 to 1.

A. ("TI PI TIN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song that's been a favorite on the Lucky
Strike Survey for over two months ... in fifth place
this week ... "Ti Pi Tin."

(MUSIC SWELLS & FINISHES)

Segue to

("I'VE GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Mark Warnow presents his
own arrangement of a Broadway show tune that was
popular a few years back ... "I've Got Rhythm."

(MUSIC SWELLS & FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Number TWO ... this week second place on YOUR HIT
PARADE goes to the song that's been up among the
leaders for six consecutive weeks ... "Please Be
Kind."

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(MUSIC SWEELS & FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... making its ninth appearance on the
Lucky Strike Survey this week, here's the song from
the motion picture "Snow White" that's in tenth
place ... "Heigh Ho."

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: NANETTE GUILFORD

LUCKY STRIKE "YOUR HIT PARADE"

GUEST APPEARANCE - NANETTE GUILFORD -

May 14, 1938

RUYSDALE: She was 16 at the time ... so young that when she went to the Metropolitan Opera to make her debut she was afraid the stage door watchman might not let her in. But that debut of Nanette Guilford marked the beginning of 10 successful seasons at the most famous opera house in all the world. To opera, she added further laurels - sparkling performances in such outstanding hits as "Rose Marie" and "The Student Prince." And tonight, ladies and gentlemen, Lucky Strike is proud to present her to you ... lovely Nanette Guilford.

(APPLAUSE)

GUILFORD: Thank you, everybody. And Mr. Ruysdale, you're nice to give me such a send off for my second debut.

RUYSDAEL: Your second debut?

GUILFORD: Yes. (LAUGHING) This is it ... You see, at the Metropolitan, I used to be a lyric soprano. But now I'm starting all over again - this time as a dramatic soprano.

RUYSDAEL: And you chose Your Hit Parade for your second debut?
Miss Guilford, we're honored.

GUILFORD: (LAUGHING) Thank you. But I don't intend to go
operatic on you this evening. I'm saving that for
my South American tour.

RUYSDAEL: South America?

GUILFORD: Yes. I'm leaving June 22nd ... on an operatic tour ...
with Venezuela, first stop.

RUYSDAEL: Then - attention, South America! Miss Guilford, will
you sing for us?

GUILFORD: (LAUGHING) I'll be glad to. I'm going to sing "I'll
See You Again" from Noel Coward's "Bittersweet".

(MUSIC - SINGS)

(APPLAUSE)

RUYSDAEL: That was grand, Miss Guilford! You know ... Mr.
Lucky Strike is really proud of all you singers who
smoke Luckies. Would you mind telling us how long
you've been a Lucky Strike smoker?

GUILFORD: Oh ... for at least 10 years. You see, when I first
went to the Metropolitan, one of the things I
noticed was the number of singers who smoked Luckies.
So naturally when I began to smoke, myself, I chose
Luckies.

RUYSDAEL: And you've been smoking them ever since?

GUILFORD: Yes ... because I soon found out that, no matter how many Luckies I smoke, they never bother my throat. And of course in my work, I can't risk throat-irritation.

RUYSDAEL: Well thank you for telling us that, Miss Guilford. And thank you for your visit and your song.

(APPLAUSE)

RUYSDAEL: And Mr. and Mrs. Smoker, a word to you ... Doesn't it stand to reason that if Luckies are easy even on singers' sensitive throats...they'll be easy on your throat, too? Follow Nanette Guilford's example. One week's trial of Luckies is the best way to prove to yourself the throat-protection of the exclusive process "It's Toasted." This exclusive Lucky Strike process takes out certain harsh throat irritants which are naturally present in all tobacco. Then, with these irritants out, controlled moisture is added to enhance the natural mellowness of the leaf. That's why Luckies are a light smoke, easy on any smoker's throat. Try Luckies for a week and let your throat be the judge. Begin this personal test next time you buy cigarettes. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

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 Mark Warnow and the
Lucky Strike Orchestra -- presenting all America's
choice in popular music as shown by a careful check
of the hit tunes throughout the nation.

TRIBUTE SPOT

LUCKY STRIKE "YOUR HIT PARADE"
TRIBUTE SPOT - GERALDINE FARRAR

ORCHESTRA: "AMERICA AT ITS BEST" THEME

RUYSDAEL: "Your Hit Parade" moves forward to a highlight of the week -- the Lucky Strike Award for the first citizens of America -- Those who typify America at Its Best. The old Metropolitan Opera, its glories and its triumphs, will never die in our hearts. And to countless thousands of Americans, both young and old, mention of the Metropolitan brings to mind the name of a great artist whom we hope is listening to this tonight -- a great woman -- she whom we salute tonight as America At Its Best!

ORCHESTRA: (THEME OUT ... SEGUE ... B.G. MUSIC ...FADE FOR)

RUYSDAEL: She was destined for Opera from the start. Even as a child she must have known it, for, upon receiving a very low grade in arithmetic, she remarked: "Oh well -- Opera singers don't need arithmetic anyway. This, when she was eight years old. The girl was Geraldine Farrar. She was born in Melrose, Massachusetts on February 28th, 1882. Both her mother and father had good voices but, commercialized their talents no further than singing in the church choir. But her father, Sydney Farrar, was not so timid about his other accomplishment -- baseball. Summers he left his small store to play with the local team until finally he was signed as first-baseman by the Phillies.

(MORE)

RUYSDAEL:
(CONT'D)

But with his daughter, from the beginning, it was work --- work --- work! Under the watchful eye of Mme. Melba she was hustled off to Europe and at 19, a slender attractive Geraldine, with a fresh but full voice, assured her reputation for all time at the Royal Opera of Berlin as Marguerite in "Faust." Years more of work abroad, then home and her debut with the Metropolitan as Juliet in "Romeo and Juliet," crowning a childhood ambition at 24. Thirty glorious years of musical activity followed, during which time Geraldine Farrar captured a critical acclaim and a place in the hearts of her countryfolk equalled, perhaps, by no other American Opera star, past or present. And during her farewell performances at the "Met," the demonstrations which greeted her were much more than tributes of appreciation to an honored artist; there was a frenzy of love and grief in them, as if people felt that, against their will, they were saying goodbye to a human being whom they had loved. Such was the Geraldine Farrar the world knew. But today she is even more gloriously alive as, from her farm in Ridgefield, Connecticut, she helps to plot new careers; lending an ever-helping hand to the youngsters who shall carry on the traditions of her beloved opera. (PAUSE) There are those in this world who, by their deeds and the hearts of them, will never be allowed to make a Farewell Performance.

(MORE)

- 18 -

RUYSDAEL:
(CONT'D)

Such is Geraldine Farrar -- great artist, inspiration,
great woman -- America At Its Best!

ORCHESTRA:

(UP TO FINISH ... ETC)

(APPLAUSE)

ATX01 0024435

("I LOVE TO WHISTLE". QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: YOUR HIT PARADE moves on with number EIGHT ... here's
the song from the motion picture "Mad About Music"
that made its Lucky Strike debut on April 16th -
dropped out for a month - and returns this week in
eighth place ... "I Love To Whistle."

(MUSIC SWELLS & FINISHES)

Segue to

("DON'T BE THAT WAY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... jumping up six spots on YOUR HIT
PARADE this week, here's the tune that's just behind
the leaders in fourth place ... "Don't Be That Way."

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

ATX01 0024437

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - May 14, 1938

RUYSDAEL: Now for a word with Mr. F. E. Boone...the famous tobacco auctioneer. Mr. Boone...will you step over here a second?

BOONE: (FADING IN) Yes, Mr. Ruysdael?

RUYSDAEL: I just want to ask if you know a warehouseman named E. L. Moore down in Georgia?

BOONE: You mean Lee Moore of Valdosta, Georgia? Why sure enough, I know him. He operates a big tobacco warehouse down there. I recollect hearing that last season 1,500,000 pounds of tobacco were sold in just three weeks at Lee's warehouse.

RUYSDAEL: That must have kept the auctioneer pretty busy?

BOONE: Sure...and you can bet it kept Lee Moore busy too, because you know a warehouseman makes the first bid on every lot of tobacco sold. And that's no easy job. Because it means he's got to estimate the value of thousands of lots of tobacco every day.

RUYSDAEL: Thank you, Mr. Boone...I think that's enough to establish Lee Moore as a mighty keen judge of tobacco values. Add to that the fact that Mr. Moore is absolutely independent, selling tobacco to all cigarette manufacturers, and the following fact speaks volumes....(PAUSE) Mr. Moore has chosen Luckies for for his own smoking during the past 11 years.

(MORE)

RUYSDAEL:
(CONT'D)

Yes, and his reason for smoking Luckies is, as he puts it himself, "because I know the kind of tobacco Lucky Strike buys and I know it's good. In fact, I'm set on Luckies because they always buy the finest leaf."
(PAUSE) Thank you, Lee Moore....Smokers, Mr. Moore's opinion as in independent tobacco expert means a lot. For like other independent experts - auctioneers, buyers and warehousemen, he sees the kind of tobacco all the cigarette companies buy. Yet not being connected with any company himself, he can judge impartially. And his opinion is typical. Sworn records show that among independent tobacco experts.... Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact next time you hear the chant of the tobacco auctioneer. (CHANT - 10 SECONDS) When you hear that chant, remember....sworn records show that with independent experts ... with men who know tobacco best ... it's Luckies 2 to 1!

(FANFARE.....)

ATX01 0024439

ANNOUNCER: Here it is...Number ONE ... the motion picture
"Goldwyn Follies" provides the song that's making
its seventh appearance on YOUR HIT PARADE, in first
place . . . "Love Walked In."

("LOVE WALKED IN" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

Segue to

("YOU'RE AN EDUCATION" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while you listen
to the bubbling tune that's in seventh place this
week ... "You're An Education."

(MUSIC SWELLS & FINISHES)

Segue to

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Varnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night at 10:00 P.M. Eastern Daylight Saving Time over a different network, listen for Kay Kyser's Musical Klass and Dance ... a full hour of fun and music, so be sure and tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes-- first, that exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that you yourself may examine ... With independent experts, with men who know tobacco best, it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABCNEW YORK

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY - "YOUR HIT PARADE"

SATURDAY, MAY 21st, 1938

10:00 - 10:45 P.M.

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

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale32 - 37
2nd Sale34 - 39
3rd Sale33 - 38

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 -- two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

RTX01 0024443

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 introduce as our guest of the evening - Michael Bartlett, well-known star of stage, screen and radio. Each week YOUR HIT PARADE brings you America's favorite music ... the ten tunes which the Lucky Strike Survey reveals as the most popular songs in the land. The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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, Mark Warnow ... start the nation dancing with the song that's in EIGHTH place this week ... "You're an Education."

("YOU'RE AN EDUCATION" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("YOU COULDN'T BE CUTER".CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE ... here's the song that's returning to
YOUR HIT PARADE in ninth place this week. Light up
a Lucky while you listen to "You Couldn't Be Cuter"
from the motion picture "Joy of Living."

(MUSIC SWELLS AND FINISHES)

segue to

("I LOVE TO WHISTLE.QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE ... the motion picture "Mad About Music"
provides the gay tune that's jumped up three spots to
the LUCKY STRIKE fifth place this week ... "I Love to
Whistle."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

COMMERCIAL #1

RUYSDAEL: Of course you all know the chant of the tobacco auctioneer. But very often people tell us how different the chant sounds at various times on the radio. Well, the answer is that on Lucky Strike programs you hear a number of different auctioneers. And tonight we want you to meet three of them - three famous auctioneers of tobaccoland ... Listen to the difference in their chants. First Mr. N. L. Perkins of Smithfield, North Carolina -

PERKINS: (CHANT 8 SECONDS) SOLD AMERICAN!

RUYSDAEL: And here is Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina -

RIGGS: (CHANT 8 SECONDS) SOLD AMERICAN!

RUYSDAEL: Last, but not least Mr. F. E. Boone of Lexington, Kentucky -

BOONE: (CHANT 8 SECONDS) SOLD AMERICAN!

RUYSDAEL: Now these three tobacco auctioneers belong to one of the world's most select and difficult crafts. There are only a couple of hundred tobacco auctioneers in the whole country. Together with other independent tobacco experts - the buyers, and the warehousemen - they constitute the highest court in Tobaccoland. For they know tobacco. (continued)

RUYSDAEL: (continued) They know who buys what tobacco. And being independent - not connected with any cigarette manufacturer - they are impartial as judges should be. Now what is the verdict of this highest court in Tobaccoland. (PAUSE) Among these independent experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is ~~not~~ a ~~claim~~ ^{fact} ~~but~~ a fact ^{revealed} substantiated by sworn records which ~~you yourself~~ ^{anyone} may examine. Remember this fact next time you hear any tobacco auctioneer chant ... (PERKINS - 3 SECONDS) (RIGGS - 3 SECONDS) (BOONE - 3 SECONDS) ... Whenever you hear the chant of the tobacco auctioneer - remember - with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

(PANNARE...)

ANNUNCIATOR: Number THREE ... this week, third place on YOUR HIT
PARADE goes to the song that's held that spot for three
consecutive weeks ... "Cry Baby Cry."

(CRY BABY CRY" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("ON THE SENTIMENTAL SIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number SEVEN ... returning to YOUR HIT PARADE after
an absence of one week, here's the song that's in
seventh place this week ... "On the Sentimental Side."

(MUSIC SWELLS AND FINISHES)

segue to

("HALLELUJAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike extra ... here's Mark Warnow's
brilliant arrangement of a Vincent Youmans favorite
of a few years back ... "Hallelujah!"

(MUSIC SWELLS AND FINISHES)

segue to

("TI PI TIN" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SIX ... sit back and enjoy a Lucky Strike
while you listen to the song that's in sixth place
this week ... "Ti Pi Tin."

GUEST ... MICHAEL BARTLETT

GUEST APPEARANCE - MICHAEL BARTLETT

RUYSDAEL: He was christened Edwin Alonzo Bartlett. But to his friends at Hotchkiss and, later, at Princeton, he was always "Mike". In Italy, when he made his operatic debut in 1928, they billed him as Edoardo - Edoardo Bartelli. But it is as Michael Bartlett that he is known to stage and motion picture audiences today. Michael Bartlett's most recent appearance was in the Broadway hit of the past season, "The Three Waltzes". Before that, in Hollywood, he made a series of successful pictures, including "Love Me Forever" with Grace Moore. And now he has just received a signal new honor ... that of being the only American chosen to sing - and to sing the lead - in the forthcoming English Technicolor production of "The Mikado". Ladies and gentlemen, Lucky Strike presents that handsome singing star of stage, and screen - Michael Bartlett!

(APPLAUSE)

Michael Bartlett sings one of last year's hits - the rousing melody "I Live The Life I Love!"

(BARTLETT SINGS)

(APPLAUSE)

RUYSDAEL: That was great, Mr. Bartlett ... As America's lone representative in that new English picturization of "The Mikado" I predict you'll do your country proud. When do you sail?

BARTLETT: Around the 20th of June.

RUYSDAEL: Have you ever been to England before?

BARTLETT: Yes. I have.

RUYSDAEL: Then, I don't need to warn you, to take along all the Luckies you can. They're pretty expensive over there.

BARTLETT: (CHUCKLES) It didn't take me long to find that out.

RUYSDAEL: Mr. Bartlett, will you tell us, why you, as a singer, smoke Luckies?

BARTLETT: Gladly ... Only, I'm afraid I'm not very original. I like Luckies because - well, I like their flavor ... and I like the way they treat my throat. You see, between Hollywood ... and musical comedy - and radio - and rehearsals for all of them - my throat has to take it. But even with all that strain, Luckies never affect my throat.

RUYSDAEL: Thanks for telling us that, Mr. Bartlett. And now, on behalf of Your Hit Parade, lots of luck in England.
(APPLAUSE)

RUYSDAEL: And now, one question to smokers everywhere ... Since Luckies are easy even on the hard worked throat of a singer like Michael Bartlett doesn't it stand to reason Luckies will be easy on your throat, too? Here's why Luckies are easy on any smoker's throat. The exclusive process "It's Toasted" takes out certain harsh throat irritants, naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural mellowness of the leaf. The result is a light smoke, easy on your throat. Try Luckies for a week. Let your own throat demonstrate to you the throat-protection of the exclusive process "It's Toasted". Begin this personal test next time you buy cigarettes. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

ANNOC'R: YOUR HIT PARADE will continue after a brief pause
for station identification.

STATION BREAK

("LUCKY DAY" SWELLS AND FINISHES)

ANNOC'R: On with YOUR HIT PARADE with Mark Warnow and the Lucky
Strike Orchestra - presenting all America's choice in
popular music as shown by a careful check of the hit
tunes throughout the nation.

(TRIBUTE SPOT)

TRIBUTE SPOT - WILLIAM ALLEN WHITE

(ORCHESTRA: "AMERICA AT ITS BEST" THEME)

RUYSDAEL: "Your Hit Parade" moves on to a highlight of the week ... a living tribute to the living ... the Lucky Strike award for the first citizens of America ... those who typify America at Its Best!

(ORCHESTRA: THEME OUT...SEGUE...B.G. MUSIC...FADE FOR..)

RUYSDAEL: Perhaps at this moment he is writing an editorial for Monday's Emporia Gazette ... or visiting a neighboring farmer and talking about the Summer's crop of corn ... or figuring out how the tinsmith he invited for dinner can send his son to college. In any event, we hope that he and his wife, Sally, are now listening in to the brief words we have to say about his long career of public service. Ten presidents of the United States have been his friends. Celebrities have traveled thousands of miles just to talk to him. Public life and big business have clamored for him to leave his home town for riches, and for even greater honors than he has received. But down in his heart he feels he is first of all a small town editor, and that his place is with the neighbors for whom he has always labored. The man is William Allen White. It has been said that William Allen White and Will Rogers stand out as the two most typically American figures of our generation. Many people who liked the honesty, the humor, the ever-ready helping hand of the late Will Rogers find the same qualities in "Bill" White today. (continued)

RUYSDAEL: (continued) This red-haired, roly-poly native of Kansas became a newspaper man by luck - 53 years ago. All he wanted was a job. In one day he sought that job from a newspaper editor, a grocer, and the proprietor of a dry goods store. Only the editor replied favorably. And so by good fortune William Allen White fell into the life's work for which his desire to help others was best fitted. Those were rough and tumble days in Kansas. In advocating one of his many good causes, he was often clubbed, shot at, chased and hung in effigy. As he says in his own words - "Reporting was combined with foot-racing, mayhem, buck and wing dancing, and assault with intent to kill... Life was just one long flirtation with sudden death." But Bill White could always laugh and go back to his work. In fact, when he married Sally - the same Sally who helps him get out the paper today - the panic of '93 occurred during his honeymoon. Of this he writes: "And there the two young turtle doves were - busted in the mountains without a cent and without a job. So they lived happily ever after." But within two years he was able to buy the Emporia Gazette - with the help of promissory notes signed by fellow citizens. Shortly thereafter, he wrote an editorial "What's the matter with Kansas?" and became nationally famous overnight. People might ask: how could a local editor become such an important factor in the nation?

(continued)

RUYSDAEL: (continued) The answer might well be that in writing for his townsmen in Emporia, William Allen White writes for all of America. For even the biggest cities - from New York to San Francisco - are but a number of Emporias gathered together. When he wrote a piece in his paper on the passing of his lovely daughter, Mary, he wrote beautiful words that 100 years from now will be included in the great literature of our day. Nothing better typifies his simple character than a little item he once printed under the heading "Public Notices". It read "Mrs. W.A. White has been called to New York. Mr. W. A. White is in Emporia. How about Sunday dinner? Phone 26 after six o'clock." Needless to say, someone invited him to dinner. This is the man who, after 43 as a country editor, after 43 years as a fighter of the good fight, can rightly report: "We have a glad record. We have been walloped and licked and rolled in the mud politically and chased up and down the street by irate ladies and gentlemen with canes and blacksnake whips, we have stood off mobs of subscribers who desired to quit the paper, and mobs of creditors who wanted the paper to quit, and have dodged the sheriff, the pulmotor and the undertaker, and are still doing business at the old stand." And so tonight we salute William Allen White ... great country editor ... kind neighbor ... warm-hearted human being ... as a man who represents America At It's Best!

(ORCHESTRA: THEME, ETC.)

(FANFARE)

ANNOUNCER: Number TWO ... for the second straight week, second place on YOUR HIT PARADE goes to the romantic ballad - "Please Be Kind".

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("DON'T BE THAT WAYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FOUR ... here's the song that's in fourth
place on the Lucky Strike Survey for the second
straight week ... "Don't Be That Way."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

COMMERCIAL #2

RIGGS: (CHANT 10 SECONDS) (NO Sold American - JUST FADE OUT)

RUYSDAEL: Drive into Reidsville, North Carolina, from any direction and you'll see signs saying..."Sell your Tobacco at Smothers' Warehouse...the Market Leaders." Now suppose you step inside this huge warehouse in the tobacco auction season ... you'll see row upon row of baskets heaped high with tobacco ... You'll hear the chant of the tobacco auctioneer dominating a medley of other sounds ... You'll be a part of one of the busiest scenes in Tobaccoland. In just 4¹/₂ months, Tom Smothers sold 4,400,000 pounds of tobacco at his warehouse. Of course, he sold this tobacco to buyers representing all the cigarette companies. And, of course, as a result, he has to be absolutely impartial to them all. So when Tom Smothers says something about cigarettes, you can be sure his opinion is fair and square. Now here are Tom Smothers' own observations as an independent tobacco expert ...

VOICE: I believe most anyone who came to an auction in my warehouse, would be impressed by the number of men here who smoke Luckies. The reason? Well ... perhaps it's for the same reason that I've smoked Luckies for 15 years. I know Luckies are made of the best tobacco because I've seen Lucky Strike buy the best grade at auction after auction.

RUYSIAEL: Thank you, Tom Smothers. In his choice of Luckies, Mr. Smothers is typical of most independent tobacco experts - auctioneers, buyers and warehousemen. Yes, among these independent experts, not connected with any cigarette manufacturer, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is ~~not a claim~~ ^{fact - a fact} ~~It is a~~ ^{revealed} fact, substantiated by sworn records which ~~you~~ ^{anyone} ~~yourself~~ may examine. We think you'll appreciate Lucky Strike's finer tobaccos. Try Luckies for a week and see for yourself.

(FANFARE ...)

ANNOUNCER: Here it is ... Number ONE ... from the motion picture
"Goldwyn Follies" comes the song that's in first place
for the second straight week ... "Love Walked In."

("LOVE WALKED IN" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... this week, the Lucky Strike Survey
 shows the dwarfs' marching song from "Snow White"
 in tenth place in all America's favor ... "Heigh Ho."

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

ANNCR: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network, listen for Kay Kyser's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, that exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that ^{anyone} ~~you yourself~~ may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

ANNCR: The famous tobacco auctioneers heard on tonight's program were Mr. N. L. Perkins of Smithfield, N. C., Mr. L. A. (Speed) Riggs of Goldsboro, N. C. and Mr. F. E. Boone of Lexington, Kentucky.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

BARUCH:
(CONT'D)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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.

BARUCH: Let's go, Mark Warnow ... start the musical ball rolling with the tune that's right behind the leaders in FOURTH place this week ... "Cry Baby Cry."

("CRY BABY CRY" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I LET A SONG GO OUT OF MY HEART" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number TEN ... a newcomer to YOUR HIT PARADE ...
 entering in tenth place this week is the melodic
 ballad - "I Let a Song Go Out of My Heart."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

BARUCH: Number THREE ... sit back and enjoy a Lucky while
 the Orchestra plays the tune that's climbed one spot
 to third place this week ... "Don't Be That Way."

("DON'T BE THAT WAY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1

MAY 28, 1938

RUYSDAEL: One question that always recurs, when the chant of the tobacco auctioneer is under discussion, is... "But what does he say?" Tonight, I have at my elbow a very famous auctioneer...Mr. F. E. Boone of Lexington, Kentucky. Now I'm going to ask Mr. Boone to chant for us and let's all listen carefully. Let's see if we can't make out what he says. All right, Mr. Boone ...

BOONE: (CHANTS 10 SECONDS) Could you follow, Mr. Ruysdael?

RUYSDAEL: No. Frankly, I couldn't, Mr. Boone.

BOONE: Well, I chanted then just the way I do down South at the tobacco auctions. What I said was: 33...33...33 dollars bid...who'll give 34...34...34...and so on.

RUYSDAEL: Mr. Boone, here's a suggestion...Suppose you begin one chant very slowly - like a slow-motion picture - then speed up gradually and maybe we can follow.

BOONE: Why, sure enough. Listen ... (BOONE TALKS "33...33 ...33 DOLLARS BID...WHO'LL GIVE 34...34...34 ENDING "SOLD AMERICAN" - GRADUALLY INCREASING TEMPO UNTIL HE IS CHANTING) ...Could you follow me that time, Mr. Ruysdael?

ATX01 0024472

RUYSDAEL: Well - that made it much clearer, Mr. Boone. And thank you...Smokers, one more point about the chant of the tobacco auctioneer: Do you know why that chant has come to be associated with Lucky Strike cigarettes? Here is the reason... Among independent tobacco experts like the auctioneers Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Now this is a fact, proved by sworn records - sworn records which anyone may examine. These independent tobacco experts - auctioneers, buyers and warehousemen - are in a unique position to judge cigarettes. For they see who buys what tobacco. And being independent - not connected with any cigarette manufacturer - they can judge impartially. So next time you buy cigarettes remember: the chant of the tobacco auctioneer stands for this fact...with independent experts, with men who know tobacco best, it's Luckies 2 to 1!

("HOWJA LIKE TO LOVE ME" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SEVEN ... returning to the Lucky Striko Survey
after an absence of one week, here's the song from
the motion picture "College Swing" that's in seventh
place ... "Howja Like to Love Me."

(MUSIC SWELLS AND FINISHES)

segue to

("CATHEDRAL IN THE PINES" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SIX ... another newcomer to YOUR HIT PARADE ...
 this week, sixth place goes to the brand new Nick
 Kenney ballad ... "Cathedral In the Pines."

(MUSIC SWELLS AND FINISHES)

segue to

("I GOT PLENTY O' NUTHIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: A Lucky Strike Extra ... Mark Warnow brings us his sparkling arrangement of a favorite rhythm tune from George Gershwin's folk-opera, "Porgy and Bess." ... "I Got Plenty O' Nuthin'."

(MUSIC SWELLS AND FINISHES)

segue to

("ON THE SENTIMENTAL SIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number EIGHT ... the Lucky Strike Orchestra plays the
popular ballad that's in eighth place this week from
the Golden Gate to the Florida Keys ... "On the
Sentimental Side."

(MUSIC SWELLS AND FINISHES)

GUEST SPOT

LUCKY STRIKE "YOUR HIT PARADE"

GUEST APPEARANCE - HILDEGARDE

MAY 28, 1938

RUYSDAEL: She began as a piano player in a Milwaukee movie house. She went on to become the singing idol of three great capitals - Paris, London and New York. Her name? ... Hildegard!

(HILDEGARDE SINGS "DARLING JE VOUS AIME BEAUCOUP" - COUPLE BARS LOUD - THEN FADE UNDER ANNOUNCER)

RUYSDAEL: Yes, Hildegard - the young Milwaukeean who took Paris by storm - Hildegard, the girl who "sings the way Garbo looks". She was the first popular American singer ever awarded a contract by the British Broadcasting Company - the first, too, to appear in French television. Shortly, Hildegard sails again for London and Paris. But tonight, she is with us ...at home ... and Lucky Strike is proud to present her to you. Ladies and gentlemen...that lovely blond star of radio and stage ... Hildegard.

(APPLAUSE)

RUYSDAEL: Hildegard has chosen for her selection this evening "Spring is Here" from "I Married An Angel."

(HILDEGARDE SINGS)

(APPLAUSE)

RUYSDAEL: Hildegardo, that was lovely...We'll hate to lose you to Europe.

HILDEGARDE: (LAUGHS) Thank you, Mr. Ruysdael. But I hope to be back in America again next September.

RUYSDAEL: You spend so much time in Europe, Hildegardo, I hope you don't lose any of the good old American ways.

HILDEGARDE: (LAUGHING) Oh, don't worry, Mr. Ruysdael. I never do forget that I am an American. And, in fact, I always carry one very good reminder around with me - a package of Luckies.

RUYSDAEL: We know you're an old friend of Luckies, Hildegardo. Isn't it 7 years you've been smoking them?

HILDEGARDE: Well - almost 8 years now.

RUYSDAEL: Will you tell us your reasons for preferring Luckies?

HILDEGARDE: I'll be glad to. I smoke Luckies because I love their flavor, naturally. But I've another even more important reason. You see, singing as much as I do my voice and throat often become tired. That's when I appreciate Luckies most of all. For they never bother my throat - no matter how hard I'm working.

RUYSDAEL: Thank you for telling us that, Hildegardo...And now on behalf of Your Hit Parade best wishes for your European tour...but - come back to us soon!
(APPLAUSE)

RUYSDAEL: Smokers, let's just put two and two together....For more than 7 years now, Hildegard has found Luckies easy on her throat. So doesn't it stand to reason Luckies will be easy on your throat, too? Remember that only Lucky Strike offers you the throat-protection of the process "It's Toasted." This exclusive purifying process takes out certain harsh throat irritants naturally present in all tobacco. Then, with these irritants out controlled moisture is added to enhance the natural mellowness of the leaf. The result is a light smoke - a smoke that is minus certain undesirable elements found in all tobacco and therefore plus real throat-comfort. Let your own throat prove this. Try Luckies for a week. Next time you buy cigarettos ask for a light smoke. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

BARUCH: YOUR HIT PARADE will continue after a brief pause
for station identification.

STATION BREAK

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: On with YOUR HIT PARADE with Mark Warnow and the
Lucky Strike Orchestra - presenting all America's
choice in popular music as shown by a careful check
of the hit tunes throughout the nation.

TRIBUTE SPOT

LUCKY STRIKE "YOUR HIT PARADE"

TRIBUTE SPOT

MAY 28, 1938

ORCHESTRA: "AMERICA AT ITS BEST" THEME.....)

RUYSDAEL: "Your Hit Parade" moves forward to a highlight of the week -- the Lucky Strike Award for the first citizens of America -- those who typify America At Its Best. Tonight we pay honor not to one man but to a group of men -- those valiant men who go down to the sea in ships -- those fine, brave men who count your safety above their own lives. (MUSIC SWELLS) Their watchword is "You must go, but you don't have to come back" -- and their song and motto is "Semper Paratus", "Always Ready". We speak of the United States Coast Guard!

ORCHESTRA: ("SEMPER PARATUS" FADE FOR:)

RUYSDAEL: They are our first armed sea force, organized 141 years ago, and although their official duties number 14, their main jobs are those of sea-going fire department, police force and hospital of the high seas. Their duty covers all navigable waters, from the Grand Banks of Newfoundland with its International Ice Patrol, to the sun-soaked Midway Islands, far West of the Hawaii's. (MORE)

RUYSDAEL:
(CONT'D)

This very night --- this very minute --- the crews of three boats, the Cutters Pontchatrain, Tahoe and General Green keep a lonely vigil with the night off the icy Grand Banks, warning all shipping - not only of this nation but all nations - of ever-shifting ice-bergs and floes, ready for any emergency. It is to these men up north and to their fellow officers and men everywhere, along 10,000 miles of sea-coast, from the Gulf of Mexico to Great Lakes and the Bering Sea in the frozen Arctic to the lazy reaches of the Hawaiian Islands, that we address this tribute, with the hope that some may hear it and thus know of our high esteem for them. Watchdogs of the sea they are, yet here at home, too, we see more of that loyalty and devotion to a cause in the face of peril -- the kind of devotion which, during the Ohio-Mississippi Valley Flood of 1936 accounted for 839 lives and the transporting of 67,613 refugees to safety, carried mails, towed disabled boats and floating buildings to safety, helped restore telephone and telegraph service, prevented looting and otherwise kept the peace of a section gone mad in desperation. Yes -- Always Ready -- More than 10,000 officers and men -- greatest Peace-Time Army the world has ever known --- waging a fight for safety and Security which will never know compromise --- fighting a battle which goes on night and day, with no favors asked, no quarter given. (MORE)

ATX01 0024483

RUYSDAEL:
(CONT'D)

"You must go, but you don't have to come back!"

"You must go, but you don't have to come back!"

And so they go on, saving lives, bringing succor to the unfortunate --- doing their duty. Valiant? Yes. Heroic? Yes. But to the boys of the Coast Guard, just another everyday job --- just another unruffled entry in their quiet book of Valor! So it is that we salute these men --- every last man-Jack of them, who, in the largest sense, have the right to be called men ---- as America At Its Best!

(ORCHESTRA: THEME, ETC)

(FANFARE . . .)

BARUCH: Number TWO ... for the third consecutive week, second
 place on the Lucky Strike Survey goes to the romantic
 ballad ... "Please Be Kind."

("PLEASE BE KIND" (GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("TI PI TIN" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FIVE ... making its eleventh appearance on
YOUR HIT PARADE, here's the Mexican waltz novelty
that's climbed back one spot to fifth place this
week ... "TI PI TIN."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

(CHANT 10 SECONDS - No "Sold American")

ANNOUNCER: Way back in 190⁶ - 32 long years ago - Jim Edwards of Farmville, North Carolina, first started in as a tobacco auctioneer. And He's been chanting tobacco ever since at markets in Georgia, Tennessee, Kentucky and North Carolina. Just to prove he's not getting rusty, Veteran Jim recently sold 489,000 pounds of tobacco in one 6½ hour day. Now here is what Jim Edwards says after a lifetime in tobacco l..

VOICE: Well - there's as much difference between the best grades of tobacco and the inferior grades as there is between a pretty girl and a homely one. Now as a perfectly impartial judge I'll say Lucky Strike does get the prettiest lots of tobacco. At auction after auction, I've seen Lucky Strike "cream the market". If you don't know what I mean by "creaming the Market" - well, it's just buying up the best - the "cream of the crop", as we say. That's why I've smoked Luckies myself ever since 1917.

ANNOUNCER: Thank you, Jim Edwards ... Mr. Edwards, as an auctioneer, is of course independent, dealing with all cigarette manufacturers on an equal basis. So his opinion means a lot. And he is typical of most other independent tobacco experts - not only auctioneers, but buyers and warehousemen, too.

(CONT'D)

ATX01 0024487

ANNOUNCER:
(CONT'D)

Among these independent experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact - established by sworn records - sworn records which anyone may examine. (PAUSE) We think you'll appreciate Lucky Strike's finer tobaccos, too. Try Luckies for a week and see for yourself.

(FANFARE)

BARUCH: Here it is ... Number ONE -- for the third successive
week, Lucky Strike first place goes to the hit song
from the motion picture "Goldwyn Follies" ...
"Love Walked In."

("LOVE WALKED IN" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("HEIGH HO" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number NINE . . . "Heigh Ho" from the motion picture
 "Snow White" in ninth place this week.

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

BARUCH: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network, listen for Kay Kyser's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, that exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. L. A. (Speed) Riggs, of Goldsboro, N. C.

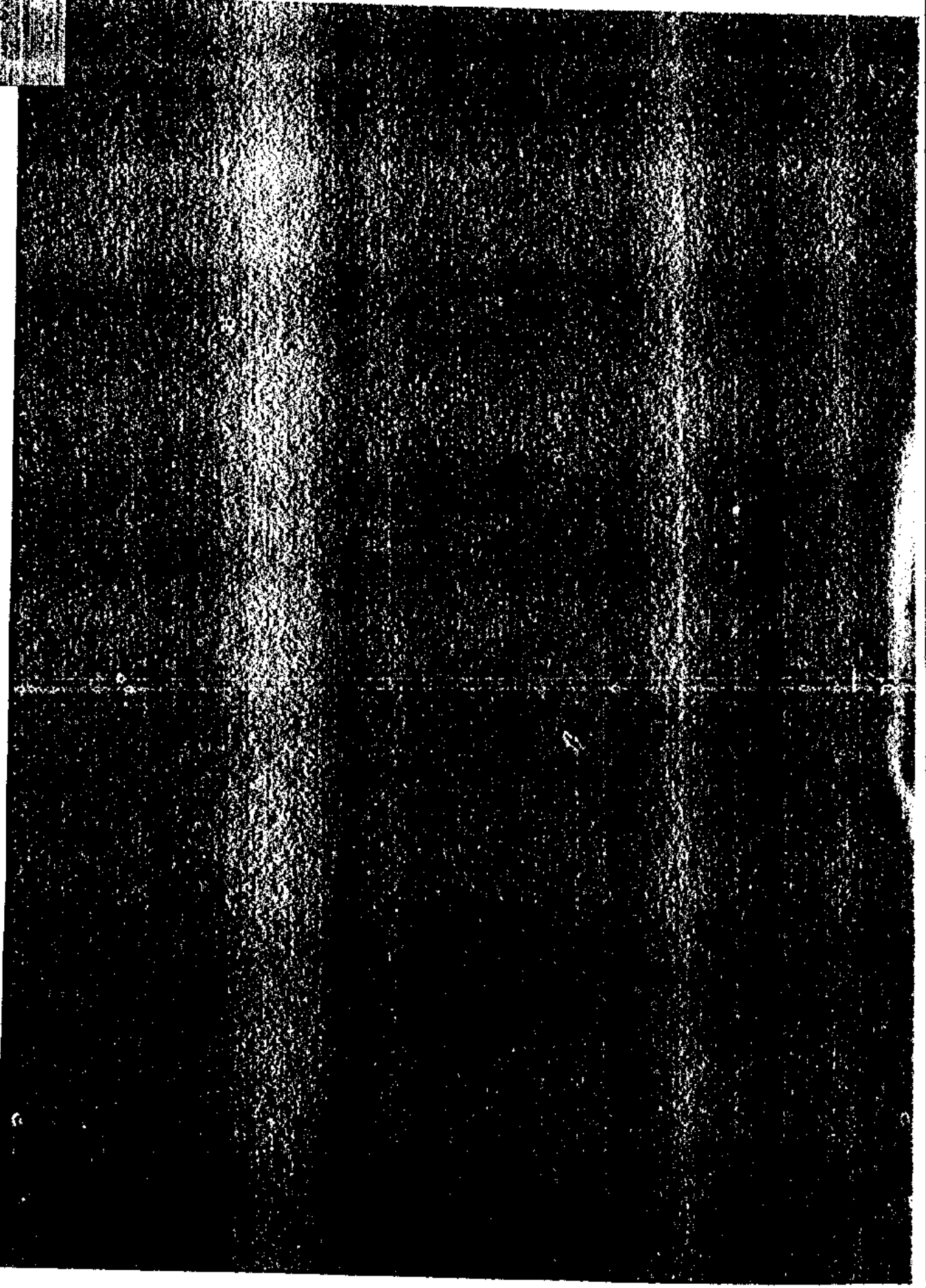
This is the COLUMBIA.....BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

cr
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JUNE



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, JUNE 4, 1938
10:00 to 10:45 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT THREE SALES) 1st Sale ... 32 - 37
2nd Sale ... 33 - 38
3rd Sale ... 31 - 36

ALL DONE? SOLD -- TO THE AMERICAN TOBACCO COMPANY!

BARUCH: 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 -- two to one.

("HAPPY DAYS ARE HERE 'GAIN" ORCHESTRA)

BARUCH: 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 introduce as our guest of the evening Phil Duesy ... popular young radio, concert and opera singer. Each week YOUR HIT PARADE brings you America's favorite music.. the ten tunes which the Lucky Strike Survey reveals as the most popular songs in the land. The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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 0024493

(FANFARE)

BARUCH: Number TWO ... Mark Warnow starts the nation dancing
with the song that's climbed one spot to second place
this week ... "Don't Be That Way."

("DON'T BE THAT WAY" ORCHESTRA)

segue to

("CATHEDRAL IN THE PINES" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SEVEN ... making its second appearance on YOUR
HIT PARADE this week in seventh place is the melodic
ballad ... "Cathedral in the Pines".

(MUSIC SWELLS AND FINISHES)

segue to

("BEWILDERED" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number NINE ... here's a Lucky Strike newcomer by
Teddy Powell that's entering this week in ninth place ...
"Bewildered".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

RUYSDAEL: Just 128 years ago in Lynchburg, Virginia, occurred the opening of the first public auction house ever chartered to sell tobacco in America. History tells us that in that era bugles were used to summon the buyers to the sale. Now I'm going to ask you to imagine the scene as that tobacco auctioneer of 1810 began his spiel. Listen... (FANFARE OF BUGLES)

MAN: Look ye, gentlemen, look ye...prime choice Virginia leaf...fine tobacco... as pretty tobacco as ye'll ever see, gentlemen ... Step closer, gentlemen. Closer, please...(RISING) What am I bid? What am I bid. (FADING UNDER) What am I...

RUYSDAEL: Today, tobacco is still sold at auction but to a livelier tempo...Listen...

BOONE: (CHANT 10 SECONDS)

RUYSDAEL: Yes, today it's the chant of the tobacco auctioneer. That chant carries on the time-honored American tradition of selling tobacco at open auction. (PAUSE) The experts who attend these auctions can actually see what tobacco is sold to all the cigarette manufacturers. That is why independent tobacco experts -- buyers, warehousemen and auctioneers, not connected with any cigarette manufacturer -- are in a truly unique position to judge cigarettes.

(continued)

COMMERCIAL #1

RUYSDAEL: (Continued)

And what cigarette do they choose?... Luckies by an overwhelming majority. Yes, among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined.

(PAUSE) This is a fact proved by sworn records -- sworn records which anyone may examine. Next time you buy cigarettes, think of fine tobacco and remember: With independent experts -- with men who know tobacco best -- It's Luckies two to one.

(FANFARE)

BARUCH: Number THREE ... Light up a Lucky while you listen
 to the tune that's climbed up one spot to third
 place this week ... "Cry Baby Cry."

("CRY BABY CRY".....QUARTET & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

("LOVELIGHT IN THE STARLIGHT" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SIX ... here's a newcomer to YOUR HIT PARADE
that's entering in sixth place this week... "Lovelight
in the Starlight".

(MUSIC SWELLS AND FINISHES)

segue to

("ALEXANDER'S RAGTIME BAND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: A Lucky Strike Extra ... Mark Warnow presents his own
arrangement of the Irving Berlin tune that was first
introduced in 1911 and is still a favorite today ...
"Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

segue to

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FOUR ... a favorite on the Lucky Strike Survey for the past two months, here's the song that's in fourth place this week ... "Please Be Kind".

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE ... PHIL DUEY

GUEST APPEARANCE - DUEY SPOT

RUYSDAEL: A sandy haired Indiana boy of six - stood up atop a wagonload of wheat his father was driving into town and addressed a gang of road graders blocking the way ahead ... "Hey mister, will you let us get by?".... "What'll you give us if we do let you pass, Sonny?" asked the boss grader with a wink at the boy's father. "I'll sing you a song" said the youngster. "All right" came the answer. "And if we like your singing we'll give you a penny." ... And that, says Phil Duey...who got the penny... was his first professional appearance as a singer. Later, he studied music at Indiana University, working his way through and graduating with a Phi Beta Kappa Key. Then, a Juilliard scholarship enabled him to come to New York for further study. He became a radio headliner, singing on 75 different programs.... And next season Phil Duey looks forward to the highest musical honor of all - the Metropolitan Opera. Ladies and gentlemen Lucky Strike is proud to present ... Phil Duey!

(APPLAUSE)

To-night, Phil Duey will sing.."The Song of the Flame".

(DUEY SINGS APPLAUSE)

RUYSDAEL: Thanks, Phil Duey. You really scored a hole in one on that song. And to explain that remark, I think I ought to tell our radio audience that you're almost as good a golfer as you are a singer.

DUEY: (LAUGHING) Thanks. I do shoot some golf.

RUYSDAEL: I don't think "some" quite covers it, Mr. Duey. I understand you go around in the low 70's ... and you've won enough golf trophies to outfit a gift shoppe. But, tell me, with your busy schedule, how do you find time for golf?

DUEY: I try to make the time, Mr. Ruysdael. You see, a singer's got to keep in condition. 18 holes of golf put me in the physical trim to stand long hours of singing. And I've sometimes averaged as much as 6 to 8 hours of singing a day.

RUYSDAEL: You know, Mr. Duey - that's one reason we're proud you're a Lucky Strike smoker. It seems the best proof that Luckies really are easy on the throat.

DUEY: Well - I've been smoking Luckies pretty close to 10 years now - and they never have affected my throat in any way. That's a grand cigarette you've got.

RUYSDAEL: Thank you, Mr. Duey. And thanks for coming tonight... and for your song.

DUEY: I enjoyed being here... and meeting you all. But now...
goodnight!
(APPLAUSE)

RUYSDAEL: And now, smokers ... here's the reason why Luckies are easy even on the hard-worked throat of a singer like Phil Dwy. You see, Lucky Strike has an exclusive purifying process "It's Toasted". This process expels certain harsh throat irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural mellowness of the leaf. The result is a light smoke ... easy on your throat. Try Luckies for a week and let your own throat be the judge. Only Lucky Strike offers you the finest tobaccos purified of certain undesirable elements by the exclusive process "It's Toasted". So ask for a light smoke ... Ask for Lucky Strike. ✓

("LUCKY DAY" ORCHESTRA)

BARUCH: 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.....)

BARUCH: On with YOUR HIT PARADE with Mark Warnow and the Lucky Strike Orchestra ... presenting all America's choice in popular music as shown by a careful check of the hit tunes throughout the nation.

TRIBUTE SPOT

TRIBUTE SPOT

ORCHESTRA: "AMERICA AT ITS BEST THEME")

RUYSDAEL: YOUR HIT PARADE moves on to a highlight of the week..
a living tribute to the living -- the Lucky Strike
Award for the first citizens of America -- those who
typify America At Its Best!

ORCHESTRA: THEME OUT ... SEQUE TO BACKGROUND MUSIC ... FADE FOR)

RUYSDAEL: It is not because he is a great American novelist
that we honor him ... nor is it either because he is
the only author twice to win the Pulitzer Prize.
Rather it is the heart and the spirit of the man
that we would salute -- the great heart and spirit
of the Hoosier gentleman -- Booth Tarkington.

ORCHESTRA: SWELL ...)

RUYSDAEL: He was a writer even before he could write and we
find him, as a lad, dictating at least the first
pages of many blood and thunder tales all beginning:
"It was dusk and four horsemen were seen riding over
the top of the hill." Jesse James, the outlaw, was
his boyhood idol and James Whitcomb Riley his
inseparable friend, their long walks culminating in
rather awesome midnight lunches of pie, watermelon,
strong coffee and Welsh rarebits.

(MORE)

RUYSDAEL:
(CONT.)

In time came preparatory school, then Purdue University in the Fall of 1891, and then a gaunt-faced Junior, with piercing black eyes and a stentorian bass voice -- nick-named "Tark" - entered Princeton University to spend what were probably the happiest years of his life. Of this time he says he must have imbibed some education, although he tried to avoid it as much as possible. At any rate, with school over, Tarkington returned home to Indiana to engage in his real life work. Success was slow in coming. Eight solid years of rejection slips rewarded his steady efforts. Then a novel, "Monsieur Beaucaire" was accepted. Then another, "The Gentleman from Indiana," and Booth Tarkington had arrived. But with success he doubled his efforts, sometimes working as much as eighteen hours at a stretch in his Indianapolis study or at his summer house in Maine - in the house, as he puts it, that "Penrod" built. Thus the world met "Alice Adams", "Gentle Julia", "Little Orvie". Thus you and I clasped Penrod and his gang to our hearts, and laughed and cried and laughed again --re-living a youth made deathless by his pen. Thus the magic of Booth Tarkington came to be. More and more the world knew that it needed this man; needed his wisdom, his humor, his essence. (MORE)

ATX01 0024508

RUYSDAEL:
(CONT.)

And so he drove himself, harder and harder, for a world made the more empty without his writing. The result -- blindness. And during those darkest days, during the eight operations that followed, it is significant of Booth Tarkington that he thought not of his own plight, but of ways of aiding the blind when his sight might be returned to him. That day is here. Booth Tarkington, his vision dimmed but partially restored, is once more back in his familiar brown bathrobe, taking his place again at the drawing board at which he writes, giving more and still more of himself to a world that needs his every word. To his earlier successes, his unerring chronicle of youth and stories of his beloved middlewest, are constantly being added more works of depth and understanding. Today his power is at its fullest strength. And although he views the young of today with admiration and some awe, he sometimes sighs for the youngsters he knew so well -- of the time, in his own words, "when a kiss was an event." Mark Twain's wife called him "Youth" because of his vivacity and spirit of good fellowship. We take a larger liberty in speaking of this man, who, by his spirit and heart has added so much to the world about us. To us -- and it is our hope that he is listening tonight in his summer home in Maine -- he will always be pre-eminently "The Gentleman From Indiana" -- Booth Tarkington -- America At Its Best!

ATX01 0024509

("ON THE SENTIMENTAL SIDE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FIVE ... the Lucky Strike Orchestra plays the
tune that's jumped up three spots to fifth place this
week ... "On the Sentimental Side."

(MUSIC SWELLS AND FINISHES)

segue to

("YOU LEAVE ME BREATHLESS" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number TEN ... the motion picture "Cocoanut Grove" provides another newcomer to YOUR HIT PARADE ... entering in tenth place this week is the sparkling ballad ... "You Leave Me Breathless".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

RUYSDAEL: Ladies and gentlemen, you constitute a jury, yes an immense nation-wide jury. And now, as jurors, may we ask you to hear certain evidence. This evidence has all been duly sworn and verified. Clerk, please proceed!

MAN: (STENTORIAN VOICE) Mr. Reuben Glenn Fleming, of Middlebury, North Carolina, says ...

VOICE: As an independent buyer, not connected with any cigarette manufacturer, I've been buying tobacco at the auctions for 10 years now. And at auction after auction, I have seen the most desirable types of tobacco go to Lucky Strike.

MAN: (STENTORIAN VOICE) Mr. Frank Brown of the Banner Warehouse, Martinville, Virginia, says ...

VOICE: As a tobacco warehouseman for 17 years - dealing with all cigarette companies - I've seen Lucky Strike buy exactly the same high-grade of tobacco at many different markets in North Carolina, South Carolina and Virginia.

MAN: (STENTORIAN VOICE) And now, Mr. L. A. Riggs of Goldsboro, North Carolina.

RIGGS: (CHANT 8 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina and Tennessee. I sold more than 8 million pounds this past season and I saw Lucky Strike get the nicest tobacco at every auction.

RUYSDAEL: Ladies and gentlemen of the jury there is the evidence. You have heard from actual eye-witnesses to the quality of the tobacco that is bought by all the different cigarette companies. Now these three independent tobacco experts have been smoking Luckies themselves for years. And they are typical of most other independent experts - auctioneers, buyers and warehousemen, not connected with any cigarette manufacturer. Among these independent experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records - sworn records which anyone may examine. (PAUSE) And so we await your decision, ladies and gentlemen of the jury. Weight the evidence. Consider well. Then - just try Luckies for a week and find out how much Lucky Strikes' finer tobaccos mean to you personally - to you as a smoker.

(FANFARE. . . .)

BARUCH: Here it is ... Number ONE ... holding the top spot
on the Lucky Strike Survey for the fourth consecutive
week is the song "Love Walked In."

("LOVE WALKED IN".CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("TI PI TIN" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number EIGHT ... here's the tune that's in eighth
place this week on YOUR HIT PARADE ... the Mexican
waltz favorite -- "Ti Pi Tin."

(MUSIC SWELLS AND FINISHES)

segue to

"LUCKY DAY".ORCHESTRA)

BARUCH: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Mark Warnow and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network, listen to Kay Kyser's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, that exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN".ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. Roy Oglesby of Winterville, N. C. and Mr. L. A. (Speed) Riggs of Goldsboro, N. C.

This is the COLUMBIA... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

ln/bs/rdf:

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE

SATURDAY, JUNE 11th, 1958
10:00 to 10:45 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39
2nd Sale ... 32 - 57
3rd Sale ... 33 - 38

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

BARUCH: 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 -- two to one.

("HAPPY DAYS ARE HERE AGAIN", ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Peter Van Steeden and
the Lucky Strike Orchestra. Later in the program we
shall introduce as our guest of the evening, Loretta
Lee ... charming young singing star of stage and radio
fame. Each week YOUR HIT PARADE brings you America's
favorite music ... the ten tunes which the Lucky Strike
Survey reveals as the most popular songs in the ~~land~~ ^{land.}

(CONTINUED)

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BARUCH: (continued)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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. Okay, Peter Van Steeden ... let's start our musical parade with the tune that's in tenth place after an absence of two weeks. From the motion picture "Joy of Living" ... "You Couldn't Be Cuter."

"YOU COULDN'T BE CUTER".QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("YOU LEAVE ME BREATHLESS" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FIVE . . . the new Warner Brothers' production
"Cocoanut Grove" provides the song that's jumped up five
spots on YOUR HIT PARADE to fifth place this week . . .
"You Leave Me Breathless."

(MUSIC SWELLS AND FINISHES)

segue to

("LOVE WALKED IN"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FOUR ... here's the song that's right behind
the leaders on the Lucky Strike Survey, in fourth
place this week ... "Love Walked In" from the motion
picture "Goldwyn Follies."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

RUYSDAEL: Way back in 1810 as we told you last week, they used to blow bugles to open a tobacco auction. But toward the end of the century - according to the famous auctioneer, Mr. F. E. Boone - they had begun to call the buyers together this way ...

(SOUND: CLANG OF BELL)

RUYSDAEL: Is that right, Mr. Boone?

BOONE: Yes, according to what the old-timers told me. They rang a bell in the warehouse. Then, the auctioneer gave his spiel.

RUYSDAEL: Tell us, Mr. Boone, was the chant of the auctioneer very different back in those days?

BOONE: It sure enough was, Mr. Ruysdael. You see, it was so much slower.

RUYSDAEL: Because the sales themselves went slower?

BOONE: That's right. And year by year, as the auctions speeded up, the auctioneer had to talk faster till finally he was chanting the way we do today.

RUYSDAEL: Could you show us how that development took place?

BOONE: Well - I can try. You see Old Time auctioneers simply talked the bids like this. (BOONE TALKS - 33 dollars BID...33...33...WHO'LL GIVE 34...34 DOLLARS BID - 34) Then, faster sales made him talk like this...(SAME ONLY FASTER). Finally, it got to this...(BOONE CHANTS VERY FAST - 8 SECONDS)

RUYSDAEL: And do all auctioneers now chant the way you do, Mr. Boone?

BOONE: Well - more or less...Of course, like everybody else, we're all different people and so our chants are different, too.

RUYSDAEL: Well - thank you, Mr. Boone. But now I think smokers may be interested to hear about one point in which the overwhelming majority of tobacco auctioneers and other independent tobacco experts are exactly alike...That's in their choice of Luckies. Yes, among these independent experts, auctioneers, buyers, and warehousemen, not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes put together! Over twice as many! This is a fact - established by sworn records - sworn records which anyone may examine. So remember this fact next time you buy cigarettes. And when you hear the chant of the tobacco auctioneer, remember ... with independent tobacco experts, with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE. . . .)

BARUCH: Number TWO ... this week second place on YOUR HIT
PARADE goes to a newcomer ... the song that's staged
a sensational climb in the nation's favor ... "Says
My Heart."

("SAYS MY HEART".GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("CATHEDRAL IN THE PINES" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number NINE ... Light up a Lucky while you listen to
the old-time ballad that's in ninth place ...

"Cathedral in the Pines."

(MUSIC SWELLS AND FINISHES)

segue to

("BROADWAY RHYTHM".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: A Lucky Strike Extra ... Here's Peter Van Steeden's
up-to-the-minute arrangement of a song that was a Hit
Parade favorite back in the Fall of 1935 ... "Broadway
Rhythm."

(MUSIC SWELLS AND FINISHES)

segue to

("LET ME WHISPER" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number EIGHT ... another newcomer to the Lucky Strike
Survey that's entering in eighth place this week ...

"Let Me Whisper."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE

LUCKY STRIKE "YOUR HIT PARADE"

GUEST APPEARANCE - JUNE 11, 1938 - LORETTA LEE

RUYSDAEL: A few days ago - under the heading "Success Story" - the following appeared in the New York World Telegram. (PAUSE) In the early days of Your Hit Parade, Loretta Lee sang as one of the show's vocalists. Now, in June, 1938, Loretta returns to Your Hit Parade - as a featured guest star! (PAUSE) Yes, that's part of the success story of Loretta Lee ... a story that began a few short years ago in her native New Orleans. There until she was 18, Loretta Lee sang for charities, benefits, social affairs. But, family and friends refused to take her singing very seriously. So, this Southern belle upped and took the train to New York... And in New York, success came quickly. The name Loretta Lee has become a familiar one over the air... in vaudeville...in New York's swankiest supper clubs. And tonight Your Hit Parade is proud to bring her back to this microphone - a singer we like to consider one of our very own ... Ladies and gentlemen ... lovely Loretta Lee!

(APPLAUSE)

RUYSDAEL: Tonight, Miss Lee sings Cole Porter's ever-popular "In the Still of the Night".

(LEE SINGS)

(APPLAUSE)

RUYSDAEL: That was beautiful, Loretta Lee. I certainly enjoy your singing.

LEE: Thank you, Mr. Ruysdael.

RUYSDAEL: Now, Miss Lee, I'd like to ask you a question if you don't mind.

LEE: Certainly, go ahead.

RUYSDAEL: Before we arranged for your appearance on this program tonight, we asked a number of your friends and people who have worked with you what cigarette you smoked. They told us Luckies. How many years is it that you have been smoking Lucky Strikes?

LEE: Why, I told you this afternoon, Mr. Ruysdael. I've been smoking Luckies for three years.

RUYSDAEL: Yes, I know you told me but I wanted you to repeat it so that the radio audience could hear you say it in your own words. You told me also why it was you smoke Luckies, and I wonder if you would repeat that, too?

LEE: Certainly, I'd be glad to. Like most southerners, I think I have a taste for good tobacco, and Luckies suit my taste to a T.

RUYSDAEL: Yes, but you said something else, too.

LEE: Yes, I also told you I smoke Luckies on account of my throat. You know, the kind of singing I do is anything but restful for the voice, and I have to take pretty good care of my throat. Luckies have been easy on my throat ever since I started smoking, so that's the Number Two reason for Luckies.

RUYSDAEL: Thank you, Miss Lee, and thanks for coming tonight and for your song.

LEE: I enjoyed being back, Mr. Ruysdael, but now ...
goodnight everybody.

(APPLAUSE)

RUYSDAEL: I wonder how many smokers realize that Lucky Strike is the only cigarette that offers you the finest tobacco plus the throat-protection of the process, "It's Toasted". This carefully guarded secret process has a purifying effect. It removes certain harsh throat irritants present in all tobacco, and enriches the natural mellowness of the leaf. The result is a light smoke...kind even to a singer's sensitive throat. So surely it stands to reason Luckies will be easy on your throat, too. Test this for yourself. Try Luckies for a week and let your own throat prove to you the throat protection of this exclusive process known as "It's Toasted".
Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

BARUCH: 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.)

BARUCH: On with YOUR HIT PARADE with Peter Van Steeden and the Lucky Strike Orchestra ... presenting all America's choice in popular music as shown by a careful check of the hit tunes throughout the nation.

TRIBUTE SPOT

(ORCHESTRA: "AMERICA AT ITS BEST".....THEME)

RUYSDAEL: YOUR HIT PARADE moves on to a highlight of the week...
a living tribute to the living ... the Lucky Strike
Award for the first citizens of America - those who
typify America At Its Best!

ORCHESTRA: THEME OUT...SEGUE TO BACKGROUND MUSIC...FADE FOR:)

RUYSDAEL: High in a Washington, D. C. Building sits a man who has
dedicated his life to your safety. Above his desk you
may read this: "No free government can survive that is
not based on the supremacy of the law." This, and this
only, is his creed - the creed of J. Edgar Hoover, Chief
of the G-Men.

ORCHESTRA: (SWELLS)

RUYSDAEL: The story of J. Edgar Hoover rests on one fact: He
hates crime! And to this end he has surrounded himself
with the greatest army against crime the world has ever
known, the men of the Federal Bureau of Investigation.
This bureau aims to give local police the benefit of its
experience and its freedom of action. The rapid
"breaking" of the recent James Cash, Jr. kidnapping in
Florida is typical of the manner in which Hoover and his
men cooperate with local authorities. But the G-men did
not always have such freedom of action. And therein
lies Hoover's big contribution to justice.

(continued)

RUYSDAEL: (continued) Until 1934 Investigator John Jones, could gather evidence on a criminal but he could neither arrest nor protect himself with firearms from that criminal. Due largely to Hoover's efforts, G-Man Jones was enabled to fight a criminal with his own tools. Thus equipped, the G-men broke the back of big-time kidnaping extortion and bank robbery in less than a year, writing a swift and relentless finis to the criminal careers of Dillinger, Nelson, Floyd, the Parkers, Clyde Barrow and many lesser thugs. At this time he was stung by taunts that he didn't participate in actual raids. So Hoover, in a single week, personally, led parties that captured the vicious Alvin Karpis and Harry Campbell. Within the same week his FBI agents captured the kidnapers in the Weyerhauser and the Stoll cases. In his fight against crime, he has written introductions to numberless books, has penned many magazine articles and lectured whenever called upon, scrupulously refusing to profit by a penny for his efforts. He feels that the Federal Bureau of Investigation pays a profit. In 1937 it returned more than eight times its cost of operation in Federal fines and recovered properties. Furthermore, it obtained convictions in 95% of all cases it brought to court.
(PAUSE)

(continued)

ATX01 0024532

RUYSDAEL: (continued) It is hard for those who know Hoover today to square his husky, six-footer proportions with his youth, when he was dismissed on sight as too small and scrawny by the Central High School football coach in Washington, D. C. In addition, he was relegated to the rear ranks, composed of little fellows, in the military company. One realizes what the boy was made of when, four years later, still pony sized, he was captain of that company and class valedictorian as well. Today he is still "Captain of the company" - in the war on crime! We hope that, wherever he may be tonight, he hears our heartfelt words. To us he will always be J. Edgar Hoover; gentlemen, crusader, relentless fighter for the right...America At It's Best!

(PANFARE)

BARUCH: Number THREE ... making its second appearance on YOUR HIT PARADE, here's the tuneful ballad that's climbed up three spots to third place ... "Lovelight In the Starlight."

("LOVELIGHT IN THE STARLIGHT" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("DON'T BE THAT WAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SEVEN ... sit back and relax with a Lucky
while the Orchestra plays the sparkling tune that's
in seventh place this week ... "Don't Be That Way."
(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

ANNOUNCER: In the heart of the Blue Grass region of Kentucky - in the city of Lexington - stands the largest tobacco warehouse in the world. It holds 2 million pounds of tobacco at a single sale ... has a driveway capacity for 200 loaded trucks ... and special prism lighting that eliminates glare so that buyers can judge tobacco accurately. Truly a monument to the whole tobacco industry, this great warehouse is operated by the famous tobacco man, Floyd Greene Clay. Now Mr. Clay is recognized as one of the highest authorities in Tobaccoland and he is absolutely impartial, dealing with all cigarette companies but not connected with any. So every smoker can respect Mr. Clay's opinion on cigarettes. Here's what Mr. Clay says:

MAN: For 19 years now I've seen just what tobacco each cigarette company buys and I know for a fact that Luckies select the choicest grades of tobacco...the best. That's the reason I've smoked Luckies, myself, ever since 1928.

ANNOUNCER: And there you have the honest impartial judgment of Floyd Greene Clay, operator of the world's largest tobacco warehouse. So, is it any wonder Luckies are the favorite with most other independent tobacco experts as well? Among these independent experts - warehousemen, auctioneers and buyers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. (continued)

ATX01 0024536

ANNOUNCER: (continued) This is a fact established by sworn records - sworn records which anyone may examine. Remember this fact next time you hear the chant of the tobacco auctioneer (CHANT 8 SECONDS) Try Luckies for a week. Find out for yourself how much more pleasure there is in a light smoke of the finest tobacco. Ask for Lucky Strike.

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SIX ... here's the song that's been a steady
favorite on YOUR HIT PARADE for the past twelve
weeks ... in sixth place this week ... "Please Be Kind."

(MUSIC SWELLS AND FINISHES)

segue to

(PANFARE.)

BARUCH: Here it is -- number ONE ... making its seventh appearance on YOUR HIT PARADE this week, here's the song that's climbed two spots to lead the Lucky Strike Survey for the first time ... "Cry Baby Cry."

("CRY BABY CRY" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LUCKY DAY" ORCHESTRA)

BARUCH: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Peter Van Steeden and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network, listen to Kay Kysar's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, that exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Ky. and Mr. Ray Oglesby of Winterville, N. C.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR HIT PARADE

SATURDAY, JUNE 18th, 1938
10:00 To 10:45 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39)
2nd Sale ... 32 - 37) 9 seconds each
3rd Sale ... 35 - 38)

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

BARUCH: 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 -- two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Peter Van Steeden and
the Lucky Strike Orchestra. Later in the program we
shall introduce as our charming guest of the evening,
the lovely Ramona -- original song stylist of radio and
stage. Each week YOUR HIT PARADE brings you America's
favorite music ... the ten tunes which the Lucky Strike
Survey reveals as the most popular songs in the land.

(continued)

BARUCH: (continued)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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. Okay, Peter Van Steeden -- start the musical ball rolling with the tune that's climbed up one spot this week to SIXTH place ... "Don't Be That Way."

("DON'T BE THAT WAY". ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(CATHEDRAL IN THE PINES" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FIVE ... climbing four spots to fifth place on
the Lucky Strike survey this week is the ballad ...

"Cathedral in the Pines."

(MUSIC SWELLS AND FINISHES)

segue to

("LOVE WALKED IN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARJCH: Number SEVEN ... making its twelfth appearance on YOUR
HIT PARADE ... in SEVENTH place this week is the
tuneful ballad from the motion picture "Goldwyn Follies" ...
"Love Walked In."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

RUYSDAEL: There's an old American tradition that calls for open dealing - everything above board - fair and square to all. And the old American institution of the tobacco auction offers one of the best examples of this. At a tobacco auction, all the cigarette companies openly bid in competition. The auctioneer chants each bid as it is made and cries out the final purchaser of each lot. For example, let us listen to three sales as they would actually be made on the warehouse floor. The first sale goes to, let's say, Z Company - the second sale to Y Company - and a third to the American Tobacco Company, makers of Lucky Strike Cigarettes. Now listen and see if you can follow the three sales.

(CHANT) 1st SALE - 20 - 22 - SOLD TO Z
2nd SALE - 27 - 28 - SOLD TO Y
3rd SALE - 37 - 38 - SOLD TO THE AMERICAN
TOBACCO COMPANY.

Well - that makes it pretty clear, doesn't it, why independent tobacco experts - auctioneers, buyers and warehousemen - are such good judges of cigarettes! ... They actually see who buys what tobacco. They're in a unique position to know the quality of the tobacco that goes into the different brands. And they choose Luckies by an overwhelming majority. Yes, among these independent experts, not connected with any cigarette manufacturer, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. (MORE)

RUYSDAEL:
Cont'd.

This is a fact established by sworn records - sworn records which anyone may examine. Next time you buy cigarettes, remember ... with independent experts - with men who know tobacco best, it's Luckies 2 to 1.

(FANFARE)

BARUCH: Number THREE ... from the motion picture "Cocoanut
Grove" comes the tune that's jumped up two spots to
third place among the Lucky Strike leaders ...
"You Leave Me Breathless."

("YOU LEAVE ME BREATHLESS" GIBSON & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LET ME WHISPER QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number NINE ... for its second appearance on YOUR
HIT PARADE, here's the song that's in ninth place
from Maine to Mexico ... "Let Me Whisper."

(MUSIC SWELLS AND FINISHES)

segue to

("I'LL NEVER SAY NEVER AGAIN, AGAIN"
"TOP HAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: A Lucky Strike double ... Peter Van Steedon presents
two grand songs of a few years back - rolled into a
special medley arrangement ... "I'll never Say
Never Again" and "Top Hat".

(MUSIC SWELLS AND FINISHES)

segue to

("I LET A SONG GO OUT OF MY HEART" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number EIGHT ... light up a Lucky while the Orchestra plays the tune which returns this week after an absence of a fortnight ... "I Let A Song Go Out Of My Heart."

(MUSIC SWELLS AND FINISHES)

GUEST APPEARANCE

GUEST APPEARANCE - RAMONA - June 18, 1938

RUYSDAEL: On Wednesday of this week in the famous Terrace Room of the Hotel New Yorker, a new and brilliant dance band was officially introduced for the first time to the smart set of the Metropolis ...

(RAMONA'S SIGNATURE AND MUSICAL ARRANGEMENT)

There you have the new musical signature of "Ramona and Her Men of Music".. Yes, the same Ramona you know so well as a singer - the young American girl who became the singing sensation of London and the Continent, too. But now she enjoys the added distinction of leading her own orchestra - an orchestra composed entirely of men, personally selected by herself from among the finest musicians in the country. Ladies and gentlemen, Lucky Strike is proud to present once more the girl who has made her name practically synonymous with rhythm ...
Ramona!

(APPLAUSE)

RUYSDAEL: Tonight, Ramona has chosen to sing "Exactly Like You".

(RAMONA SINGS)

(APPLAUSE)

RUYSDAEL: That was grand, Ramona. But now tell us ... How's it feel to be the girl leader of a man's band?

RAMONA: I love it, Mr. Ruysdael. What girl wouldn't?

RUYSDAEL: Well - I hope being a band leader isn't going to interfere with your singing.

RAMONA: (LAUGHING) Excuse me, Mr. Ruysdael, but as a band-leader I'm singing more than I ever did as a singer. I average 36 to 40 songs a night at the Terrace Room.

RUYSDAEL: And I understand you average a good many Luckies, too.

RAMONA: That's right, Mr. Ruysdael, but who told you?

RUYSDAEL: Well - as a matter of fact we got our information from a very good source - the cigarette girl in the Terrace Room. She told us that on the opening night you bought three packages of Luckies for yourself and your guests.

RAMONA: Well - it was an exciting occasion! Probably I smoked more than usual.

RUYSDAEL: You know, Ramona, Lucky Strike is proud of the fact that you smoke Luckies. That's why we made a point of checking up on you the other night. I hope you don't mind?

RAMONA: Not at all. But - I've been smoking Luckies for the past 5 years ... I'm not likely to change.

RUYSDAEL: Will you tell us why you prefer Luckies, Ramona?

RAMONA: Well - of course, I like their taste - but I think my main reason is because Luckies never bother my throat - no matter how much I'm singing.

RUYSDAEL: Thank you for telling us that, Ramona. And thanks for coming here tonight.

RAMONA: I enjoyed it, Mr. Ruysdael. But now I'm off to the New Yorker...Goodnight all.

(APPLAUSE)

RUYSDAEL: And Mr. and Mrs. Smoker, a word to you ... Doesn't it stand to reason that if Luckies are gentle even on a singer's sensitive throat ... they'll be gentle on your throat, too? Follow Ramona's example. Enjoy the throat-protection of the "Toasting" process. This exclusive process takes out certain harsh throat irritants found in all tobacco. *"Toasting" is really* ~~It is~~ a purifying process that removes undesirable elements and enriches the natural mellowness of the leaf. That's why Luckies are a light smoke, easy on any smoker's throat. Try Luckies for a week and let your own throat be the judge. Next time you buy cigarettes, ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

BARUCH: 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)

BARUCH: On with YOUR HIT PARADE with Peter Van Steeden and
the Lucky Strike Orchestra ... presenting all
America's choice in popular music as shown by a
careful check of the hit tunes throughout the nation.

TRIBUTE SPOT

TRIBUTE SPOT

ORCHESTRA: "AMERICA AT ITS BEST" ... THEME)

RUYSDAEL: YOUR HIT PARADE moves on to a highlight of the week ... a living tribute to the living ... the Lucky Strike Award for the first citizens of America - those who typify America At Its Best!

(ORCHESTRA: THEME OUT ... SEGUE TO BACKGROUND MUSIC .. FADE FOR:)

RUYSDAEL: A great play is in its last weeks of a record run tonight in Los Angeles, California. Within the hour the theatre will be jam-packed with glamorous Hollywood stars and plain, everyday people alike, all come to honor the star of that show VICTORIA REGINA. Although we know that at this moment she is deep in the bustle and confusion of curtain time, it is our hope that she may hear this, that she may know of our high esteem for her. She is a simple little woman, this star, probably the least pretentious person in the theatre today, although one of the greatest actresses of our time. But in her very simplicity and lack of pretense lies the reason for our love for her -- the woman, Helen Hayes.

(ORCHESTRA: SWELL.....)

RUYSDAEL: As the girl, Helen Brown, she had to learn from the beginning to make her own fun, for her parents hadn't the money for toys or other purchaseable pleasures. But her imagination was more than equal to the occasion and we find her, in her sixth year, tying with Granny Brown for knitting honors and with her cousins for the berrying championship of Washington, D. C. But those six years were about all little Helen was to know of natural childhood. By sheer accident, because a girl down the street couldn't remember her lines for a local play, Helen was drafted for the part. And those who saw her in that little play knew then that Helen Hayes Brown was destined for the stage. To her, those first few summers in New York productions were only fun. Strange days they were, when the tiny, pigeon-toed girl came under the masterful influence of wise and worldly Lillian Russell and the suave gentility of John Drew and William Gillette, who showered on her the attention reserved only for great artists. Then suddenly, her fairyland existence gave way to actuality. Standing on a half-darkened stage one night, the theatre abruptly stopped being a lark and became her career. To herself she whispered: "I belong on this stage. I want to become a fine actress." In time came success and later a husband, the playwright, Charles MacArthur, who was to help her capture a youth she never knew.

(continued)

RUYSDAEL: (continued) No need here to chart her rise to fame. The important thing, the thing most enduring and endearing about her is the rare good taste and common sense she has maintained throughout that rise. That, and the help and inspiration she has given to fellow artists in return, partly, for the aid she herself has received from girlhood. It may be a commentary on the times that we honor Helen Hayes for her plain, common sense. Yet in saluting her we are, in a sense, doing exactly that. For in her we have that rarest of rare combinations; artist, wife, mother -- great woman who dares to be her plain self: Helen Hayes, America At Its Best!

(ORCHESTRA: SWELLS ETC)

("PLEASE BE KIND" GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number TEN ... here's the song that's been a favorite
on YOUR HIT PARADE for the past three months ... in
tenth place this week ... "Please Be Kind."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

BARUCH: Number TWO ... up among the Lucky Strike leaders for
the third consecutive week, here's the tune that's
in second place ... "Cry Baby Cry."

("CRY BABY CRY". QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

Commercial #2 - June 18, 1938

-20-

RUYSDAEL: If you want to learn to do this ...

BOONE: (CHANT 8 SECONDS)

RUYSDAEL: Yes, if you want to learn the chant of the tobacco auctioneer, I can recommend you to a school. For, at the present time, there actually is a school for tobacco auctioneers down in Greenville, North Carolina. It is run by the famous tobacco auctioneer, Otis Grey Rucker.

BOONE: And he's one of the best in the business, Mr. Ruysdael!

RUYSDAEL: You know him, Mr. Boone?

BOONE: Yes sir, I do. "Ruck" Rucker had been a tobacco auctioneer for a number of years before I started - and that's 25 years ago now.

RUYSDAEL: He must still be very active, for, besides his school, I understand that he holds an important position as sales manager and auctioneer at the Center Brick Warehouse in Greenville.

BOONE: That's right, "Ruck" still rates tops today.

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RUYSDAEL: Well, Mr. Boone, I'm glad you told us these facts about Mr. Rucker, because I want to read you something he said recently to a group of people down in his home town. Now here it is. (PAUSE) I know that the finest tobacco at the auctions goes to the American Tobacco Company for Luckies and I would stake my reputation as an independent tobacco man on this statement. I have been smoking Luckies myself ever since 1917 and I notice that most all my friends in the tobacco business smoke Luckies also ... (PAUSE) Yes Otis Grey Rucker, is typical. Among independent tobacco experts - buyers, warehousemen and auctioneers, not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined ... ~~And~~ this is a fact established by sworn records which anyone may examine. Next time you buy cigarettes remember: With independent experts - with men who know tobacco best - it's Luckies 2 to 1!

("LOVELIGHT IN THE STARLIGHT", CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FOUR ... sit back and enjoy a Lucky while
 the Orchestra plays the tune that's right behind the
 leaders in fourth place this week ... "Lovelight in
 the Starlight."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

BARUCH: Before we play NUMBER ONE ... let's remember another Number One in all our hearts - Father! In a few hours it will be Father's Day ... so let's all give him a hearty salute - here's to you - Dad. (APPLAUSE) And now ... Number ONE ... on Your Hit Parade. Entering at Number Two last week it climbed this week to the top ... "Says My Heart" from the motion picture "Cocoanut Grove."

("SAYS MY HEART" GIBSON & ORCHESTRA)

("LUCKY DAY" ORCHESTRA)

BARUCH: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Peter Van Steeden and the Lucky Strike Orchestra. (PAUSE) Next Wednesday night over a different network, listen to Kay Kyser's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, that exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. "Speed" Riggs of Goldsborough, North Carolina and Mr. F. E. Boone of Lexington, Kentucky.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

lg/rdf:

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JUNE 25, 1938
10:00 to 10:45 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 35 - 38)
2nd Sale ... 34 - 39) 9 seconds each
3rd Sale ... 32 - 37)

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

BARUCH: 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 - two to one.

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... all America's
choice in popular music played by Peter Van Steeden
and the Lucky Strike Orchestra. And as our guest
this evening, we shall present Conrad Thibault, famous
baritone of radio. Each week YOUR HIT PARADE brings
you America's favorite music ... the ten tunes which
the Lucky Strike Survey reveals as the most popular
songs in the land.

(continued)

ATX01 0024565

BARUCH: (continued)

The leaders in sheet music and record sales -- the songs played most frequently on the radio -- and the tunes you request when you're out dancing ... all these figures are assembled 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 Peter Van Steeden ... Start the nation dancing with the song that's SIXTH in all America's favor this week ... "Cry Baby Cry."

("CRY BABY CRY" QUARTET & ORCHESTRA.)

(MUSIC SWELLS & FINISHES)

segue to

("YOU LEAVE ME BREATHLESS". GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FOUR ... right behind the leaders on YOUR HIT
PARADE in fourth place this week is the sparkling ballad
from the motion picture "Cocoanut Grove" ... "You Leave
Me Breathless."

(MUSIC SWELLS & FINISHES)

segue to

("LOVE WALKED IN" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number SEVEN ... holding the same spot on the Lucky
Strike Survey, here's the song that's been in seventh
place for the last two weeks ... "Love Walked In."

(MUSIC SWELLS & FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1 - June 25, 1938

ANNCR: Right now, down in Dixie, tobacco is in flower. Yes, and those delicate white tobacco blossoms are among the rarest and most beautiful sights of the land. Only a very limited number of tobacco plants chosen for seed purposes are allowed to come to bloom. Most plants have their buds carefully snipped off, so that all the goodness will be concentrated in the precious leaves. Well, and how does the tobacco crop look for 1938? Let's ask the famous auctioneer, Elvin Bradley Hicks - "Jimmy" Hicks to his friends. He's just gotten into town this week from Kinston, North Carolina. So, tell us, Jimmy, how does the crop look down there?

HICKS: Why - it's coming along fine, Mr. Ruysdael. Warehousemen and auctioneers I've talked with all agree it looks like an A-1 year.

ANNCR: You tobacco experts keep a close watch on the crops, don't you?

HICKS: Yes, most of us keep visiting from farm to farm all during the tobacco-growing season.

ANNCR: I suppose that gives you a kind of "preview" of the tobacco that will come to the auctions in the Fall.

HICKS: That's right, Mr. Ruysdael.

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ANNOUNCER: Well - thank you - Jimmy Hicks. And, ladies and gentlemen, since this is Mr. Hick's first visit to Your Hit Parade, let me say that he has been known throughout Tobaccoland for the past 21 years as a truly great auctioneer. Last season alone, he sold the record amount of 23,000,000 pounds of tobacco. Mr. Hicks has been a Lucky Strike smoker for the past 14 years. So his chant which you hear now (CHANT 8 SECONDS) The chant of this famous auctioneer is another powerful reminder that .. with men who know tobacco best, it's Luckies 2 to 1. Yes, among independent tobacco experts like Mr. Hicks - auctioneers, buyers, and warehousemen, not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records - sworn records which anyone may examine. So, next time you buy cigarettes, follow the example of the experts. Make sure of a light smoke of the finest center-leaf tobacco. Ask for Lucky Strike.

(FANFARE. . . .)

BARUCH: Number THREE ... here's a Lucky Strike newcomer by
Allie Wrubel that's entering this week 'way up in
third place ... the Lucky Strike Orchestra plays ...
"Music Maestro Please."

("MUSIC MAESTRO PLEASE".GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("DON'T BE THAT WAY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number TEN ... this week tenth place goes to a song that's been a consistent favorite for the past two months. Light up a Lucky while you listen to "Don't Be That Way."

(MUSIC SWELLS & FINISHES)

segue to

"CATHEDRAL IN THE PINES" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number NINE ... making its fifth appearance on YOUR
HIP PARADE, here's the song that's in ninth place
this week ... "Cathedral in the Pines."

(MUSIC SWELLS & FINISHES)

GUEST SPOT

GUEST APPEARANCE - CONRAD THIBAULT

ANNCR: The scene is a department store - one of New York's biggest. And we're in the elevator, approaching the sixth floor. Listen . . .

(SOUND: ELEVATOR DOOR OPENING)

MAN: 6th Floor! Junior Misses Underwear! Lingerie, stockings...(FADE OUT)

ANNCR: Well - and if we had stepped out of the elevator into that Junior Misses Underwear Department, a few short years ago, we would have seen a tall and personable young man acting as floorwalker - a young man destined to become one of radio's great baritones - Conrad Thibault. Yes, our good friend, Conrad, spent six months as a floorwalker - six months before he got the chance to use his voice instead of his feet. But when success did come to him, it was swift and sudden. One of the most popular of that famous crew who once sailed the air-waves on radio's beloved "Show Boat", Conrad Thibault has been steadily adding to his reputation ever since. Only yesterday Conrad blew into town from Newport where he has been vacationing and - incidentally - doing some real sailing. And tonight Lucky Strike is glad to bring him once again before our microphone ... Ladies and gentlemen, our good friend - and great singer - Conrad Thibault.

(APPLAUSE)

ANNC'R: Well - Conrad what are you going to sing for us tonight?

THIBAULT: One of my own favorites, Basil, and I hope you like it...It's "With A Song In My Heart".

(SINGS.....APPLAUSE)

ANNC'R: Thank you, Conrad Thibault...And I think, after that song, everyone will understand why Lucky Strike takes pride in Conrad Thibault's known record as a Lucky Strike smoker. His preference for Luckies has been established not only by his own declaration but by a thorough and repeated check among his friends and associates. (PAUSE) Mr. Thibault has smoked Luckies for the past 8 years.

THIBAULT: And I have no doubt, Basil, I'll be smoking them for the next 8 years, too.

ANNC'R: Could you make plain to the radio audience just why you do prefer Luckies, Conrad?

THIBAULT: Why, I started on Luckies back when I was a student at Curtis Institute. At that time I believe I was using my voice more than I ever have since. Yet even so, Luckies never bothered my throat.

ANNC'R: And is that the reason you have continued to smoke them?

TIBAUT: Yes, because besides being a grand cigarette, they're always easy on my throat.

ANNCR: Thank you, Conrad Thibault. And it's been nice seeing you again.

THIBAUT: I enjoyed being here. Goodnight everyone.

(APPLAUSE)

ANNCR: Now here's why Conrad Thibault and many other famous stars of radio, stage, opera, and screen -- people who can't risk throat irritation from smoking -- choose Luckies for their cigarette. Lucky Strike has an exclusive process known as "It's Toasted". This process takes out certain harsh throat irritants found in all tobacco. With these impurities out, the flavor of the tobacco is naturally more mellow. So "Toasting" makes Luckies a light smoke, easy on any smoker's throat. Try Luckies for a week and let your own throat prove to you this throat protection which only Lucky Strike offers you. Begin your one week test next time you buy cigarettes. Ask for Lucky Strike.

("LUCKY DAY". ORCHESTRA)

BARUCH: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

("LUCKY DAY" SWELLS & FINISHES)

BARUCH: On with YOUR HIT PARADE with Peter Van Steeden and the Lucky Strike Orchestra ... presenting all America's choice in popular music as shown by a careful check of the hit tunes throughout the nation.

TRIBUTE SPOT

TRIBUTE SPOT

(ORCHESTRA: "AMERICA AT ITS BEST" THEME)

RUYSDAEL: YOUR HIT PARADE moves on to a highlight of the week ... a living tribute to the living ... the Lucky Strike Award for the first citizens of America ... those who typify America At Its Best. (MUSIC - ALEXANDER'S RAGTIME BAND) The man we salute tonight has put more songs into the heads and the hearts of people than any living man. Of him, his eminent fellow composer, Jerome Kern says, "He is American music!" -- the man, Irving Berlin!

(ORCHESTRA: CLIMACTIC MUSIC AND THEN MODULATE UNDER TALK)

RUYSDAEL: (OVER MUSIC) As part of our tribute to Irving Berlin tonight, we play some typical strains that have made him famous. Of his ballads, here is the one the world, and incidentally, he himself, likes best ... "Always."

(ORCHESTRA: "ALWAYS"THEN MODULATE UNDER TALK) 16 bars

RUYSDAEL: Still loved by everyone is Irving Berlin's ballad, "What'll I Do."

(ORCHESTRA: "WHAT'LL I DO") 16 bars

RUYSDAEL: And here's another Irving Berlin song that has become a popular classic ... "A Pretty Girl Is Like A Melody."

(ORCHESTRA: "A PRETTY GIRL IS LIKE A MELODY") 16 bars
SEGUE TO "ALEXANDER'S RAGTIME BAND" ... FAINTLY &
IMPRESSIONISTICALLY, GROWING STRONGER UNDER TALK)

RUYSDAEL: (OVER MUSIC) His beginning was the most humble. Son of an immigrant, the boy, Izzy Baline, arrived in New York with his brother and five sisters at the age of four. Immediately he was swallowed up in the noise and hub-bub of the East Side, which later he was to transmute into music: the wash of the river, the alarms of street cars, roar of the elevated, screams of fire engines; the very essence of his adopted city and country. As a lad he did what he could to help support the Baline brood, selling papers, running errands, adding his grubby pennies each night to the skimpy family fund. But this wasn't to be his life. At 14 he found work in the East Side bars and taverns as a singing waiter. Fired for napping after working all of one night, he turned to writing songs as an outlet. His first song, "Marie from Sunny Italy," brought him only 33 cents but his joy was boundless, for Irving Berlin had come home! His first hit was "My Wife's Gone to the Country," but it was not until another song crashed out from a million band stands that the world took notice of this slight, dark, nervous 24-year old genius -- "Alexander's Ragtime Band," that now, 25 years later, has become the basis of a motion picture built around his works.

(ORCHESTRA: BUILD "ALEXANDER'S RAGTIME BAND")

RUYSDAEL: Then the war, and Sergeant Irving Berlin became the army's unofficial Composer-In-Chief. The whole army -- in fact, the whole English-speaking world was singing: "Oh, How I Hate To Get Up in the Morning." (PAUSE) Irving Berlin became an institution. Songs, more songs, still more songs - yes, more than 700 in all - streamed from his fertile brain and the heart of him. Unable to read a note of music and but the most elementary of piano players, he builds his songs often around a phrase such as "What'll I Do," picking out his melodies from only the black keys of the piano in the only key he knows -- F sharp.

(PIANO: SWELL "WHAT'LL I DO" AND DOWN UNDER)

RUYSDAEL: In this way his greatest songs were written. There is all of America in the songs of Irving Berlin; the America of action, of triumph, of greatness. Tonight, as he works on still more songs high up in a Manhattan skyscraper, we hope he has had time to hear this tribute - to know of our great esteem for him. For this man has indeed given millions of happy carefree moments to millions of people. Irving Berlin - gentleman, artist, genius - America At Its Best!

(FANFARE)

BARUCH: Number TWO . . . skyrocketing up six spots on YOUR HIT
PARADE this week, here's the song that's in second place
from the Empire State to the Golden Gate ...
"I Let a Song Go Out of My Heart."

("I LET A SONG GO OUT OF MY HEART" CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("OH MAMA" GIBSON, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number EIGHT ... another Lucky Strike newcomer that's entering in eighth place this week ... the novelty tune "Oh Mama".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

RUYSDAEL: Listen to these reports ... from every section of
Tobaccoland!

(SOUND: TELEGRAPH KEY)

ANNOUNCER: Georgia! G. F. Tilley, independent tobacco buyer on
the Nashville, Georgia market, has been watching what
the different cigarette companies buy for 18 years.
He smokes Luckies because - in his own words - they
consistently buy the finest grades of tobacco. And -
Mr. Tilley also says - most other independent tobacco
men smoke Luckies, too.

(SOUND: TELEGRAPH KEY)

ANNOUNCER: Kentucky! Reyburn R. Rose, famous tobacco auctioneer
of Bowling Green, Kentucky reports Luckies "tops"
among independent tobacco men. Mr. Rose himself has
smoked Luckies for 20 years because QUOTE. I know the
quality of tobacco in them. END QUOTE.

(SOUND: TELEGRAPH KEY)

ANNOUNCER: North Carolina! Branch Bobbitt - warehouse owner of
Farmville, North Carolina says: (PAUSE) The A-1 leaf
in Luckies is why I smoke them and I have noticed that
most of the independent tobacco men I've seen smoke
Luckies, too.

(SOUND: TELEGRAPH KEY HOLD 2 SECONDS)

RUYSDAEL: From every corner of Tobaccoland - Georgia, the Carolinas, Florida, Virginia, Tennessee and Kentucky - the reports are the same. Luckies are the overwhelming favorite of the men who know tobacco best. For your interest, here are the actual figures. (PAUSE) Among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records - sworn records which anyone may examine. So think of this fact the next time you buy cigarettes ... follow the lead of the tobacco experts and ask for Lucky Strike.

("LOVELIGHT IN THE STARLIGHT" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Number FIVE ... Sit back and light up a Lucky Strike while you listen to the tuneful ballad that's in fifth place ... "Lovelight in the Starlight."

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE)

BARUCH: Here it is ... Number ONE ... entering YOUR HIT PARADE
 three weeks ago, here's the song that's "tops" in
 America's favor for the second consecutive week . . .
 "Says My Heart."

("SAYS MY HEART" GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

(*LUCKY DAY*)

BARUCH: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Peter Van Steeden and the Lucky Strike Orchestra.. (PAUSE) Next Wednesday night over a different network, listen to Kay Kyser's Musical Klass and Dance ... a full hour of fun and music. See your local newspaper for time and station, and be sure to tune in. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes -- first, the exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine ... With independent experts, with men who know tobacco best, it's Luckies two to one.

(*HAPPY DAYS ARE HERE AGAIN* ORCHESTRA)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky and Mr. E. B. Hicks of Kinston, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC ... NEW YORK

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