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ATK01 0245568

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 7, 1951 Program # 841 Network: NBC Broadcast: 9:00 - 9:30 PM EDST  
Repeat: 9:00 - 9:30 PM PDST  
(By transcription)

## ROUTINE

### OPENING COMMERCIAL

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1. HOW HIGH THE MOON (4)      | EILEEN WILSON &<br>GIRLS QUARTET   |
| 2. ON TOP OF OLD SMOKY (3)    | SNOOKY LANSON &<br>DOROTHY COLLINS |
| 3. HEAT WAVE                  | ORCHESTRA                          |
| 4. MISTER AND MISSISSIPPI (2) | EILEEN WILSON &<br>OCTET           |

### COMMERCIAL NO. 1

- |  |   |
|--|---|
| 5. MOCKIN' BIRD HILL (7)                     | DOROTHY COLLINS &<br>TRIO                         |
| 6. MY TRULY TRULY FAIR (6)                   | RUSSELL ARMS &<br>HIT PARADERS                    |
| 7. BLUE SKIES                                | ORCHESTRA   |
| 8. THE LOVELIEST NIGHT OF THE YEAR (5)       | SUE BENNETT &<br>HIT PARADERS                     |
| 9. THERE'S NO BUSINESS LIKE<br>SHOW BUSINESS | EILEEN WILSON,<br>SNOOKY LANSON &<br>HIT PARADERS |

### COMMERCIAL NO. 2

- |                   |                                 |
|-------------------|---------------------------------|
| 10. TOO YOUNG (1) | SNOOKY LANSON &<br>HIT PARADERS |
|-------------------|---------------------------------|

### CLOSING COMMERCIAL

KA-526

ATX01 0245569

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #241

9:00-9:30 PM EDST

JULY 7, 1951

SATURDAY

OPENING COMMERCIAL

BOONE: (CHANT -- 65 to 68 -- SOLD AMERICAN)

BARUCH: "YOUR HIT PARADE" -- presented by LUCKY STRIKE!

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, fine tobacco and only fine tobacco  
can give you a better-tasting cigarette.  
And LS/MFT -- Lucky Strike means fine  
tobacco. That's why Luckies taste better  
than any other cigarette! So, Be Happy --  
Go Lucky!

YOUR HIT PARADE  
JULY 7, 1951

-B-

OPENING COMMERCIAL (CONTINUED)

ORCHESTRA: ("BE HAPPY -- GO LUCKY") UP AND FADE FOR

BARUCH: YOUR HIT PARADE! . . . presented by Lucky  
Strike . . . featuring the Lucky Seven Songs  
of the Week . . . and Snooky Lanson . . .  
Eileen Wilson . . . Dorothy Collins . . .  
the Hit Paraders . . . and Raymond Scott  
and the Lucky Strike Orchestra . . .  
YOUR HIT PARADE!

ORCHESTRA: ("BE HAPPY -- GO LUCKY") UP AND OUT

ATX01 0245571

YOUR HIT PARADE  
JULY 7, 1951

-3-

BARUCH: And here we go with Your Hit Parade!  
Eileen Wilson and the Hit Paradars lead  
off with Survey Song Number FOUR!

("HOW HIGH THE MOON" . . . . . EILEEN WILSON &  
GIRLS QUARTET)

(APPLAUSE)

ATX01 0245572

BARUCH: That was "How High the Moon", the Song that's Number FOUR all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines . . . an accurate, authentic tabulation of America's taste in popular music . . . "YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number THREE! Snooky Lanson and Dorothy Collins team up for the tune that's number THREE . . . . .  
"ON TOP OF OLD SMOKY"!

("ON TOP OF OLD SMOKY" . . . . . SNOOKY LANSON &  
DOROTHY COLLINS)

(APPLAUSE)

MUSIC: (HIT AND FADE)

BARUCH: A happy-go-lucky Extra! Raymond Scott  
and the Orchestra match the weather with  
a seasonal sizzler, as they swing out  
with . . . . "HEAT WAVE"!

("HEAT WAVE" . . . . . ORCHESTRA)

(APPLAUSE)



YOUR HIT PARADE  
JULY 7, 1951

-6-

MUSIC: (HIT AND FADE)

BARUCH: Song Number TWO! Here's Eileen Wilson,  
the Hit Paraders, and the tune that  
challenges the winner . . . Number TWO  
. . . . "MISTER AND MISSISSIPPI"!

("MISTER AND MISSISSIPPI" . . . . . EILEEN WILSON &  
OCTET)

(APPLAUSE)

COMMERCIAL NO. 1

ATK01 0245575

THE AMERICAN TOBACCO COMPANY -C-  
LUCKY STRIKE  
"YOUR HIT PARADE"  
SATURDAY, JULY 7, 1951

COMMERCIAL #1

ORCH: ("BE HAPPY -- GO LUCKY" -- HIT AND FADE)

ARMS: Sailors are a fickle lot  
With gals around the sea,  
But they are true to Lucky Strike  
'Cause -- L.S.M.F.T!

(SAYS) Fine tobacco makes Luckies taste better than any other cigarette!

BENNETT: Tennis -- tennis, anyone?  
It's splendid exercise,  
And the winner gets these better-tasting  
Luckies as the prize!

(SAYS) Millions know -- Luckies taste better than any other cigarette!

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

(M O R E)

THE AMERICAN TOBACCO COMPANY -D-  
LUCKY STRIKE  
"YOUR HIT PARADE"  
SATURDAY, JULY 7, 1951

COMMERCIAL #1 (CONTINUED)

LANSON: Friends, if you want more enjoyment from every cigarette you smoke, switch to Lucky Strike -- because Luckies taste better than any other cigarette! Yes, <sup>see</sup> every Lucky Strike is smooth and mellow -- far better-tasting than any other cigarette you've ever put a match to. You see, fine tobacco and only fine tobacco always gives <sup>you</sup> the full enjoyment of a better-tasting cigarette, and -- LS/MFT -- Lucky Strike means fine tobacco. So, friends, for complete smoking enjoyment, Be Happy -- Go Lucky -- ~~and~~ make your next carton Lucky Strike. You'll agree <sup>that</sup> -- Luckies taste better than any other cigarette!

CHORUS:  
(REPRISE)  
(LONG CLOSE) Be Happy -- Go Lucky  
Go Lucky Strike today!

MUSIC: (HIT AND FADE)

BARUCH: Dorothy Collins and Survey Song Number  
SEVEN -- the melodious song that's Number  
SEVEN tonight . . . . "MOCKIN' BIRD HILL"!

("MOCKIN' BIRD HILL" . . . . . DOROTHY COLLINS &  
TRIO)

(APPLAUSE)

YOUR HIT PARADE  
JULY 7, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! Here's Russell  
Arms and the Hit Paraders with the tune  
that's in SIXTH place again this week . . . .  
"MY TRULY TRULY FAIR"!

("MY TRULY TRULY FAIR" . . . . . RUSSELL ARMS &  
HIT PARADERS)

(APPLAUSE)

ATX01 0245579

YOUR HIT PARADE  
JULY 7, 1951

-11-

MUSIC: (HIT AND FADE)

BARUCH: Another Lucky Strike Extra! Raymond Scott  
and the Orchestra come up with a musical  
prediction, as they play Irving Berlin's  
ever-popular . . . . "BLUE SKIES"!

("BLUE SKIES" . . . . . ORCHESTRA)

(APPLAUSE)

YOUR HIT PARADE  
JULY 7, 1951

-12-

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE! It's the beautiful waltz the  
Survey finds in the Number FIVE spot this  
week! Sue Bennett and the Hit Paraders  
sing . . . "THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . SUE BENNETT &  
HIT PARADERS)

(APPLAUSE)

ATX01 0245581

YOUR HIT PARADE  
JULY 7, 1951

-13-

MUSIC: (HIT AND FADE)

BARUCH: Curtain going up on a Lucky Strike Extra!  
The spotlight turns to Eileen Wilson and  
Snooky Lanson as they take center stage  
for . . . "THERE'S NO BUSINESS LIKE SHOW  
BUSINESS":

("THERE'S NO BUSINESS LIKE SHOW BUSINESS" . . . EILEEN WILSON  
SNOOKY LANSON &  
HIT PARADERS)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245582



THE AMERICAN TOBACCO COMPANY -E-

LUCKY STRIKE

"MAJOR HIT PARADE"

SATURDAY, JULY 7, 1951

COMMERCIAL #2

ORCH: ("BE HAPPY -- GO LUCKY" -- HIT AND FADE  
INTO)

ARMS: We've rounded up a finer smoke  
Out on the lone prair-ree!  
Our brand is known for better taste  
'Cause L.S./M.F.T!

(SAYS) Yes, fine tobacco makes Luckies  
taste better than any other cigarette!

BENNETT: Now smoking joy is quick to get  
This very simple way,  
Just switch your brand to Lucky Strike  
For better taste today!

(SAYS) I mean it -- Luckies taste better  
than any other cigarette!

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

(M O R E)

ATX01 0245583

THE AMERICAN TOBACCO COMPANY -F-  
LUCKY STRIKE  
"YOUR HIT PARADE"  
SATURDAY, JULY 7, 1951

COMMERCIAL #2 (CONTINUED)

BARUCH: Friends -- have you smoked a LUCKY lately?  
Maybe you've been missing something. There's  
a mighty good reason why you'll BE HAPPY  
when you GO LUCKY! You see -- in a cigarette  
it's the tobacco that counts. Don't let  
anybody tell you different -- there's no  
substitute for fine tobacco - and - LS/MFT  
-- LUCKY STRIKE Means Fine Tobacco. It's  
fine tobacco - and only fine tobacco - that  
can give you the real deep-down smoking  
enjoyment you want in a cigarette. Remember  
-- there's no substitute for fine tobacco --  
and don't let anybody tell you different.  
The next time you buy cigarettes -- ask for  
LUCKY STRIKE -- you'll find out for yourself  
what millions of smokers know - that LUCKIES'  
fine tobacco <sup>and quality of product</sup> give you the best-tasting  
cigarette you've ever smoked! Yes, you'll  
BE HAPPY when you GO LUCKY -- because LUCKIES  
taste better than any other cigarette!

CHORUS:  
(REPRISE)  
(LONG CLOSE) Be Happy -- Go Lucky  
Go Lucky Strike today!

ATX01 0245584

(FANFARE NUMBER ONE)

BARUCH: Number ONE . . . (DRUM ROLL) . . . The Top  
Tune of the Week! The Song the Survey finds  
in FIRST PLACE . . . (DRUM ROLL OUT). Here's  
the song you've been waiting to hear . . .  
the tune that still wears the winner's crown  
at the very head of Your Hit Parade! Snooky  
Lanson and the Hit Paraders present Song  
Number ONE . . . "TOO YOUNG"!

("TOO YOUNG" . . . . . SNOOKY LANSON &  
HIT PARADERS)

(APPLAUSE)

YOUR HIT PARADE  
JULY 7, 1951

-G-

CLOSING

ORCHESTRA: ("BE HAPPY -- GO LUCKY" -- HIT AND FADE)

BARUCH: Your Hit Parade has brought you the Lucky Seven Songs of the Week with Eileen Wilson, Snooky Lanson, Dorothy Collins, the Hit Paraders, and Raymond Scott and the Lucky Strike Orchestra. Don't forget to tune in GUY LOMBARDO TIME tomorrow night and every Sunday night. Consult your newspaper for time and station. That's GUY LOMBARDO TIME, presented by Lucky Strike! In the meantime, friends, remember, Luckies taste better than any other cigarette!

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE - DOWN AND OUT)

BARUCH: Tonight Your Hit Parade begins an eight-week summer vacation. We'll return with with the Lucky Seven Songs of the Week on September 8th.

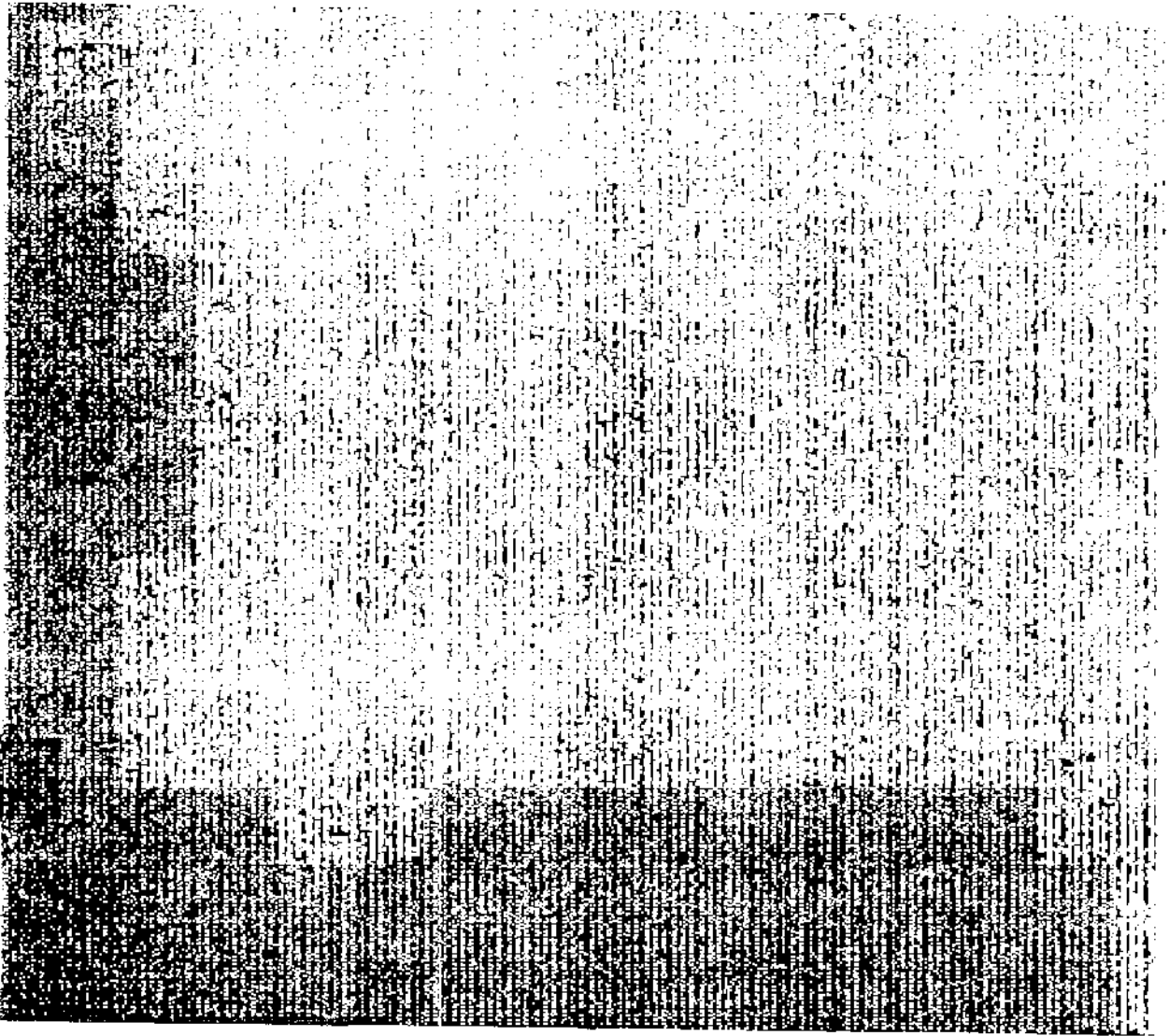
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ATX01 0245586

HIATUS

JULY 14, 1951 - SEPTEMBER 1, 1951

ATK01 0245587



# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 6, 1951 Network: NBC Broadcast: 10:00-10:30 PM EDST  
Program #1 Repeat:  
(Broadcast #342)

## ROUTINE

### OPENING COMMERCIAL

- |                           |               |
|---------------------------|---------------|
| 1. SHANGHAI (4)           | KENNY GARDNER |
| 2. COME ON-A MY HOUSE (3) | TRIO          |
| 3. TOO YOUNG (2)          | MONICA LEWIS  |

### COMMERCIAL NO. 1

- |  |                         |
|--|-------------------------|
| 4. RAINDROP SERENADE                   | TWIN PIANOS             |
| 5. THE LOVELIEST NIGHT OF THE YEAR (5) | KENNY MARTIN            |
| 6. SWEET VIOLETS (7)                   | KENNY GARDNER &<br>TRIO |
| 7. I GET IDEAS (6)                     | MONICA LEWIS            |

### COMMERCIAL NO. 2

- |  |               |
|--|---------------|
| 8. WHEN MY SUGAR WALKS DOWN THE STREET | CLIFF GRASS   |
| 9. BECAUSE OF YOU (1)                  | BILL FLANAGAN |

### CLOSING COMMERCIAL

**BAROCH:**

**YOUR HIT PARADE** returns to the air -- presented by  
**Lucky Strike** and starring **Guy Lombardo** and his  
**Royal Canadians.**

ATX01 0245590



-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #1

(Broadcast #842)

10:00-10:30 PM EDST

SEPTEMBER 6, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT 65 -- 68 -- SOLD AMERICAN)

BARUCH: Lucky Strike welcomes you to the fall opening of Your Hit Parade, and its 842nd broadcast! And this year, to add to your enjoyment, Your Hit Parade stars -- Guy Lombardo and his Royal Canadians!

(APPLAUSE)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy -- Go Lucky because Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette.

ORCH: ("BE BAPPY -- GO LUCKY" -- UP AND OUT BEHIND)

ATX01 0245591

YOUR HIT PARADE  
SEPTEMBER 6, 1951

-B-

OPENING COMMERCIAL (CONTINUED)

BARUCH: YOUR HIT PARADE ... presented by LUCKY STRIKE,  
featuring the Lucky Seven Songs of the Week  
and starring Guy Lombardo and his Royal  
Canadians, ~~Carmen, Lebert and Victor with~~  
~~Kenny Gardner~~ <sup>with</sup> and YOUR LUCKY STAR OF THE  
WEEK ... Monica Lewis!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245592

*Music: (Hit and Fade)*

LOMBARDO: Tonight it is my pleasure to introduce a new feature of Your Hit Parade -- each week an outstanding singer will be selected as YOUR LUCKY STAR OF THE WEEK! Tonight it's lovely Monica Lewis with the song that's Number TWO on the Survey . . . .  
"TOO YOUNG"!

("TOO YOUNG" . . . . . MONICA LEWIS &  
ROYAL CANADIANS)

(APPLAUSE)

LOMBARDO: Thank you, Monica Lewis!

COMMERCIAL #1

THE AMERICAN TOBACCO COMPANY -C-  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, SEPTEMBER 6, 1951

COMMERCIAL #1

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, we say, "Luckies taste better than any other cigarette!" -- and you have a perfect right to know why we make that statement. So here are the facts. The taste of anything depends on two things -- first, what it's made of, second, how it's put together. Now, to get better taste in a cigarette, you must begin with fine tobacco. That's right, there's no substitute for fine tobacco -- don't let anybody tell you different, and -- LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better. That's why they're always round and firm with no loose ends. That's why Luckies are always fresh and smooth smoking. Yes, you can depend on Luckies' fine tobacco and superior workmanship to make every single Lucky Strike a far better tasting cigarette -- mellow, deeply enjoyable. So, if you haven't tried a Lucky lately, pick up a carton today. You'll agree -- Luckies taste better than any other cigarette! Be Happy -- Go Lucky!

(CONTINUED)

ATK01 0245594

THE AMERICAN TOBACCO COMPANY -D-  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, SEPTEMBER 6, 1951

COMMERCIAL #1 (CONTINUED)

CHORUS:           Be Happy -- Go Lucky  
                  Be Happy -- Go Lucky Strike  
                  Be Happy -- Go Lucky  
(LONG CLOSE)    Go Lucky Strike today!

ATX01 0245595

YOUR HIT PARADE  
SEPTEMBER 6, 1951

Music: *(Hit and Fade)*  
BARUCH: Time now for a Lucky Strike Extra, Guy.

~~(SHORT HIT AND FADE)~~

LOMBARDO: *well,*  
~~And~~ here it is, Andre. It's the Lombardo  
Twin Pianos in their ~~special~~ arrangement of  
~~that always popular classic~~ . . . . .  
"RAINDROP SERENADE"!

("RAINDROP SERENADE" . . . . . LOMBARDO TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 6, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SEVEN! Kenny Gardner and  
the Lombardo Trio step into the spotlight with  
the flowery lyrics of Song Number SEVEN . . .  
"SWEET VIOLETS"!

("SWEET VIOLETS" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

MUSIC: (HIT AND FADE)

BARUCH: Song Number SIX . . . and YOUR LUCKY STAR of  
the Week . . . Miss Monica Lewis! The song --  
the lilting tune that's in SIXTH place on  
the Survey . . . . "I GET IDEAS"!

("I GET IDEAS" . . . . . MONICA LEWIS &  
ROYAL CANADIANS)

(APPLAUSE)

COMMERCIAL #2



THE AMERICAN TOBACCO COMPANY -E-  
LUCKY STRIKE  
HIT PARADE  
THURSDAY, SEPTEMBER 6, 1951

COMMERCIAL #2

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, you know as well as I that the taste of any product depends on two things: The quality of what goes into it and how well it's made. Now this is particularly true of cigarettes -- and for a better tasting smoke you must begin with fine tobacco. That's right, there's no substitute for fine tobacco -- don't let anybody tell you different. And -- LS/MFT -- Lucky Strike means fine tobacco. But that's not all. Luckies are made better. They're always round and firm with no loose ends to stick to your lips. They're always fresh and smooth smoking. In short, you can depend on Luckies' fine tobacco and superior workmanship to give you a cigarette that's always mild, smooth -- the best tasting you've ever smoked! So, if you haven't tried a Lucky lately, pick up a carton soon. You'll agree -- Luckies taste better than any other cigarette! Yes, Be Happy -- Go Lucky!

(CONTINUED)

ATX01 0245599

THE AMERICAN TOBACCO COMPANY -F-  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, SEPTEMBER 6, 1951

COMMERCIAL #2 (CONTINUED)

CHORUS:           Be Happy -- Go Lucky  
                  Be Happy -- Go Lucky Strike  
                  Be Happy -- Go Lucky  
(LONG CLOSE)    Go Lucky Strike today!

ATX01 0245600

YOUR HIT PARADE  
SEPTEMBER 6, 1951

-14-

*Music: (Hit and Fade)*  
BARUCH: Guy, what have you picked for a second  
Lucky Strike Extra?

LOMBARDO: Well, we've picked a famous all-time favorite, *Andie*  
~~that's never lost its sweet charm~~ -- Cliff  
Grass ~~sales~~ *single* . . . . .

"WHEN MY SUGAR WALKS DOWN THE STREET"!

("WHEN MY SUGAR WALKS DOWN THE STREET" . . . CLIFF GRASS &  
ROYAL CANADIANS)

(APPLAUSE)

ATX01 0245601

MUSIC: (FANFARE NUMBER ONE)

BARUCH: Number ONE . . . (DRUM ROLL) . . . the top  
tune of the Week! The Song Your Hit Parade  
Survey finds in FIRST PLACE! (DRUM ROLL OUT)

LOMBARDO: And to do special honors to the song that  
tops all others on Your Hit Parade Survey,  
here's Bill Flanagan and the sentimental  
balled that's Song Number ONE . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . BILL FLANAGAN &  
ROYAL CANADIANS)

(APPLAUSE)

OUR HIT PARADE  
SEPTEMBER 6, 1951

-G-

MUSIC: (HIT "AULD LANG SYNE" AND GO UNDER)

LOMBARDO: Our thanks to you good folks for listening  
and to our LUCKY STAR OF THE WEEK -- MONICA  
LEWIS! This is Guy Lombardo saying -- see  
you next week!

MUSIC: ("AULD LANG SYNE" -- UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit  
Parade will again bring you the Lucky Seven  
Songs of the Week with the music of the Royal  
Canadians ~~with Carmen, Lebert, Victor, Kenny  
Gardner~~ and YOUR LUCKY STAR OF THE WEEK, Kitty  
Kallen. This is Andre Baruch reminding  
you to tune in Sunday to "Guy Lombardo Time"  
presented by Lucky Strike! Consult your ~~newspaper~~  
newspaper for time and station. In the meantime,  
friends, we hope you've enjoyed "Your Hit  
Parade" and that you will make it a point to  
enjoy the best tasting cigarette you ever  
smoked -- Lucky Strike. Try a carton soon!

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

† (APPLAUSE)

MUSIC: ("BE HAPPY -- GO LUCKY" -- UP AND UNDER)

ATX01 0245603

YOUR HIT PARADE  
SEPTEMBER 6, 1951

-H-

BARUCH: Here's a message from the United States Treasury Department. The nation's defense program is limiting the mint's production of small coins. It is urged that pennies and other small coins be returned to circulation. Use them for savings bonds, turn them in at your bank. Aid the nation's defense program by getting your small coins back in circulation.

MUSIC: ("BE HAPPY -- GO LUCKY" -- UP AND UNDER)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service. Monica Lewis appeared through the courtesy of MGM, producers of "Rich, Young and Pretty", a technicolor musical.

MUSIC: ("BE HAPPY -- GO LUCKY" -- UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY.

ATX01 0245604

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**  
PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 13, 1951 Program # 2 Network: NBC Broadcast: 10:00-10:30 PM EDST  
(Broadcast #843) Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                           |               |
|---------------------------|---------------|
| 1. COME ON-A MY HOUSE (5) | CLIFF GRASS   |
| 2. TOO YOUNG (2)          | BILL FLANAGAN |
| 3. SHANGHAI (4)           | KITTY KALLEN  |

### COMMERCIAL #1

- |   |                                     |
|---|-------------------------------------|
| 4. CANNON BALL RAG  | TWIN PIANOS                         |
| 5. SWEET VIOLETS (7)  | KENNY GARDNER &<br>TRIO             |
| 6. I GET IDEAS (6)  | KITTY KALLEN                        |
| 7. MEDLEY:<br>I'M IN THE MOOD FOR LOVE<br>CAROLINA MOON<br>SEPTEMBER SONG | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL #2

- |  |              |
|--|--------------|
| 8. THE LOVELIEST NIGHT OF THE YEAR (3) | KENNY MARTIN |
| 9. BECAUSE OF YOU (1)                  | KITTY KALLEN |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #2  
(Broadcast #843)

10:00-10:30 PM EDST SEPTEMBER 13, 1951 THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT 65 - 68 - SOLD AMERICAN)

BARUCH: "YOUR HIT PARADE" ... presented by LUCKY STRIKE...  
and starring GUY LOMBARDO AND HIS ROYAL CANADIANS!  
  
(APPLAUSE)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky  
  
(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy - Go Lucky because Luckies' fine  
tobacco and superior workmanship make Luckies  
taste better than any other cigarette.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245606



YOUR HIT PARADE  
SEPTEMBER 13, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           YOUR HIT PARADE ... presented by LUCKY STRIKE,  
                  featuring the Lucky Seven Songs of the Week  
                  and starring Guy Lombardo and his Royal Canadians,  
                  and YOUR LUCKY STAR OF THE WEEK . . . . .  
                  KITTY KALLEN!

(APPLAUSE)

ORCHESTRA:       ("AULD LANG SYNE" UP AND OUT)

ATX01 0245607

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-3-

LOMBARDO: Good evening, everyone. This is Guy Lombardo.  
Tonight we open YOUR HIT PARADE with a Happy-Go-  
Lucky invitation by Cliff Grass and the Royal  
Canadians. Survey Tune Number FIVE!

("COME ON-A MY HOUSE" . . . . . CLIFF GRASS &  
ROYAL CANADIANS)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 13, 1951

BARUCH: That was "Come On-A My House", the song that's  
Number FIVE all over America this week as  
determined by Your Hit Parade Survey which checks  
the best sellers in sheet music and phonograph  
records, the songs most heard on the air, and  
most played on the automatic coin machines ...  
an accurate, authentic tabulation of America's  
taste in popular music .... YOUR HIT PARADE!

MUSIC: (HIT AND FADE)

BARUCH: *Now for the song that's appearing*  
~~The song that appears on the Survey~~ for the  
eighteenth consecutive time. Here's Bill  
Flanagan and Number TWO . . . . .  
"TOO YOUNG"!

("TOO YOUNG" . . . . . BILL FLANAGAN &  
ROYAL CANADIANS)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-5-

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now, it's my  
privilege and honor to present YOUR LUCKY STAR  
OF THE WEEK.... MISS KITTY KALLEN - singing the  
tune that's Number FOUR on the Survey . . . . .  
"SHANGHAI"

("SHANGHAI" . . . . . KITTY KALLEN)

(APPLAUSE)

LOMBARDO: Thank you, Miss Kitty Kallen!

COMMERCIAL NO. 1

ATX01 0245610

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-C-

COMMERCIAL #1

CHORUS:     Be Happy - Go Lucky  
              Be Happy - Go Lucky Strike  
              Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH:     Friends, the enjoyment of a cigarette depends on  
              the way it tastes - and Luckies taste better than  
              any other cigarette! Here's why: The taste of  
              anything depends on two things -- what it's made  
              of - how it's made. Now in a cigarette you've  
              got to begin with fine tobacco. That's right  
              there's no substitute for fine tobacco - don't  
              let anybody tell you different. And LS/MFT --  
              Lucky Strike means fine tobacco. But that's not  
              all you get in a Lucky Strike. You get  
              unexcelled quality as well. This is why every  
              Lucky Strike is round and firm without annoying  
              loose ends to stick to your lips. It's why  
              Luckies are always fresh and smooth smoking. Yes,  
              you can depend on Luckies' fine tobacco and  
              superior workmanship to make Luckies smooth,  
              mellow - better-tasting from first puff to last.  
              Try a carton - soon. You'll discover - Luckies  
              taste better than any other cigarette. So  
              Be Happy - Go Lucky!

(CONT'D)

ATX01 0245611

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-D-

COMMERCIAL #1 (cont'd)

CHORUS:       Be Happy - Go Lucky  
              Be Happy - Go Lucky Strike  
              Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

ATK01 0245612

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-8-

MUSIC: (HIT AND FADE)

BARUCH: A Lucky Strike Extra! What's the title, Guy?

LOMBARDO: It's a special arrangement for the Lombardo Twin  
pianos of a tune that packs plenty of rhythm.....

"CANNON BALL RAG"!

("CANNON BALL RAG" . . . . . LOMBARDO TWIN  
PIANOS)

(APPLAUSE)

MUSIC: (HIT AND FADE)

PARUCH: Number SEVEN on the Survey! Kenny Gardner and  
the Lombardo Trio to serenade you with the  
sweet strains of . . . . .  
"SWEET VIOLETS"!

("SWEET VIOLETS" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)



MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SIX! Kitty Kallen is in a  
creative mood as she sings Song Number SIX . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . . KITTY KALLEN)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-11-

MUSIC: (HIT AND FADE)

BARUCH: Time for another Lucky Strike extra, Guy.

LOMBARDO And here it is, <sup>Andie</sup> - a Lombardo medley. "I'm In The  
Mood For Love" . . . "Carolina Moon" . . . and  
"September Song".

("I'M IN THE MOOD FOR LOVE" . . . . . ORCHESTRA)  
"CAROLINA MOON"  
"SEPTEMBER SONG"

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245616

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-E-

COMMERCIAL #2

CHORUS:        Be Happy - Go Lucky  
                 Be Happy - Go Lucky Strike  
                 Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH:        Friends, do you know why we say "Luckies taste better than any other cigarette?" Well, the taste of anything is determined by two things. What goes into it ... and how it's put together. This is 100% true when it comes to cigarettes. Just consider these facts. Luckies are made of fine, light, mild tobacco - better-tasting tobacco. Yes, LS/MFT - Lucky Strike means fine tobacco ... and there's no substitute for fine tobacco ... don't let anybody tell you different. What's more, this fine tobacco is carefully made into a cigarette that's uniformly round and firm ... free from annoying loose ends that stick to your lips. Every Lucky is always fresh and smooth smoking. Yes, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton soon. Be Happy --  
Go Lucky!

(MORE)

ATX01 0245617

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-F-

COMMERCIAL #2 (cont'd)

CHORUS:        Be Happy - Go Lucky  
                 Be Happy - Go Lucky Strike  
                 Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

ATX01 0245618

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Song Number THREE! Kenny Martin and the romantic  
ballad the Survey finds in THIRD place . . . . .

"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . KENNY MARTIN &  
ROYAL CANADIANS)

(APPLAUSE)

ATX01 0245618

MUSIC: (FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO: Again it's a pleasure to present YOUR LUCKY  
STAR OF THE WEEK -- MISS KITTY KALLEN who sings  
the lovely ballad that's champion this week --  
Song Number ONE . . . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . KITTY KALLEN &  
ROYAL CANADIANS)

(APPLAUSE)

MUSIC: (HIT "AULD LANG SYNE" AND GO UNDER)

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-G-

LOMBARDO: Our thanks to you good folks for listening and to you Kitty Kallen for a wonderful performance. We have enjoyed having you with us. Next week we are looking forward to a visit from Toni Arden who will be our LUCKY STAR OF THE WEEK. Until then, this is Guy Lombardo saying "Be Happy - Go Lucky"!

MUSIC: ("AULD LANG SYNE" - UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians and YOUR LUCKY STAR OF THE WEEK -- TONI ARDEN! This is Andre Baruch reminding you to be sure and listen this coming Sunday ~~night~~ to the return of Jack Benny and all the gang as they begin their twentieth year on the air! That's the Jack Benny Program presented by Lucky Strike. Consult your newspaper for time and station. In the meantime, friends, we hope you've enjoyed Your Hit Parade and that you will make it a point to enjoy the best-tasting cigarette you've ever smoked - Lucky Strike. Try a carton soon and -- Be Happy - Go Lucky!

(MORE)

ATX01 0245621

YOUR HIT PARADE  
SEPTEMBER 13, 1951

-H-

CHORUS:       Be Happy - Go Lucky  
              Be Happy - Go Lucky Strike  
              Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCHESTRA:   ("BE HAPPY - GO LUCKY" - UP AND UNDER)

BARUCH:       YOUR HIT PARADE is heard by our Armed Forces  
              overseas through the facilities of the Armed  
              Forces Radio Service.

ORCHESTRA:   ("BE HAPPY - GO LUCKY") UP AND OUT

ANNCR:       THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATK01 0245622



# YOUR HIT PARADE

prepared and produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

**AS BROADCAST**  
PRODUCTS: KINGS & QUEENS CIGARETTES

DATE September 20, 1951 Program # 3 Network: NBC Broadcast 10:00-10:30 PM EDST  
(Broadcast #344) Repeat: \_\_\_\_\_

## ROUTINE

### OPENING COMMERCIAL

- |                      |                      |
|----------------------|----------------------|
| 1. SWEET VIOLETS (7) | KENNY GARDNER & TRIO |
| 2. I GET IDEAS (3)   | BILL PLANAGAN        |
| 3. TOO YOUNG (2)     | TONI ARDEN           |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. TIN PAN ALLEY RAG  | TWIN PIANOS                         |
| 5. THE LOVELIEST NIGHT OF THE YEAR (6)                          | TONI ARDEN                          |
| 6. COME ON-A MY HOUSE (4)                                       | KENNY GARDNER                       |
| 7. MEDLEY: MY HAPPINESS<br>JOSEPHINE<br>SMOKE GETS IN YOUR EYES | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                       |   |
|-----------------------|---|
| 8. SHANGHAI (5)       | TONI ARDEN                                |
| 9. BECAUSE OF YOU (1) | <del>Bill Planagan</del><br>BILL PLANAGAN |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #3

(Broadcast #844)

10:00-10:30 PM EDST

SEPTEMBER 20, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT - <sup>67 to 70</sup>~~65 to 68~~ - SOLD AMERICAN)

BARUCH: "YOUR HIT PARADE" ... presented by LUCKY STRIKE.  
and starring GUY LOMBARDO AND HIS ROYAL  
CANADIANS!

ORCH: ~~(VAMP & BARS)~~ *(Full Sample)*

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy - Go Lucky because Luckies' fine  
tobacco and superior workmanship make Luckies  
taste better than any other cigarette.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATK01 0245624

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week  
                  with Your Lucky Star of the Week ...Toni Arden..  
                  and starring Guy Lombardo and his Royal  
                  Canadians!

(APPLAUSE)

ORCH:             ("AULD LANG SYNE" UP AND OUT)

ATX01 0245625

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-3-

LOMBARDO: Good evening, everyone. This is Guy Lombardo.  
And off we go with YOUR HIT PARADE! Kenny  
Gardner and the Lombardo Trio swing into Survey  
Tune Number SEVEN!

("SWEET VIOLETS" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

BARUCH: That was "Sweet Violets", the song that's Number SEVEN all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air, and most played on the automatic coin machines... an accurate, authentic tabulation of America's taste in popular music . . . YOUR HIT PARADE!

MUSIC: (HIT AND FADE)

BARUCH: Number THREE on the Survey! Bill Flanagan puts on his thinking cap and comes up with the song that's in THIRD place this week. . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . . BILL FLANAGAN)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-5-

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. Tonight we are fortunate in having lovely Toni Arden as YOUR LUCKY STAR OF THE WEEK! And here she is with the song the Survey finds in SECOND place . . . . .  
"TOO YOUNG"!

("TOO YOUNG" . . . . . TONI ARDEN)

(APPLAUSE)

LOMBARDO: Thanks a lot, Toni Arden!

COMMERCIAL NO. 1

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-C-

COMMERCIAL #1

ORCH: (VAMP 4 BARS)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, have you tried a Lucky lately? If you haven't, maybe you've been missing something because Luckies taste better than any other cigarette. Why? Well, taste in a cigarette, like in anything else, depends on two things: What it is made of and how it is made. Now, to give a cigarette better taste there's no substitute for fine tobacco - don't let anybody tell you different. And, IS/MFT - Lucky Strike means fine tobacco! In addition, Luckies are quality made, through and through. The fine tobacco is carefully made into a cigarette that contains no loose ends to stick to your lips - a cigarette that is always firm and fully packed - easy on the draw. Yes, friends, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Remember that next time you buy cigarettes. Get a carton of Lucky Strike and Be Happy - Go Lucky!

ORCH: (VAMP 4 BARS)

ATX01 0245629

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-D-

COMMERCIAL #1 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Go Lucky Strike  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATX01 0245630



YOUR HIT PARADE  
SEPTEMBER 20, 1951

-8-

MUSIC: (HIT AND FADE) *Play it with music*

BARUCH: A Happy-go-Lucky Extra! How about it, Guy?

LOMBARDO: All set Andre and it features the Lombardo  
Twin Pianos and a bright tune . . . . .  
"TIN PAN ALLEY RAG!"

("TIN PAN ALLEY RAG" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Number SIX! Here's YOUR LUCKY STAR OF THE  
WEEK....Toni Arden and the romantic song that's  
in the Number SIX spot on the Survey . . . . .  
"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . TONI ARDEN)

(APPLAUSE)

ATX01 0245632

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FOUR! It's Kenny Gardner  
with that fabulous musical offer . . . .

Song Number FOUR . . . . .

"COME ON-A MY HOUSE"!

("COME ON-A MY HOUSE" . . . . . KENNY GARDNER)

(APPLAUSE)

ATX01 0245633

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-11-

MUSIC: (HIT AND FADE)

BARUCH: Time for another Lucky Strike Extra, Guy.

LOMBARDO: And it's a medley of three great <sup>songs</sup> tunes, Andre.  
"My Happiness" ... "Josephine" ... and that  
perennial favorite ... "Smoke Gets in Your Eyes";

("MY HAPPINESS"  
"JOSEPHINE"  
"SMOKE GETS IN YOUR EYES" . . . . . ORCHESTRA)

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-E-

COMMERCIAL #2

ORCH: (VAMP 4 BARS)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, this statement - Luckies taste better than any other cigarette - is based on unquestionable facts. You see, the taste of anything depends on two things: What it's made of -- and how it's made. First, you have to use truly fine, light tobacco to make a better tasting cigarette. That's right - there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. Second, in the making of Luckies this fine tobacco is carefully made into a cigarette that you can depend on. A cigarette that's always so round, so firm, so easy on the draw. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you all the rich, true, better taste you want in your cigarette. So, if you haven't tried a Lucky lately, pick up a carton soon. You'll find out it's true - Luckies taste better than any other cigarette. Yes, Be Happy - Go Lucky!

ORCH: (VAMP 4 BARS)

ATX01 0245635

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-P-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Go Lucky Strike  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATK01 0245636

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE on the Survey! Toni Arden,  
YOUR LUCKY STAR OF THE WEEK, again steps into  
the spotlight with Song Number FIVE . . . . .  
"SHANGHAI"!

("SHANGHAI" . . . . . TONI ARDEN)

(APPLAUSE)

(PANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE! (DRUM ROLL OUT)

LOMBARDO: <sup>*Nenny Martin*</sup>  
~~Bill Flanagan~~ joins the Royal Canadians in a  
salute to the song that glitters in bright lights  
at the very top of Your Hit Parade! The winner.  
Song Number ONE . . . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . <sup>*Nenny Martin*</sup>  
~~BILL FLANAGAN~~)

(APPLAUSE)

MUSIC: (HIT "AULD LANG SYNE") AND GO UNDER:



YOUR HIT PARADE  
SEPTEMBER 20, 1951

-G-

LOMBARDO: Many thanks for listening, good friends. And our sincere appreciation to Toni Arden for an outstanding performance. Next Thursday it will be our pleasure to present Lina Romay as YOUR LUCKY STAR OF THE WEEK. <sup>So</sup> Until then, this is Guy Lombardo saying, "Be Happy - Go Lucky"!

MUSIC: (*Applause*)  
("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians and YOUR LUCKY STAR OF THE WEEK - LINA ROMAY! This is Andre Baruch reminding you to be sure and tune in Sunday to the Jack Benny Program. That's the Jack Benny Program presented by Lucky Strike. Consult your newspaper for time and station. In the meantime, friends, we hope you've enjoyed YOUR HIT PARADE and that you will make it a point to enjoy the best-tasting cigarette you ever smoked - Lucky Strike. Try a carton soon.

ORCH: (VAMP 4 BARS)

ATX01 0245639

YOUR HIT PARADE  
SEPTEMBER 20, 1951

-H-

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Go Lucky Strike  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ORCHESTRA:       ("BE HAPPY - GO LUCKY" UP AND UNDER)

BARUCH:           Here's an important announcement from the Crusade  
                  for Freedom. Today, to avoid a shooting war,  
                  we must win the cold war. We must spread the  
                  truth about free nations to those behind the  
                  iron curtain. We must refute vicious lies about  
                  our country and others who seek to maintain  
                  peace. Join in this effort now. Contribute  
                  to the Crusade for Freedom through your local  
                  committee. Thank you.

ORCH:            ("BE HAPPY - GO LUCKY" UP AND UNDER)

BARUCH:           YOUR HIT PARADE is heard by our Armed Forces  
                  overseas through the facilities of the Armed  
                  Forces Radio Service.

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR:           THIS IS NBC THE NATIONAL BROADCASTING COMPANY

ATX01 0245640

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 27, 1951 Program # 4 Network: NBC Broadcast: 10:00-10:30 PM EDT  
(Broadcast #845) Repeat: \_\_\_\_\_

## ROUTINE

### OPENING COMMERCIAL

1. IN THE COOL, COOL, COOL OF THE EVENING (7) KENNY GARDNER & TRIO
2. THE LOVELIEST NIGHT OF THE YEAR (2) KENNY MARTIN
3. I GET IDEAS (5) *Lilian Wilson* ~~LINA ROMAY~~

### COMMERCIAL NO. 1

4. DIZZY FINGERS TWIN PIANOS
5. TOO YOUNG (4) BILL FLANAGAN
6. SHANGHAI (3) *Lilian Wilson* ~~LINA ROMAY~~
7. COLD COLD HEART (6) KENNY MARTIN & ~~TRIO~~

### COMMERCIAL NO. 2

8. CIRCUS DAY PARADE KENNY GARDNER
9. BECAUSE OF YOU (1) *Lilian Wilson* ~~LINA ROMAY~~

### CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #4  
(Broadcast #845)

10:00-10:30 PM EDST SEPTEMBER 27, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT 67 - 70 - SOLD AMERICAN)

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ... presented by LUCKY  
STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy - Go Lucky because Luckies' fine  
tobacco and superior workmanship make Luckies  
taste better than any other cigarette!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week with  
                  Your Lucky Star of the Week ... <sup>Lilian Wilson</sup> ~~Lina Romay~~ ...  
                  and starring Guy Lombardo and his Royal  
                  Canadians!

(APPLAUSE)

ORCH:           ("AULD LANG SYNE" UP AND OUT)

ATX01 0245643

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-3-

LOMBARDO: Good evening, everyone. This is Guy Lombardo.  
Tonight Kenny Gardner and the Lombardo Trio open  
Your Hit Parade with a newcomer on the Survey....  
Song Number SEVEN!

("IN THE COOL, COOL, COOL OF THE EVENING. . . .KENNY GARDNER &  
TRIO)

(APPLAUSE)

ATX01 0245644

BARUCH: That was "In The Cool, Cool, Cool of the Evening", the newcomer that's Number SEVEN all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air, and most played on the automatic coin machines...an accurate, authentic tabulation of America's taste in popular music . . . . .  
YOUR HIT PARADE!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number TWO! Here's Kenny Martin with the song that's challenging for top honors ...  
Number TWO . . . . .  
"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . KENNY MARTIN)

(APPLAUSE)

**YOUR HIT PARADE**  
**September 27, 1951**

**MUSIC:** (HIT AND FADE)

**LOMBARDO:** This is Guy Lombardo again. Now it's my pleasure to introduce  
**YOUR LUCKY STAR OF THE WEEK . . .** the charming girl who is also  
the lucky star of Your Hit Parade on television -- **Kileen Wilson --**  
singing Survey Song Number **FIVE . . . "I GET IDEAS"!**

**("I GET IDEAS" . . . . . KILEEN WILSON)**

**(APPLAUSE)**

**LOMBARDO:** Thank you -- Kileen Wilson!

**COMMERCIAL NO. 1**



YOUR HIT PARADE  
SEPTEMBER 27, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, if you want to Be Happy with your cigarette Go Lucky because Luckies taste better than any other cigarette. You see, better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. On these two points you can depend on Luckies. To begin with, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this, Lucky Strike is the best made cigarette in the world. Each Lucky is uniformly round, firm and fully packed without annoying loose ends to stick to your lips - They're always fresh and smooth smoking. Yes, Luckies fine tobacco and superior workmanship make Luckies taste better than any other cigarette. Prove this to yourself. Try a carton tomorrow and Be Happy - Go Lucky!

ORCH: (FULL VAMP)

ATX01 0245647

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-D-

COMMERCIAL #1 (CONT'D)

CHORUS:        Be Happy - Go Lucky  
                 Be Happy - Go Lucky Strike  
                 Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245648

MUSIC: ( HIT AND FADE)

BARUCH: Time for a Lucky Strike Extra, Guy.

LOMBARDO: And it's a real happy-go-lucky tune, Andre. It  
spotlights the Lombardo Twin Pianos in that  
famous piano specialty . . . . .  
"DIZZY FINGERS"!

("DIZZY FINGERS" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 27, 1951

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! Bill Planagan steps on stage with  
the song that's dedicated to all young lovers...  
Survey Tune Number FOUR . . . . .  
"TOO YOUNG"!

("TOO YOUNG" . . . . .BILL PLANAGAN)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Once again we present YOUR LUCKY STAR OF THE  
WEEK -- <sup>*Elaine Wilson*</sup> ~~Lina Romay~~ ... with the tune Your Hit  
Parade Survey finds in THIRD place this week.....  
"SHANGHAI"!

("SHANGHAI" . . . . . <sup>*Elaine Wilson*</sup> ~~LINA ROMAY~~)

(APPLAUSE)

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-11-

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! Kenny Martin and the  
~~Lonardo Trio team up to~~ welcomes another newcomer  
to Your Hit Parade. Song Number SIX . . . . .  
"COLD COLD HEART"!

("COLD COLD HEART" . . . . . KENNY MARTIN &  
TRIO)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245652

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-E-

COMMERCIAL #2

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, "Luckies taste better than any other cigarette." And here's why that statement is true. Two things determine the taste of a cigarette: The quality of the tobacco that's in it and how the cigarette is made. Now, Luckies are made from fine, light tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different. What's more, this fine tobacco is carefully made into a cigarette that's always round, firm and fully packed with no loose ends to stick to your lips. Yes, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies smooth and mild -- much better tasting for your complete smoking enjoyment. So, if you haven't tried a Lucky lately, maybe you've been missing something. Try a carton tomorrow. Find out for yourself that Luckies taste better than any other cigarette! Be Happy - Go Lucky!

(MORE)

ATK01 0245653

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-F-

COMMERCIAL #2 (CONT'D)

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

*(Applause)*

ATX01 0245654



YOUR HIT PARADE  
SEPTEMBER 27, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: A Lucky Strike Extra with a special happy-go-lucky note! Your Hit Parade has been awarded the New Jersey State Fair Blue Ribbon for the most outstanding program of its type. We say, "Thank you", and salute the Fair as Kenny-Gardner and the Royal Canadians <sup>will</sup> swing into . . .  
"CIRCUS DAY PARADE"!

("CIRCUS DAY PARADE" . . . . . KENNY GARDNER.)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO: Tonight our lovely STAR OF THE WEEK, <sup>*Lena Roman*</sup> ~~Lina Roman~~,  
joins the Royal Canadians to sing the song that  
captures FIRST PLACE ... the song that outshines  
all others on Your Hit Parade! Number ONE .....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . <sup>*Lena Roman*</sup> ~~LINA ROMAN~~)

(APPLAUSE)

ORCH: (HIT "AULD LANG SYNE" AND GO UNDER)

**YOUR HIT PARADE**  
September 27, 1951

**LOMBARDO:** Our most sincere thanks for listening, good friends. And I'm sure you join us in a bow to Eileen Wilson for a truly fine performance. We'll be watching you next Saturday on Your Hit Parade television. So until next Thursday, this is Guy Lombardo saying, "Be Happy -- Go Lucky"!

(APPLAUSE)

**ORCHESTRA:** ("AULD LANG SYNE" UP AND OUT)

**BARUCH:** Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with YOUR LUCKY STAR OF THE WEEK! And remember, a special version of Your Hit Parade is on television so check your newspaper for day and time. This is Andre Baruch reminding you to be sure and tune in Sunday to the Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, we hope you've enjoyed Your Hit Parade and that you will make it a point to enjoy the best-tasting cigarette you ever smoked -- Lucky Strike. Try a carton soon.

**ORCHESTRA:** (FULL VAMP)

(MORE)

YOUR HIT PARADE  
SEPTEMBER 27, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCH: ("BE HAPPY - GO LUCKY" UP AND UNDER)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces  
overseas through the facilities of the Armed  
Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

ATX01 0245658

RTX01 0245659

# YOUR HIT PARADE

prepared and produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS

PRODUCT: LUCKY STRIKE CIGARETTES

NBC

Broadcast: 10:00 - 10:30 PM EST

DATE: October 4, 1951 Program #5 Network:  
(Broadcast #846)

Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |  |                 |
|--|-----------------|
| 1. SHANGHAI (5)                        | KENNY GARDNER   |
| 2. THE LOVELIEST NIGHT OF THE YEAR (6) | KENNY MARTIN    |
| 3. TOO YOUNG (4)                       | GLORIA DE HAVEN |

### COMMERCIAL NO. 1

- |  |                                     |
|--|-------------------------------------|
| 4. JUST ONE OF THOSE THINGS  | TWIN PIANOS                         |
| 5. COLD COLD HEART (7)   | KENNY MARTIN                        |
| 6. I GET IDEAS (2)   | GLORIA DE HAVEN                     |
| 7. MEDLEY: ONCE IN AWHILE<br><i>the object of my affection</i><br><del>IF I COULD BE WITH YOU</del><br>DEEP PURPLE | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                           |                 |
|---------------------------|-----------------|
| 8. COME ON-A MY HOUSE (3) | CLIFF GRASS     |
| 9. BECAUSE OF YOU (1)     | GLORIA DE HAVEN |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #5

10:00-10:30 PM EST

OCTOBER 4, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT - 67 to 70 - SOLD AMERICAN)

BAURCH: "YOUR HIT PARADE", starring GUY LOMBARDO AND HIS  
ROYAL CANADIANS ... presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy -- Go Lucky because Luckies!  
fine tobacco and superior workmanship make  
Luckies taste better than any other cigarette!

ORCH: ("BE HAPPY - GO LUCKY" -- UP AND OUT BEHIND)

ATX01 0245661

YOUR HIT PARADE  
OCTOBER 4, 1951

-B-

OPENING COMMERCIAL (CONTINUED)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week  
                  with Your Lucky Star of the Week. . .Gloria  
                  De Haven. . .and starring Guy Lombardo and  
                  his Royal Canadians!

(APPLAUSE)

ORCHESTRA:       ("AULD LANG SYNE" UP AND OUT)

ATX01 0245662



YOUR HIT PARADE  
OCTOBER 4, 1951

-3-

LOMBARDO: Good evening, everyone. This is Guy Lombardo,  
Kenny Gardner and the Royal Canadians raise  
the curtain on Your Hit Parade ~~with~~ Survey *with*  
Song Number FIVE!

("SHANGHAI" . . . . . KENNY GARDNER)

(APPLAUSE)

ATK01 0245663

BARUCH: That was "Shanghai", the song that's Number FIVE all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air, and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! Here's the lovely song that waltzes into SIXTH place tonight. Kenny Martin sings . . . . .  
"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . KENNY MARTIN)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: Friends, this is Guy Lombardo again....  
introducing YOUR LUCKY STAR OF THE WEEK, a  
popular and beautiful star of movies, television  
and radio - GLORIA DE HAVEN! Her first song,  
Number FOUR on the Survey . . . . .  
"TOO YOUNG"!

("TOO YOUNG" . . . . . GLORIA DE HAVEN)

(APPLAUSE)

LOMBARDO: Thank you - Gloria De Haven!

COMMERCIAL NO. 1

YOUR HIT PARADE  
OCTOBER 4, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, we say, "Luckies taste better than any other cigarette!" - and here's why we make that statement. The taste of anything depends on two things - what it's made of, and how it's put together. Now, to get better taste in a cigarette, you must begin with fine tobacco. That's right, there's no substitute for fine tobacco - don't let anybody tell you different, and - LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better. They're always round and firm with no loose ends... always fresh and smooth smoking. Yes, you can depend on Luckies' fine tobacco and superior workmanship to make every single Lucky Strike a far better-tasting cigarette -- mellow, deeply enjoyable. So, if you haven't tried a Lucky lately, pick up a carton today. You'll discover - Luckies taste better than any other cigarette! Be Happy - Go Lucky!

(MORE)

ATX01 0245666

YOUR HIT PARADE  
OCTOBER 4, 1951

-D-

COMMERCIAL #1 (CONT'D)

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245667

MUSIC: (HIT AND FADE)

BARUCH: Time for a Lucky Strike Extra. What's the title, Guy?

LOWBARDC: Well, Andre, it's a happy go lucky tune that's a perpetual favorite. And here it is, *with* ~~specialy arranged for the Lombardo Twin Pianos..~~  
"JUST ONE OF THOSE THINGS"!

("JUST ONE OF THOSE THINGS" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 4, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Number SEVEN! It's Kenny Martin, the Royal  
Canadians, and the sentimental musical plea  
that's in SEVENTH place on the Survey tonight....  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

ATX01 0245669

MUSIC: (HIT AND FADE)

BARUCH: Survey Tune Number TWO! YOUR LUCKY STAR OF THE  
WEEK, Gloria De Haven, again steps into Your  
Hit Parade spotlight with Song Number TWO . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . .GLORIA DE HAVEN)

(APPLAUSE)



MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Here we go with another Lucky Strike Extra!

LOMBARDO: And this time, Andre, it features the Royal  
Canadians in a medley of popular tunes

"ONCE IN AWHILE" ... <sup>*"The Spirit of my Collection"*</sup> "IF I COULD BE WITH YOU" ...  
and "DEEP PURPLE"!

"ONCE IN AWHILE" . . . . . ORCHESTRA)  
"IF I COULD BE WITH YOU" . . . . .  
"DEEP PURPLE" *The Spirit of my Collection*

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
OCTOBER 4, 1951

-E-

COMMERCIAL #2

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, the taste of any product depends on two things: The quality of what goes into it and how well it's made. Now to get a better tasting smoke, you must start with fine tobacco. That's right, there's no substitute for fine tobacco, don't let anybody tell you different. And -- LS/MFT - Lucky Strike means fine tobacco. But that's not all you get in Luckies. You get a better made cigarette ... always round and firm with no loose ends to stick to your lips... always fresh and smooth smoking. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a cigarette that's always mild, smooth - the best tasting cigarette you've ever smoked! So, if you haven't tried a Lucky lately, pick up a carton soon. You'll find that Luckies taste better than any other cigarette! Yes, Be Happy - Go Lucky!

(MORE)

ATX01 0245672

YOUR HIT PARADE  
OCTOBER 4, 1951

-F-

SOMMERCIAL #2 (CONT'D)

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245673

YOUR HIT PARADE  
OCTOBER 4, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Number THREE on the Survey! Cliff Grass  
swings into the song that returns to Your Hit  
Parade to capture THIRD place on the Survey....  
"COME ON-A MY HOUSE"!

("COME ON-A MY HOUSE" . . . . . CLIFF GRASS)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO: And here, to salute the champion, is Your Lucky  
Star of the Week, Gloria De Haven, <sup>who</sup> pays top  
tribute to the song that wins FIRST place  
honors for the sixth consecutive time .....  
Number ONE . . . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . GLORIA DE HAVEN)

(APPLAUSE)

ORCHESTRA: (HIT "AULD LANG SYNE" UP AND UNDER)

LOMBARDO: We hope you've enjoyed our show, good friends. And I want to thank our lovely singing star, Gloria De Haven, for a grand performance. Next Thursday we'll be back, and we'll have with us, as YOUR LUCKY STAR OF THE WEEK, a star of Your Hit Parade television show. . .the Sweetheart of Lucky Strike, . .Dorothy Collins! Until then, this is Guy Lombardo saying, "Be Happy -- Go Lucky"!

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with YOUR LUCKY STAR OF THE WEEK -- Dorothy Collins! This is Andre Baruch reminding you to be sure and tune in Sunday to the Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, we hope you've enjoyed Your Hit Parade and that you will make it a point to enjoy the best-tasting cigarette you've ever smoked -- Lucky Strike. Try a carton soon and Be Happy - Go Lucky!

ORCHESTRA: (FULL VAMP)

(MORE)

YOUR HIT PARADE  
OCTOBER 4, 1951

-H-

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND UNDER)

BARUCH: Each year fires attack more than a quarter of a million homes, handicap our defense effort, and, worst of all, cause much loss of life. Most of these fires start because someone was careless. Don't let it be you! Put out all matches and cigarettes before discarding them, don't smoke in bed, make sure all electrical wiring is properly installed, follow all fire regulations. Be careful, be cautious -- remember, only you can prevent fires!

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND UNDER)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND OUT)

ANNOUNCER: THIS IS NBC, . . . THE NATIONAL BROADCASTING COMPANY

RTX01 0245677

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

AS  
PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 11, 1951 Program # 6 Network: NBC Broadcast 9:00-10:30 PM EST  
(Broadcast #847) Repeat:

## ROUTINE

### OPENING COMMERCIAL

1. IN THE COOL, COOL, COOL OF THE EVENING (7) KENNY GARDNER & TRIO
2. I GET IDEAS (2) BILL FLANAGAN
3. THE LOVELIEST NIGHT OF THE YEAR (6) DOROTHY COLLINS

### COMMERCIAL NO. 1

4. TALES FROM THE VIENNA WOODS TWIN PIANOS
5. COLD, COLD HEART (3) KENNY MARTIN
6. COME ON-A MY HOUSE (5) DOROTHY COLLINS
7. MEDLEY: WHISPERING ORCHESTRA  
BIRTH OF THE BLUES ORCHESTRA  
DANCING IN THE DARK ORCHESTRA

### COMMERCIAL NO. 2

8. SHANGHAI (4) KENNY GARDNER
9. BECAUSE OF YOU (1) DOROTHY COLLINS

### CLOSING COMMERCIAL



-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #6

(Broadcast #847)

10:00-10:30 PM EST

OCTOBER 11, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT 67 - 70 - SOLD AMERICAN)

BARUCH: "YOUR HIT PARADE" ...starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS...presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Yes, Be Happy - Go Lucky because Luckies' fine  
tobacco and superior workmanship make Luckies  
taste better than any other cigarette!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245679

YOUR HIT PARADE  
OCTOBER 11, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week with  
                  Your Lucky Star of the Week....Dorothy Collins...  
                  and starring Guy Lombardo and his Royal Canadians!

(APPLAUSE)

ORCH:             ("AULD LANG SYNE" UP AND OUT)

ATX01 0245880

YOUR HIT PARADE  
OCTOBER 11, 1951

-3-

LOMBARDO: Good evening, friends. This is Guy Lombardo.  
Tonight Kenny Gardner and the Lombardo Trio lead  
off Your Hit Parade with Survey Song Number  
SEVEN!

("IN THE COOL, COOL, COOL OF THE EVENING" . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

ATX01 0245681

BARUCH: That was "In The Cool, Cool, Cool of the Evening", the song that's Number SEVEN all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines... an accurate, authentic tabulation of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number TWO! Bill Flanagan solos this week's challenger for top honors. It's the tingling tango that's in the Number TWO spot....  
"I GET IDEAS"!

("I GET IDEAS" . . . . . BILL FLANAGAN)

(APPLAUSE)

RTX01 0245883

INDONESIA: Oh, it was wonderful, guys! In fact there are thousands attending  
the festival which is a tribute to the tobacco industry. And that  
generous southern hospitality was just grand! I was truly proud that  
I could help get the festival under way.

MUSIC: (HIT AND FADE)

GUY: This is Guy Lombardo again. This evening YOUR LUCKY STAR OF THE WEEK is that lovely star of Your Hit Parade Television show...the sweetheart of Lucky Strike...DOROTHY COLLINS!

(APPLAUSE)

*well,* Dorothy has just returned from visiting the Third annual tobacco bowl festival in Richmond, Virginia. How was it, Dorothy?

DOROTHY: It was wonderful, Guy! Y'know thousand are attending the festival which is a tribute to the tobacco industry. I was thrilled with the generous southern hospitality, and truly grateful that I could help get the festivities under way.

GUY: Well, Dorothy, let's all salute the festival right now with Survey Song Number SIX.....  
"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . DOROTHY COLLINS)

(APPLAUSE)

LOMBARDO: Thank you - Dorothy Collins

COMMERCIAL NO. 1

YOUR HIT PARADE  
OCTOBER 11, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, if you want to Be Happy with your cigarette Go Lucky because Luckies taste better than any other cigarette. You see, better taste in a cigarette comes from two things - fine tobacco and superior workmanship. On these two points you can depend on Luckies. To begin with, Lucky Strike is famous for fine tobacco. Yes, LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. Moreover, Luckies are made better. Each Lucky Strike is uniformly round, firm and fully packed with no annoying loose ends to stick to your lips - They're always fresh and smooth smoking. Yes, Luckies fine tobacco and superior workmanship make Luckies taste better than any other cigarette. Prove this to yourself. Try a carton tomorrow and Be Happy - Go Lucky!

ORCH: (FULL VAMP)

ATX01 0245685

YOUR HIT PARADE  
OCTOBER 11, 1951

-D-

COMMERCIAL #1 (CONT'D)

CHORUS:        Be Happy - Go Lucky  
                 Be Happy - Go Lucky Strike  
                 Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245686



YOUR HIT PARADE  
OCTOBER 11, 1951

-8-

MUSIC: (HIT AND FADE)

BARUCH: Let's go with a Lucky Strike Extra, Guy!

LOMBARDO: All set, Andre. It's a modern-day version for  
the ~~Lombardo~~-Twin Pianos of that famous  
classic by Strauss. . . . .

"TALES FROM THE VIENNA WOODS"!

("TALES FROM THE VIENNA WOODS"! . . . . . TWIN PIANOS)

(APPLAUSE)

RTMO1 0245687

YOUR HIT PARADE  
OCTOBER 11, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Number THREE! The lights go low as Kenny Martin  
steps on stage to sing the sentimental song  
that's in THIRD place on the Survey. . . . .  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

ATK01 0245688

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FIVE ... and YOUR LUCKY STAR  
OF THE WEEK ... DOROTHY COLLINS! The tune -  
that happy-go-lucky musical invitation . . . .  
Number FIVE . . . . .  
"COME ON-A MY HOUSE"!

("COME ON-A MY HOUSE" . . . . . DOROTHY COLLINS)

(APPLAUSE)

OUR HIT PARADE  
OCTOBER 11, 1951

-11-

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time now for another Lucky Strike Extra!

LOMBARDO: And this time it's a medley -- a Lombardo  
arrangement of three famous favorites . . . . .  
"WHISPERING" . . . "BIRTH OF THE BLUES" . . . . and  
"DANCING IN THE DARK"!

("WHISPERING" . . . . . ORCHESTRA)  
"BIRTH OF THE BLUES"  
"DANCING IN THE DARK"

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245690

YOUR HIT PARADE  
OCTOBER 11, 1951

-E-

COMMERCIAL #2

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, "Luckies taste better than any other cigarette". And here's why that statement is true. Two things determine the taste of a cigarette: The quality of the tobacco that goes in it and how well the cigarette is made. Now, Luckies are made from fine, light tobacco. Yes, LS/MFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different. What's more, this fine Lucky Strike tobacco is carefully made into a cigarette that's always round, firm and fully packed with no loose ends to stick to your lips. Yes, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies smooth and mild - much better-tasting for your complete smoking enjoyment. So, if you haven't tried a Lucky lately, maybe you've been missing something. Try a carton tomorrow. Find out for yourself that Luckies taste better than any other cigarette! Be Happy - Go Lucky!

ORCH: (FULL VAMP)

ATX01 0245691

YOUR HIT PARADE  
OCTOBER 11, 1951

-F-

CHORUS:        Be Happy - Go Lucky  
                 Be Happy - Go Lucky Strike  
                 Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!  
  
(APPLAUSE)

ATX01 0245692

YOUR HIT PARADE  
OCTOBER 11, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! Your Hit Parade spotlight is on  
Kenny Gardner as he swings into the tune that's  
Number FOUR on the Survey tonight . . . . .  
"SHANGHAI"!

("SHANGHAI" . . . . . KENNY GARDNER)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO:         To honor the song that outshines all others...  
the song that stands at the very top of Your  
Hit Parade ... here's YOUR LUCKY STAR OF THE  
WEEK ....DOROTHY COLLINS and the tune that's  
still champion ... Song Number ONE . . . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . .DOROTHY COLLINS)

(APPLAUSE)

ORCH:             (HIT "AULD LANG SYNE" UP AND UNDER)



YOUR HIT PARADE  
OCTOBER 11, 1951

-G-

LOMBARDO: Thanks so much for listening, good friends. And our thanks to you Dorothy Collins for a star performance.

COLLINS: *She* Thank you, Guy, and I hope you'll invite me back soon.

LOMBARDO: It's a promise, Dorothy. And so friends, we leave you now but we'll be back next Thursday when YOUR LUCKY STAR OF THE WEEK will be Francey Lane! Until then, this is Guy Lombardo saying, "Be Happy -- Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with YOUR LUCKY STAR OF THE WEEK --FRANCEY LANE! This is Andre Baruch reminding you to be sure and tune in Sunday to the Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, we hope you've enjoyed Your Hit Parade and that you will make it a point to enjoy the best-tasting cigarette you've ever smoked -- Lucky Strike. Try a carton soon and Be Happy -- Go Lucky!

ORCH: (FULL VAMP)

ATX01 0245695

YOUR HIT PARADE  
OCTOBER 11, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

BARUCH: Friends, last year almost 30,000,000 acres of timberland were destroyed by fires...fires that started because someone was careless! Think before you leave a camp fire...think before you toss away a lighted match or cigarette. Be sure not a single spark remains to start a devastating forest fire that can destroy the timberland so urgently needed in our country's defense effort. Remember, forest fires can be prevented....but only you can prevent them.

(PAUSE)

YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC....THE NATIONAL BROADCASTING COMPANY

ATX01 0245696

# YOUR HIT PARADE

prepared and produced for

THE AMERICAN TOBACCO CO.

by  
**BATTEN, BARTON, DEBISTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 18, 1951 Program # 7 Network: NBC Broadcast 10 10  
(Broadcast #848) Repeat: 100-9:30 PM EST

## ROUTINE

### OPENING COMMERCIAL

- |  |               |
|--|---------------|
| 1. I GET IDEAS (2)                     | BILL FLANAGAN |
| 2. THE LOVELIEST NIGHT OF THE YEAR (6) | KENNY GARDNER |
| 3. TOO YOUNG (5)                       | FRANCEY LANE  |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. NOLA   | TWIN PIANOS                         |
| 5. COLD, COLD HEART (3)                               | KENNY MARTIN                        |
| 6. SHANGHAI (4)                                       | KENNY GARDNER                       |
| 7. MEDLEY: DREAM<br>IT HAD TO BE YOU<br>WHERE OR WHEN | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |   |                                 |
|---|---------------------------------|
| 8. THE WORLD IS WAITING FOR THE SUNRISE (7) | BILL FLANAGAN<br>& FRANCEY LANE |
| 9. BECAUSE OF YOU (1)                       | KENNY MARTIN                    |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #7  
(Broadcast #848)

10:00-10:30 PM EST

OCTOBER 18, 1951

THURSDAY

OPENING COMMERCIAL

BOONE: (CHANT -- 67 To 70 -- SOLD AMERICAN)  
BARUCH: "YOUR HIT PARADE" starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ... presented by LUCKY  
STRIKE!  
ORCH: (FULL VAMP)  
CHORUS: Be Happy -- Go Lucky  
Be Happy -- Go Lucky Strike  
Be Happy -- Go Lucky  
Go Lucky Strike today!  
BARUCH: Tonight, ladies and gentlemen, Lucky Strike  
will make one of the most important announce-  
ments ever made in cigarette history! But  
first, on with YOUR HIT PARADE!  
ORCH: ("BE HAPPY -- GO LUCKY" -- UP AND OUT BEHIND)

ATX01 0245698

YOUR HIT PARADE  
OCTOBER 18, 1951

-E-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week with  
                  Your Lucky Star of the Week ... Francey Lane...  
                  and starring Guy Lombardo and his Royal  
                  Canadians!

(APPLAUSE)

ORCH:             ("AULD LANG SYNE" UP AND OUT)

ATX01 0245699

YOUR HIT PARADE  
OCTOBER 18, 1951

-3-

LOMBARDO: Good evening, friends. This is Guy Lombardo  
and off we go with a rhythmic tune to start  
Your Hit Parade! Bill Flanagan <sup>sings</sup> Survey  
Song Number TWO!

("I GET IDEAS" . . . . .BILL FLANAGAN)

(APPLAUSE)

BARUCH: That was "I Get Ideas", the song that's Number TWO all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! The stars shine brightly as Kenny Gardner sings the lovely lyrics of Song Number SIX . . . . .  
"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . KENNY GARDNER)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: Friends, this is Guy Lombardo again. And here is YOUR LUCKY STAR OF THE WEEK ... that charming singing star of radio and television ..... Miss Francey Lane!

(APPLAUSE)

FRANCEY: Thank you, Guy, and congratulations on the story in the current issue of Quick magazine. I agree that music should be played for ~~the~~ dancers who feel romantic. *def: Thank you, Francey* *certainly*

LOMBARDO: Well, <sup>*Francey*</sup> let's keep that mood ~~Francey~~ - how about singing the romantic ~~song~~ <sup>*ballad*</sup> that returns to Your Hit Parade in FIFTH place this week . . . . . "TOO YOUNG"!

("TOO YOUNG" . . . . . FRANCEY LANE)

(APPLAUSE)

COMMERCIAL NO. 1



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, OCTOBER 18, 1951

-C-

COMMERCIAL #1

ORCH: FULL VAMP

CHORUS: Be Happy - Go Lucky  
(SHORT CLOSE) Go Lucky Strike today!

LAING: LUCKIES TASTE BETTER!

ORCH: (FANFARE)

LAING: Now a dramatic announcement!

BARUCH: Tonight Lucky Strike brings you the most dramatic new evidence of cigarette quality ever presented by a cigarette manufacturer!

LAING: New because it sweeps away the smoke screen of claims made for other cigarettes.

BARUCH: Dramatic because it offers you facts - authentic proof that LUCKY STRIKE is the best-made of the five principal brands of cigarettes!

LAING: A month-after-month continuing study of the comparative quality of the five principal brands of cigarettes, based on tests certified to be impartial, fair and identical proves - Lucky Strike, by a wide margin, is the best-made of the five principal brands! Those are not claims, but facts verified by leading laboratory consultants of Richmond, Virginia. They report --

ATX01 0245703

THE AMERICAN TOBACCO COMPANY -D-  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, OCTOBER 18, 1951

COMMERCIAL #1 (CONT'D)

BARUCH: It is our conclusion that Lucky Strike is the best-made of these five major brands. Signed, Froehling and Robertson.

LAING: Yes, friends, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends -- a big reason why Luckies taste better.

BARUCH: And everyone knows - LS/MFT - Lucky Strike means fine tobacco! There's no substitute for fine tobacco - don't let anybody tell you different! So, friends, smoke the cigarette that tops the five principal brands for quality ... enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!  
(*Applause*)

ATX01 0245704

MUSIC: (HIT AND FADE)

BARUCH: Let's put the spotlight on a happy-go-lucky  
extra, Guy.

LOMBARDO: O.K. Andre! Here are the Lombardo Twin Pianos  
and that tinkling bit of keyboard merriment.....

"NOLA"!

("NOLA" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 18, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Number THREE! Here, still holding its own,  
is the sentimental song that's in THIRD place  
on the Survey. Kenny Martin sings . . . . .  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . ., KENNY MARTIN)

(APPLAUSE)

ATX01 0245706

YOUR HIT PARADE  
OCTOBER 18, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! There's a moral for all lovers  
in the delightful song that's Number FOUR on the  
Survey. Kenny Gardner sings . . . . .  
"SHANGHAI"!

("SHANGHAI" . . . . . KENNY GARDNER)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 18, 1951

-11-

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time for another Lucky Strike Extra, Guy!

LOMBARDO: Here it is, Andre - a medley of three favorites...

"DREAM" ... "IT HAD TO BE YOU" ... and

"WHERE OR WHEN"!

("DREAM"  
"IT HAD TO BE YOU" . . . . . ORCHESTRA)  
"WHERE OR WHEN"

(APPLAUSE)

COMMERCIAL NO. 2

ATK01 0245708

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE -E-  
YOUR HIT PARADE  
THURSDAY, OCTOBER 18TH 1951

COMMERCIAL #2

ORCHESTRA: FULL VAMP

CHORUS: Be Happy -- Go Lucky

(SHORT CLOSE) Go Lucky Strike today!

LAING: LUCKIES TASTE BETTER!

BARUCH: Yes, Luckies taste better - and a big reason why is that they're made better. Here's dramatic new proof that Lucky Strike is the best-made of the five principal brands of cigarettes!

LAING: These are not claims, but facts verified by leading laboratory consultants of Richmond, Virginia. They report --

BARUCH: It is our conclusion that Lucky Strike is the best-made of these five major brands. Signed, Froehling and Robertson.

LAING: Yes, this dramatic new proof sweeps away the smoke screen of claims made for other cigarettes.

BARUCH: So, friends, whenever you buy cigarettes .. remember the facts. Remember LS/MFT - Lucky Strike means fin<sup>e</sup> tobacco. Remember Luckies are made better! Remember - Luckies taste better!

LAING: That's it! Be Happy -- Go Lucky -- because Luckies taste better!

ORCHESTRA: FULL VAMP

ATX01 0245709

THE AMERICAN TOBACCO COMPANY -F-  
LUCKY STRIKE  
YOUR HIT PARADE  
THURSDAY, OCTOBER 18TH 1951

COMMERCIAL #2 (CONTINUED)

CHORUS: Be Happy -- Go Lucky  
(LONG CLOSE) Go Lucky Strike today!  
*(Applause)*



MUSIC: (HIT AND FADE)

BARUCH: Number SEVEN! Francey Lane, YOUR LUCKY STAR  
OF THE WEEK, and Bill Flanagan <sup>and his guitar</sup> team up for the  
tune that lights up the Number SEVEN spot on  
the Survey . . . . .  
"THE WORLD IS WAITING FOR THE SUNRISE"!

("THE WORLD IS WAITING FOR THE SUNRISE" . . . . . FRANCEY LANE  
AND  
BILL FLANAGAN)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of the Week! The Song Your Hit Parade Survey finds in FIRST PLACE! (DRUM ROLL OUT)

LOMBARDO: Kenny Martin and the Royal Canadians pay tribute to the song that stands at the very head of Your Hit Parade for the Seventh straight week ... the champion of them all .... Song Number ONE....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . KENNY MARTIN)

(APPLAUSE)

ORCH: (HIT "AULD LANG SYNE" UP AND UNDER)

YOUR HIT PARADE  
OCTOBER 18, 1951

-G-

LOMBARDO: Once again it's time to say so long. Our thanks for listening, good friends, and I know you join us in a round of applause for Francey Lane's fine performance. We'll be back next Thursday and our LUCKY STAR OF THE WEEK will be Connie Russell. So until then, this is Guy Lombardo saying, "Be Happy - Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with YOUR LUCKY STAR OF THE WEEK -- Connie Russell! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, we hope you've enjoyed YOUR HIT PARADE. Make it a point to get the real smoking enjoyment of fine, mild, good-tasting tobacco, in the cigarette that's made better - the cigarette that tastes better - LUCKY STRIKE! Try a carton soon and - BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

(MORE)

ATX01 0245713

YOUR HIT PARADE  
OCTOBER 18, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Go Lucky Strike  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

BARUCH: Tonight, through carelessness - a fire could start - a fire that could claim your life and the lives of your children. Don't let it happen! Be on guard constantly against fire. Make sure every match, every cigarette is put out. Always check the ash trays before leaving the house or retiring for the night. Observe all fire regulations! Remember, only you can prevent fires!

(PAUSE)

YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATK01 0245714

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 25, 1951

Program ~~Network~~  
(Broadcast #849)

NBC

Broadcast: 10:00 - 10:30 PM EST

Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |  |                |
|--|----------------|
| 1. SHANGHAI (5)                        | KENNY GARDNER  |
| 2. THE LOVELIEST NIGHT OF THE YEAR (6) | KENNY MARTIN   |
| 3. COLD COLD HEART (2)                 | CONNIE RUSSELL |

### COMMERCIAL NO. 1

- |  |                                     |
|--|-------------------------------------|
| 4. HUMORESQUE  | TWIN PIANOS                         |
| 5. SIN (4)   | KENNY GARDNER                       |
| 6. THE WORLD IS WAITING FOR THE SUNRISE (7)            | CONNIE RUSSELL                      |
| 7. MEDLEY: COQUETTE<br>CANDY<br>ALL THE THINGS YOU ARE | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                       |                |
|-----------------------|----------------|
| 8. I GET IDEAS (3)    | BILL FLANAGAN  |
| 9. BECAUSE OF YOU (1) | CONNIE RUSSELL |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #8  
(Broadcast #849)

10:00-10:30 PM EDST

OCTOBER 25, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ... presented by LUCKY  
STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that tastes better -- Lucky Strike!  
Yes, Be Happy -- Go Lucky!

ORCH: ("BE HAPPY -- GO LUCKY" -- UP AND OUT BEHIND)

ATX01 0245716

YOUR HIT PARADE  
OCTOBER 25, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike  
featuring the Lucky Seven Songs of the Week  
with Your Lucky Star of the Week ... Connie  
Russell ... and starring Guy Lombardo and  
his Royal Canadians!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATK01 0245717

YOUR HIT PARADE  
OCTOBER 25, 1951

LOMBARDO: Good evening, friends. This is Guy Lombardo.  
Tonight Kenny Gardner and the Royal Canadians  
swing into Your Hit Parade with Survey tune  
Number FIVE!

("SHANGHAI" . . . . . KENNY GARDNER)

(APPLAUSE)



YOUR HIT PARADE  
OCTOBER 25, 1951

BARUCH: That was "Shanghai", the song that's Number FIVE all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music .....

"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! Here's Kenny Martin and the beautiful waltz that's Number SIX.....

"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR". . . . . KENNY MARTIN)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 25, 1951

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo, And now it's a pleasure  
to present YOUR LUCKY STAR OF THE WEEK ... a  
beautiful and talented young singer ... a star  
of the stage, radio and television ... Miss  
Connie Russell! (APPLAUSE) Connie's first  
song is Number TWO on the Survey .....  
"COLD COLD HEART"!

("COLD COLD HEART".....CONNIE RUSSELL)

(APPLAUSE)

COMMERCIAL NO. 1

YOUR HIT PARADE  
OCTOBER 25, 1951

-C-

COMMERCIAL #1

(APPLAUSE)

BARUCH: LUCKIES .... TASTE .... BETTER!

LAING: And now, your attention, please ...

SOUND: TAPE RECORDING PLAYED BACKWARDS.  
(5 SECOND VERSION WITH COMPLETE CUT-OFF)

BARUCH: Words ... promises ... double talk ...  
phrases that add up to nothing. Yes, cigarette  
claims clutter the airwaves. But how many facts  
do you hear? Mighty few!

LAING: But now, this smoke screen of double talk is  
swept away by facts -- for the first time in  
cigarette history!

BARUCH: A month-after month continuing quality comparison  
... based on tests certified to be impartial, fair  
and identical -- proves by a wide margin, LUCKY  
STRIKE, is the best made of the five principal  
brands of cigarettes!

LAING: That's a fact ... a fact verified by Foster D.  
Snell, Inc., leading laboratory consultants of  
New York City. They report:

BARUCH: "In our opinion, the properties measured are  
all important factors affecting the taste of  
cigarette smoke. We conclude that Lucky Strike  
is the best made of the five major brands!"

ATX01 0245721

YOUR HIT PARADE  
OCTOBER 25, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, friends, Luckies are made better -- so round, so firm, so fully packed, so free and easy on the draw -- with no annoying loose ends ... a big reason why Luckies taste better!

BARUCH: But never forget -- to get better taste you must start with fine tobacco, and LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different!

LAING: ... And don't be misled by the smoke screen of cigarette claims. Chose your cigarette on facts. Smoke the cigarette that tops the five principal brands for quality. *Baruch: Yes* Enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that TASTES BETTER -- LUCKY STRIKE. Try a carton today!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

*(Applause)*

ATX01 0245722

YOUR HIT PARADE  
OCTOBER 25, 1951

MUSIC: (HIT AND FADE)

BARUCH: Time now for a happy-go-lucky Extra, Guy!

LOMBARDO: And off we go! *It's the Lombardo Twin Pianos*  
~~With an up-to-the-minute~~  
~~arrangement for the Lombardo Twin Pianos of~~  
~~Anton Dvorak's classic.....~~

"HUMORESQUE"!

("HUMORESQUE" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 25, 1951

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! Kenny Gardner welcomes a newcomer  
to Your Hit Parade ... Number FOUR on the  
Survey .....  
"SIN"!

("SIN" . . . . . KENNY GARDNER)

(APPLAUSE)

YOUR HIT PARADE  
OCTOBER 25, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Survey Tune Number SEVEN --- and YOUR LUCKY  
STAR OF THE WEEK ... Miss Connie Russell ...  
with the song that captures the Number SEVEN  
Spot.....

"THE WORLD IS WAITING FOR THE SUNRISE!"

("THE WORLD IS WAITING FOR THE SUNRISE" . . . . .CONNIE RUSSELL)

(APPLAUSE)

ATX01 0245725

YOUR HIT PARADE  
OCTOBER 25, 1951

MUSIC: (HIT AND FADE)

BARUCH: Let's swing into another Lucky Strike Extra,  
Guy.

LOMBARDO: All set, Andre, and it's a medley. . . . .  
*"Song of the Islands"*  
~~"COQUETTE"~~ . . . "CANDY" . . . and "ALL THE THINGS  
YOU ARE"!

*"Song of the Islands"*  
(~~"COQUETTE"~~ . . . . . ORCHESTRA)  
"CANDY"  
"ALL THE THINGS YOU ARE"

(APPLAUSE)

COMMERCIAL #2



THE AMERICAN TOBACCO COMPANY -E-  
LUCKY STRIKE  
"YOUR HIT PARADE"  
THURSDAY, OCTOBER 25, 1951

COMMERCIAL #2

LAING: LUCKIES ... TASTE ... BETTER!

BARUCH: Yes, Luckies taste better -- and one big reason is -- they're made better. Conclusive new proof reveals that Lucky Strike is the best-made of the five principal brands of cigarettes!

LAING: This is not a claim, but a fact -- verified by leading laboratory consultants. Earlier you heard the report of Foster D. Snell, Inc. of New York. Now listen to the report of Froehling & Robertson of Richmond, Virginia.

BARUCH: It is our conclusion that Lucky Strike is the best-made of these five major brands. Signed, Froehling and Robertson.

LAING: Yes, this authentic new proof sweeps away the smoke screen of empty claims made for other cigarettes ... double talk like this---

SOUND: TAPE RECORDING PLAYED BACKWARDS -- 5 SECONDS  
AND OUT

BARUCH: Words ... empty promises ... don't be misled by them. Remember the facts. Remember LS/MFT -- Lucky Strike means fine tobacco. Remember Luckies are made better. Remember Luckies taste better.

ATX01 0245727

"YOUR HIT PARADE"  
THURSDAY, OCTOBER 25, 1951

COMMERCIAL #2 (CONT'D)

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

*(use)*

ATK01 0245728



(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
is FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO: Yes, here's the song you've been waiting to hear...  
the tune that tops all others on Your Hit Parade  
Survey! Connie Russell, YOUR LUCKY STAR OF THE  
WEEK, joins the Royal Canadians to salute the  
song that's still <sup>the</sup> champion ... Song Number ONE....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . CONNIE RUSSELL)

(APPLAUSE)

ORCH: (HIT "AULD LANG SYNE" UP AND UNDER)

YOUR HIT PARADE  
OCTOBER 25, 1951

-G-

LOMBARDO: And so, good friends, we wind up Your Hit Parade for another week. <sup>And</sup> Thanks to you Connie Russell for ~~a great assist.~~ *being with us*

RUSSELL: And thanks to you, Guy, it was a real pleasure to appear on Your Hit Parade.

LOMBARDO: Remember, we'll be back next Thursday when YOUR LUCKY STAR OF THE WEEK will be Connie Haines. Until then, this is Guy Lombardo saying, "Be Happy -- Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with YOUR LUCKY STAR OF THE WEEK -- Connie Haines! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, enjoy fine, mild, good-tasting tobacco, in the cigarette that's made better -- the cigarette that tastes better -- LUCKY STRIKE! Try a carton soon and -- BE HAPPY -- GO LUCKY!

ORCH: (FULL VAMP)

(MORE)

ATX01 0245731

YOUR HIT PARADE  
OCTOBER 25, 1951

-H-

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

BARUCH: Today, perhaps at this very minute, a forest fire is raging because someone tossed away a lighted cigarette ... left burning embers in a camp fire ... or was careless with matches. Each year forest fires ravage millions of acres of timberland ... destroy homes ... take lives! And the tragedy is -- ninety per cent of forest fires are caused by carelessness. So be careful, be cautious -- remember only you can prevent forest fires!

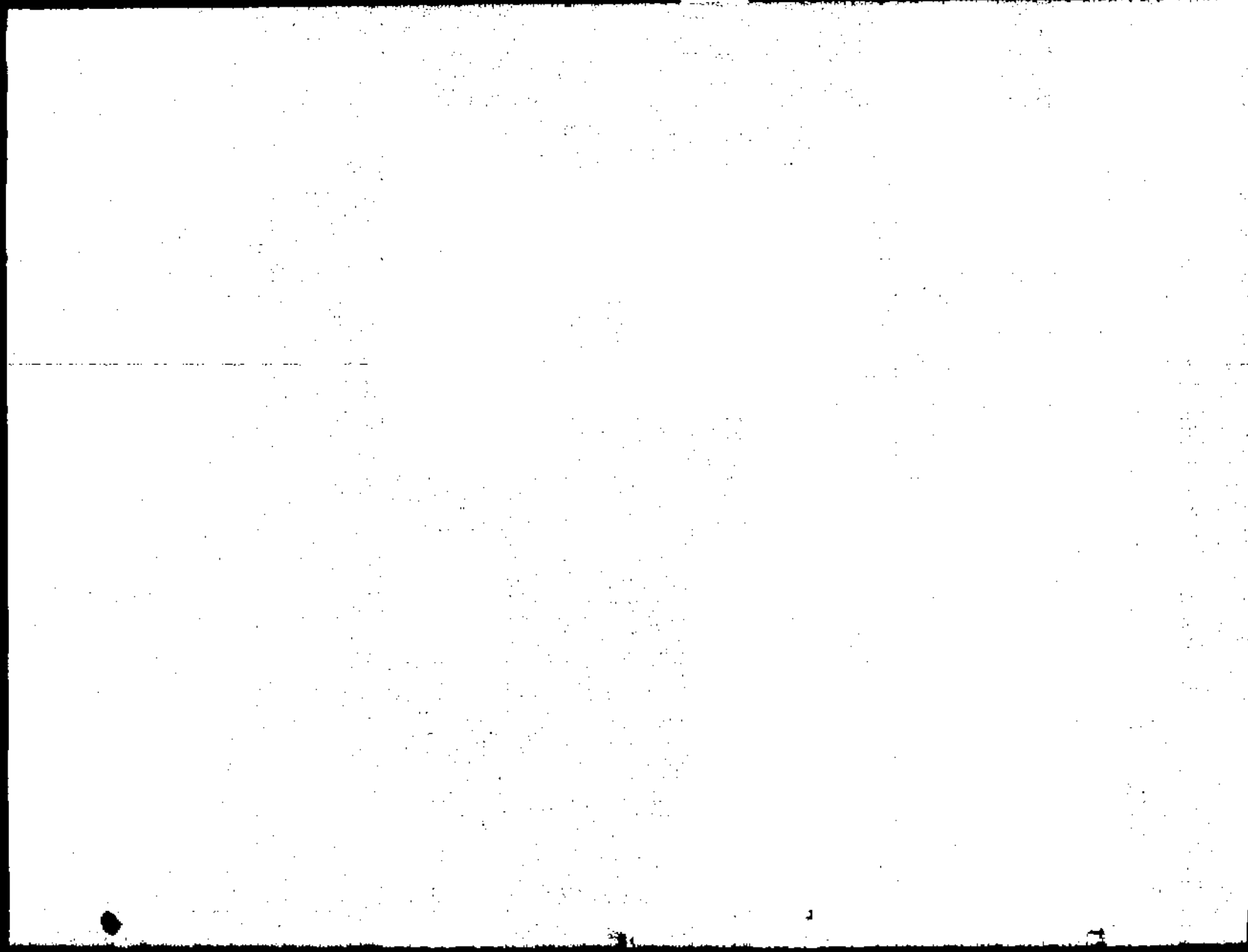
(PAUSE)

YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCH: ("BE HAPPY -- GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATX01 0245732



ATK01 0245739

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

NBC

10:00-10:30 PM EST

November 1, 1951 Program #9

Network:

Broadcast:

DATE

(Broadcast #850)

Repeat:

## ROUTINE

### OPENING COMMERCIAL

1. IN THE COOL, COOL, COOL OF THE EVENING (7) KENNY GARDNER & TRIO
2. COLD, COLD HEART (5) KENNY MARTIN
3. I GET IDEAS (2) CONNIE HAINES

### COMMERCIAL NO. 1

4. STUMBLING TWIN PIANOS
5. SIN (4) BILL FLAMAGAN
6. THE LOVELIEST NIGHT OF THE YEAR (6) CONNIE HAINES
7. MEDLEY: COQUETTE ORCHESTRA  
BUTTON UP YOUR OVERCOAT ORCHESTRA  
I'LL SEE YOU IN MY DREAMS ORCHESTRA

### COMMERCIAL NO. 2

8. DOWN YONDER (3) KENNY GARDNER & TRIO
9. BECAUSE OF YOU (1) CONNIE HAINES

### CLOSING COMMERCIAL



-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #9  
(Broadcast #850)

10:00-10:30 PM EDST

NOVEMBER 1, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO  
AND HIS ROYAL CANADIANS ... presented by  
LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get better taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better - the  
cigarette that tastes better - Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245735

YOUR HIT PARADE  
NOVEMBER 1, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike  
featuring the Lucky Seven Songs of the Week  
with Your Lucky Star of the Week ... Connie  
Haines ... and starring Guy Lombardo and his  
Royal Canadians!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245736

YOUR HIT PARADE  
NOVEMBER 1, 1951

-3-

LOMBARDO: Good evening, friends. This is Guy Lombardo.  
Your Hit Parade gets off to a spirited start as  
Kenny Gardner and the Lombardo Trio sing Survey  
Song Number SEVEN!

("IN THE COOL, COOL, COOL OF THE EVENING. . . . KENNY GARDNER &  
THE TRIO)

(APPLAUSE)

ATX01 0245737

BARUCH: That was "In the Cool, Cool, Cool of the Evening", the song that's Number SEVEN all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.....an accurate, authentic tabulation of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE on the Survey! Kenny Martin sings the sentimental ballad that's Number FIVE this week . . . . .  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now our featured guest! Here she is ... an outstanding star of radio, television, and movies . . . . YOUR LUCKY STAR OF THE WEEK ... Miss Connie Haines! (APPLAUSE) Welcome to Your Hit Parade, Connie,

CONNIE: Thank you, Guy, I'm delighted to be here.

LOMBARDO: Fine - and now, Connie Haines and Song Number TWO on the Survey . . . . . "I GET IDEAS"!

("I GET IDEAS" . . . . . CONNIE HAINES)

(APPLAUSE)

COMMERCIAL NO. 1

YOUR HIT PARADE  
NOVEMBER 1, 1951

-C-

COMMERCIAL #1

BARUCH: And now, your attention, please...

SOUND: (TAPE RECORDING PLAYED BACKWARDS. 5 SECONDS. OUT)

LAING: Words...promises...double talk ... a continuous stream of empty cigarette claims pours through your radio. But now this smoke screen of double talk is swept away by facts ... not claims ... facts. Here they are:

BARUCH: A month-after-month continuing quality comparison...based on tests certified to be impartial, fair and identical proves - Lucky Strike - by a wide margin -- is the best made of all five principal brands of cigarettes!

LAING: That's a fact ..., a fact verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City reports

BARUCH: In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands.

ATX01 0245740

YOUR HIT PARADE  
NOVEMBER 1, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw -- with no annoying loose ends to spoil their taste ... a big reason why Luckies taste better!

BARUCH: So, when choosing your cigarette don't be misled by the smoke screen of claims made by other cigarettes. Remember the facts. Enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that TASTES BETTER -- LUCKY STRIKE! Get a carton today!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245741

MUSIC: (HIT AND FADE)

BARUCH: Let's swing into a happy-go-lucky Extra, Guy!

LOMBARDO: O.K. Andre! And here are the Lombardo Twin  
Pianos in a tune that zips right along even  
though it's called . . . . .  
"STUMBLING"!

("STUMBLING" . . . . .TWIN PIANOS)

(APPLAUSE)



MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! Your Hit Parade spotlight turns  
to Bill Flangan and the Royal Canadians with  
Survey Song Number Four . . . . .  
"SIN"!

("SIN" . . . . . BILL FLANAGAN)

(APPLAUSE)

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time now for another Lucky Strike Extra, Guy!

LOMBARDO: And it's a trio of tunes - a medley of all-time favorites -- "Coquette" .... "Button Up Your Overcoat" ... and "I'll See You In My Dreams".

("COQUETTE" . . . . . ORCHESTRA)  
"BUTTON UP YOUR OVERCOAT"  
"I'LL SEE YOU IN MY DREAMS"

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
NOVEMBER 1, 1951

-E-

COMMERCIAL #2

LAING: LUCKIES ... TASTE ... BETTER!

BARUCH: Yes, Luckies taste better - and one big reason is -- they're made better. Conclusive new proof reveals that Lucky Strike is the best-made of all five principal brands of cigarettes!

LAING: This is not a claim, but a fact - verified by leading laboratory consultants. Earlier you heard the report of Foster D. Snell, Inc. of New York. Now listen to the report of Froehling and Robertson of Richmond, Virginia.

BARUCH: It is our conclusion that Lucky Strike is the best-made of these five major brands.

LAING: Yes, this authentic new proof sweeps away the smoke screen of empty claims made for other cigarettes ... double talk like this -

SOUND: (TAPE RECORDING PLAYED BACKWARDS - 5 SECONDS AND OUT)

BARUCH: Words...empty promises...don't be misled by them. Remember the facts. Remember LS/MFT - Lucky Strike means fine tobacco. Remember Luckies are made better. Remember Luckies taste better!

ATX01 0245745

YOUR HIT PARADE  
NOVEMBER 1, 1951

-F-

COMMERCIAL #2 (CONT'D)

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get better taste  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245746

MUSIC: (HIT AND FADE)

BARUCH: Survey Tune Number THREE! Kenny Gardner and the Lombardo Trio welcome a bright newcomer that comes up in the Number THREE spot tonight .....  
"DOWN YONDER"!

("DOWN YONDER" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) .... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO:          And now, Your Lucky Star of the Week, Connie  
Haines and the Royal Canadians, honor the lovely  
song that stands at the very head of Your Hit  
Parade for the ninth straight week! Song Number  
ONE .....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" ..... .CONNIE HAINES)

(APPLAUSE)

ORCH:              (HIT "AULD LANG SYNE" UP AND UNDER)

LOMBARDO: Thanks to you, good friends for listening, and to you Connie Haines for a four star performance! We'll return next week when Your Hit Parade will feature Eileen Barton as YOUR LUCKY STAR OF THE WEEK. Until then, this is Guy Lombardo saying "Be Happy - Go Lucky"!

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with Your Lucky Star of the Week - Eileen Barton! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Radio Program. And for those of you in television areas look for the first Jack Benny Television Show of the season. Consult your newspaper Sunday for time and station of both of these programs presented by Lucky Strike. In the meantime, friends, enjoy fine, mild, good-tasting tobacco, in the cigarette that's made better -- the cigarette that tastes better -- LUCKY STRIKE! Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

(MORE)

YOUR HIT PARADE  
NOVEMBER 1, 1951

-H-

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

BARUCH:           Here's an important announcement from the United  
                  Red Feather Campaign. Today, the health and  
                  welfare problems of countless families are  
                  being relieved and solved through Red Feather  
                  Agencies. Our men and women in the Armed Forces  
                  are benefiting, too, through the re-activated  
                  U.S.O., a part of this program. To continue with  
                  this vital work, your help is needed. So  
                  contribute now to the United Red Feather  
                  Campaign - your local Community Chest.

("BE HAPPY - GO LUCKY" UP AND OUT)

YOUR HIT PARADE is heard by our Armed Forces  
overseas through the facilities of the Armed  
Forces Radio Service.

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR:           THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATX01 0245750



# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 8, 1951 Program #10 Network: NBC  
(Broadcast #351)

Broadcast: 10:00-10:30 PM EST  
Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                    |               |
|--------------------|---------------|
| 1. SIN (2)         | KENNY GARDNER |
| 2. I GET IDEAS (4) | BILL FLANAGAN |
| 3. DOWN YONDER (6) | EILEEN BARTON |

### COMMERCIAL NO. 1

- |  |                                     |
|--|-------------------------------------|
| 4. AND SO TO SLEEP AGAIN (3)   | KENNY GARDNER                       |
| 5. WUNDERBAR   | TWIN PIANOS                         |
| 6. COLD, COLD HEART (5)  | EILEEN BARTON                       |
| 7. MEDLEY: MAKE BELIEVE<br>RED ROSES FOR A BLUE LADY<br>EASY TO LOVE | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |  |               |
|--|---------------|
| 8. THE LOVELIEST NIGHT OF THE YEAR (7) | KENNY MARTIN  |
| 9. BECAUSE OF YOU (1)                  | EILEEN BARTON |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #1.5  
(Broadcast #851)

10:00-10:30 PM EST

NOVEMBER 8, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ...starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ...presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that tastes better-- Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245752

YOUR HIT PARADE  
NOVEMBER 8, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike  
featuring the Lucky Seven Songs of the Week with  
Your Lucky Star of the Week ... Eileen Barton....  
and starring Guy Lombardo and his Royal  
Canadians!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245753

YOUR HIT PARADE  
NOVEMBER 8, 1951

-3-

LOMBARDO: This is Guy Lombardo welcoming you to Your  
Hit Parade. We start off tonight with Kenny  
Gardner and the tune that's Number TWO on the  
Survey!

("SIN" . . . . . KENNY GARDNER)

(APPLAUSE)

ATX01 0245754

BARUCH: That was "Sin", the song that's Number TWO all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FOUR! Bill Flanagan steps on stage with the tingling tango that's Number FOUR tonight . . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . . BILL FLANAGAN)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now it's an honor to present YOUR LUCKY STAR OF THE WEEK ... a famous recording, radio and television artist ... Miss Eileen Barton! Her first song is Number SIX on the Survey . . . . .  
"DOWN YONDER"

("DOWN YONDER" . . . . . EILEEN BARTON)

(APPLAUSE)

COMMERCIAL No. 1

YOUR HIT PARADE  
NOVEMBER 8, 1951

-C-

COMMERCIAL #1

BARUCH: And now, your attention, please...

SOUND: (TAPE RECORDING PLAYED BACKWARDS. 5 SECONDS. OUT)

LAING: Double-talk ...words about noses...words about throats...empty promises...Cigarette advertising is filled with them. But now this smoke screen of double talk is swept away by facts...not claims ...facts. Here they are:

BARUCH: A month-after-month cigarette quality comparison ...based on tests certified to be impartial, fair and identical proves -- Lucky Strike -- by a wide margin -- is the best made of all five principal brands of cigarettes!

LAING: That's a fact ... a fact verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City reports:

BARUCH: In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands.

LAING: Yes, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw -- with no annoying loose ends to spoil their taste ... a big reason why Luckies taste better!

ATX01 0245757

YOUR HIT PARADE  
NOVEMBER 8, 1951

-D-

COMMERCIAL #1 (CONT'D)

BARUCH:           So, when choosing your cigarette don't be  
                  misled by the smoke screen of claims made by  
                  other cigarettes. Remember the facts. Enjoy  
                  fine, mild, good-tasting tobacco in the  
                  cigarette that's made better ... the cigarette  
                  that TASTES BETTER -- LUCKY STRIKE! Get a  
                  carton today!

ORCH:             (FULL VAMP)

CHORUS:           Be Happy - Go Lucky  
(LONG CLOSE)     Go Lucky Strike today!

(APPLAUSE)

ATX01 0245758





MUSIC: (HIT AND FADE)

LOMBARDO: This week ~~as many of you know~~, one of the greatest entertainers in show business, a member of our Lucky Strike family, is celebrating his twentieth year in radio .....  
JACK BENNY! Jack, I know you're listening and all of us on Your Hit Parade want to congratulate you and wish you many, ~~many~~ more years of success. And so, Jack, <sup>we</sup> ~~the Lombardo Twin Piano and the Royal Canadians~~ salute a wonderful guy with that wonderful tune.....

"WUNDERBAR"!

("WUNDERBAR" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 8, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE on the Survey! Once again Your  
Hit Parade spotlight glows on Eileen Barton  
as she sings the sentimental song that's  
Number FIVE . . . . .  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . . EILEEN BARTON)

(APPLAUSE)

ATX01 0245761

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time now for another Lucky Strike Extra, Guy!

LOMBARDO: And off we go, Andre, with a medley of  
ever-popular tunes . . . "MAKE BELIEVE" . . .  
"RED ROSES FOR A BLUE LADY" . . . and  
"EASY TO LOVE"!

("MAKE BELIEVE"  
"RED ROSES FOR A BLUE LADY" . . . . . ORCHESTRA)  
"EASY TO LOVE"

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
- NOVEMBER 8, 1951

-E-

COMMERCIAL #2

LAING: LUCKIES ... TASTE ... BETTER!

BARUCH: Yes, Luckies taste better -- and one big reason is -- they're made better. Conclusive new proof reveals that Lucky Strike is the best-made of all five principal brands of cigarettes!

LAING: This is not a claim, but a fact -- verified by leading laboratory consultants. Earlier you heard the report of Foster D. Snell, Inc. of New York. Now listen to the report of Froehling and Robertson of Richmond, Virginia.

BARUCH: It is our conclusion that Lucky Strike is the best made of these five major brands.

LAING: Yes, this authentic new proof sweeps away the smoke screen of empty claims made by other cigarettes ... double talk like this -

SOUND: (TAPE RECORDING PLAYED BACKWARDS -5 SECONDS & OUT)

BARUCH: Double-talk ... words about noses... words about throats... empty promises... don't be misled by them. Remember the facts. Remember LS/MFT -- Lucky Strike means fine tobacco. Remember Luckies are made better. Remember Luckies taste better!

ORCH: (FULL VAMP)

ATX01 0245763

YOUR HIT PARADE  
NOVEMBER 8, 1951

-F-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATX01 0245764

YOUR HIT PARADE  
NOVEMBER 8, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Song Number SEVEN! Here's Kenny Martin and the  
delightful waltz that captures SEVENTH place  
on Your Hit Parade Survey . . . . .

"THE LOVELIEST NIGHT OF THE YEAR"!

("THE LOVELIEST NIGHT OF THE YEAR" . . . . . KENNY MARTIN)

(APPLAUSE)

ATX01 0245765

(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of the Week! The Song Your Hit Parade Survey finds in FIRST PLACE!

(DRUM ROLL OUT)

LOMBARDO: This is it! The Song that shines brightest of all on Your Hit Parade! Eileen Barton and the Royal Canadians team up to pay tribute to the winner and still champion ... Song Number ONE ... "BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . EILEEN BARTON)

(APPLAUSE)

ORCH: (HIT "AULD LANG SYNE" UP AND UNDER)



YOUR HIT PARADE  
NOVEMBER 8, 1951

-G-

LOMBARDO: Thanks to you good friends for listening,  
And I know you'll join us in our sincere thanks  
to Eileen Barton for a wonderful performance.  
  
We'll be back next Thursday when YOUR LUCKY STAR  
OF THE WEEK will be Mary Mayo. Until then,  
this is Guy Lombardo saying -- "Be Happy --  
Go Lucky!"  
(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit  
Parade will again bring you the Lucky Seven  
Songs of the Week starring Guy Lombardo and his  
Royal Canadians with YOUR LUCKY STAR OF THE  
WEEK -- Mary Mayo! This is Andre Baruch  
reminding you to tune in Sunday to the Jack  
Benny Program. Consult your newspaper for time  
and station. That's the Jack Benny Program  
presented by Lucky Strike. In the meantime,  
friends, enjoy fine, mild, good-tasting tobacco,  
in the cigarette that's made better -- the  
cigarette that tastes better -- LUCKY STRIKE!  
Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

ATXO1 0245767

YOUR HIT PARADE  
NOVEMBER 8, 1951

-H-

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH:          YOUR HIT PARADE is heard by our Armed Forces  
                  overseas through the facilities of the Armed  
                  Forces Radio Service.

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR:          THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATK01 0245768

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

NEG

10:00-10:30 PM EST

November 15, 1951

Program #11  
(Broadcast #852) Network:

Broadcast:

DATE

Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                         |                         |
|-------------------------|-------------------------|
| 1. COLD, COLD HEART (2) | KENNY MARTIN            |
| 2. DOWN YONDER (4)      | KENNY GARDNER &<br>TRIO |
| 3. BECAUSE OF YOU (3)   | MARY MAYO               |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. CANADIAN CAPERS  | TWIN PIANOS                         |
| 5. AND SO TO SLEEP AGAIN (6)                                    | MARY MAYO                           |
| 6. UNDECIDED (7)  | KENNY GARDNER                       |
| 7. MEDLEY: IF I HAD MY WAY<br>BLUE HEAVEN<br>MOON OVER BROCKLYN | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                    |                 |
|--------------------|-----------------|
| 8. I GET IDEAS (5) | ROYAL CANADIANS |
| 9. SIN (1)         | MARY MAYO       |

### CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #11

(Broadcast #852)

10:00-10:30 PM EST NOVEMBER 15, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS...presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get better taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting  
tobacco in the cigarette that's made better --  
the cigarette that tastes better - Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

YOUR HIT PARADE  
NOVEMBER 15, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week  
                  with Your Lucky Star of the Week ... Mary Mayo..  
                  and starring Guy Lombardo and his Royal  
                  Canadians!

(APPLAUSE)

ORCH:             ("AULD LANG SYNE" UP AND OUT)

ATX01 0245771

YOUR HIT PARADE  
NOVEMBER 15, 1951

-3-

LOMBARDO: Good evening, this is Guy Lombardo. Tonight  
Kenny Martin raises the curtain on Your Hit  
Parade with Survey Song Number TWO!

("COLD, COLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

ATX01 0245772

BARUCH: That was "Cold, Cold Heart", the song that's  
Number TWO all over America this week as  
determined by Your Hit Parade Survey which  
checks the best sellers in sheet music and  
phonograph records, the songs most heard on  
the air and most played on the automatic coin  
machines...an accurate, authentic tabulation  
of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR on the Survey! Here's Kenny Gardner,  
the Lombardo Trio and the tune that takes  
FOURTH place honors tonight . . . . .  
"DOWN YONDER"!

("DOWN YONDER" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 15, 1951

-5-

MUSIC: (HIT AND FADE)

LOMBARDO: Friends, this is Guy Lombardo again. It's my  
pleasure now to present YOUR LUCKY STAR OF THE  
WEEK ... a popular radio, recording and  
television artist...Miss Mary Mayo! Mary's  
first song -- Number THREE on the Survey. . . .  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . MARY MAYO)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0245774



COMMERCIAL #1

BARUCH: For years you've heard talk - double-talk - words about noses - words about throats ... empty promises ... Cigarette advertising is filled with them. Now this smoke screen of double talk is swept away by facts ... not claims ... facts.

LAING: The facts are that Luckies' fine, mild, good-tasting tobacco goes into a cigarette that's made better ... that's fully packed ... that has no annoying loose ends to spoil the taste -- a cigarette that's made better in every way.

BARUCH: Yes, the facts are that LUCKY STRIKE by a wide margin is the best made of all five principal brands of cigarettes -- facts proven by a month after month quality comparison based on tests certified to be impartial, fair and identical.

LAING: And these tests - these facts are verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City reports:

BARUCH: In our opinion, the properties measured are all-important factors affecting the taste of cigarette smoke. We conclude that LUCKY STRIKE is the best-made of the five major brands.

YOUR HIT PARADE  
NOVEMBER 15, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies taste better -- always so mild,  
so smooth, so firm and fresh - with better  
taste in every puff.

BARUCH: So prove to yourself the proven facts -- don't  
be misled by the smoke screen of claims made  
by other cigarettes. Remember the facts and  
enjoy really fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that TASTES BETTER -- LUCKY STRIKE!  
Try a carton today!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245776

YOUR HIT PARADE  
NOVEMBER 15, 1951

-8-

MUSIC: (HIT AND FADE)

BARUCH: Time now for a happy-go-lucky Extra, Guy!

LOMBARDO: All set, Andre, the Lombardo Twin Pianos and  
a fast moving favorite . . . . .  
"CANADIAN CAPERS"!

("CANADIAN CAPERS" . . . . . TWIN PIANOS)

(APPLAUSE)

ATX01 0245777

YOUR HIT PARADE  
NOVEMBER 15, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Number SIX and Your Lucky Star of the Week ...  
Mary Mayo, with the song the Survey finds in  
SIXTH place. . . . .  
"AND SO TO SLEEP AGAIN"!

("AND SO TO SLEEP AGAIN" . . . . . MARY MAYO)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 15, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SEVEN! Kenny Gardner and  
the Royal Canadians welcome a newcomer to  
Your Hit Parade ... Song Number SEVEN .....  
"UNDECIDED"!

("UNDECIDED" . . . . . KENNY GARDNER)

(APPLAUSE)

ATX01 0245779

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time now for another Lucky Strike Extra, Guy....

LOMBARDO: And here we go, Andre, with a medley of three  
ever-popular tunes... "IF I HAD MY WAY" ....  
"BLUE HEAVEN" ... and "MOON OVER BROCKLYN"!

("IF I HAD MY WAY" . . . . . ORCHESTRA)  
"BLUE HEAVEN"  
"MOON OVER BROCKLYN"

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
NOVEMBER 15, 1951

-E-

COMMERCIAL #2

BARUCH: LUCKIES -- TASTE -- BETTER!

LAING: Yes, there's better taste in LUCKY STRIKE because Luckies' fine, mild, good-tasting tobacco goes into a cigarette that is the best made of all five principal brands!

BARUCH: These are not just claims -- they are facts that prove LUCKIES are made better in every way. Facts verified by leading laboratory consultants. One of these, Froehling and Robertson of Richmond, Virginia, reports -

LAING: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

BARUCH: So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better - the cigarette that tastes better.  
*Sticks!* You'll prove it yourself by trying a carton of LUCKIES today. *Lucky*

ORCH: (FULL VAMP)

ATX01 0245781

YOUR HIT PARADE  
NOVEMBER 15, 1951

-F-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get better taste  
                  Be Happy - Go Lucky

(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATX01 0245782



MUSIC: (HIT AND FADE)

BARUCH: Survey Tune Number FIVE: The Royal Canadians  
step out on their own as they come up with the  
tango that's in FIFTH place . . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . .ROYAL CANADIANS)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) ... The Top Tune  
of the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE!  
(DRUM ROLL OUT)

LOMABARDO:       This is the song you've been waiting to hear...  
~~the tune that's won nation-wide acclaim from~~  
~~coast to coast!~~ Mary Mayo and the Royal  
Canadians salute the song that glitters at the  
very top of Your Hit Parade ... the winner and  
new champion ... Song Number ONE . . . . .  
"SIN"!

("SIN" . . . . . MARY MAYO)

(APPLAUSE)

ORCH:           (HIT "AULD LANG SYNE" UP AND UNDER)

YOUR HIT PARADE  
NOVEMBER 15, 1951

-G-

LOMBARDO: Our thanks to you, good friends, for listening...  
and a bow of appreciation to Mary Mayo for a  
fine performance! Next Thursday we'll all be  
back, and at that time Your Lucky Star of the  
Week will be Joanne Wheatley. Until then, this  
is Guy Lombardo saying, "Be Happy - Go Lucky!"  
(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit  
Parade will again bring you the Lucky Seven  
Songs of the Week starring Guy Lombardo and  
his Royal Canadians with Your Lucky Star of  
the Week -- Joanne Wheatley! This is Andre  
Baruch reminding you to tune in Sunday to the  
Jack Benny Program. Consult your newspaper for  
time and station. That's the Jack Benny Program  
presented by Lucky Strike. In the meantime,  
friends, enjoy fine, mild, good-tasting tobacco,  
in the cigarette that's made better - the  
cigarette that tastes better -- LUCKY STRIKE!  
Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

ATK01 0245785

YOUR HIT PARADE  
NOVEMBER 15, 1951

-H-

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get better taste  
                  Be Happy - Go Lucky  
(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ORCH:             ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH:           YOUR HIT PARADE is heard by our Armed Forces  
                  overseas through the facilities of the Armed  
                  Forces Radio Service.

ORCH:             ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR:            THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

ATX01 0245786

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS PRESENTED**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 22, 1951 Program #12 Network: NBC  
(Broadcast #853)

Broadcast: 10:00-10:30 PM EST

Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                    |                 |
|--------------------|-----------------|
| 1. UNDECIDED (6)   | KENNY GARDNER   |
| 2. I GET IDEAS (7) | ROYAL CANADIANS |
| 3. DOWN YONDER (3) | JOANNE WHEATLEY |

### COMMERCIAL NO. 1

- |  |                                     |
|--|-------------------------------------|
| 4. AND SO TO SLEEP AGAIN (5)   | KENNY GARDNER                       |
| 5. BARCAROLLE  | TWIN PIANOS                         |
| 6. BECAUSE OF YOU (2)  | JOANNE WHEATLEY                     |
| 7. MEDLEY: SOFT LIGHTS AND SWEET MUSIC<br>MOONLIGHT AND SHADOWS<br>SHINE ON HARVEST MOON | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                        |                 |
|------------------------|-----------------|
| 8. COLD COLD HEART (4) | KENNY MARTIN    |
| 9. SIN (1)             | JOANNE WHEATLEY |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #12  
(Broadcast #853)

10:00-10:30 PM EST NOVEMBER 22, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS...presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get better taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting  
tobacco in the cigarette that's made better --  
the cigarette that tastes better - Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245788

YOUR HIT PARADE  
NOVEMBER 22, 1951

-B-

OPENING COMMERCIAL (CONTINUED)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week  
                  with Your Lucky Star of the Week ...  
                  Joanne Wheatley ... and starring Guy Lombardo  
                  and his Royal Canadians!

(APPLAUSE)

ORCHESTRA:       ("AULD LANG SYNE" UP AND OUT)

ATX01 0245789

YOUR HIT PARADE  
NOVEMBER 22, 1951

-3-

LOMBARDO:            Good evening, this is Guy Lombardo.  
                      We swing into Your Hit Parade tonight  
                      with Kenny Gardner singing Survey Song  
                      Number SIX!

("UNDECIDED" . . . . . KENNY GARDNER)

(APPLAUSE)

RTX01 0245790



YOUR HIT PARADE  
NOVEMBER 22, 1951

-4-

BARUCH:           That was "Undecided", the song that's  
                  Number SIX all over America this week  
                  as determined by Your Hit Parade Survey  
                  which checks the best sellers in sheet  
                  music and phonograph records, the songs  
                  most heard on the air and most played on  
                  the automatic coin machines ... an accurate,  
                  authentic tabulation of America's taste  
                  in popular music .... "YOUR HIT PARADE"!

MUSIC:            (HIT AND FADE)

BARUCH:           Number SEVEN! The Royal Canadians take  
                  the spotlight with the exotic tango that's  
                  in SEVENTH place tonight . . . "I GET IDEAS"!

("I GET IDEAS" . . . . .ROYAL CANADIANS)

(APPLAUSE)

ATX01 0245791

YOUR HIT PARADE  
NOVEMBER 22, 1951

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now we present our featured guest ... Your Lucky Star of the Week ... a charming singing star of radio and television .... Miss Joanne Wheatley! <sup>And is Joanne</sup> Here ~~she is~~ with her first song, Number THREE on the Survey .... "DOWN YONDER"!

("DOWN YONDER" . . . . . JOANNE WHEATLEY)

(APPLAUSE)

COMMERCIAL NO. 1

YOUR HIT PARADE  
NOVEMBER 22, 1951

-C-

COMMERCIAL #1

BARUCH: For years you've heard talk - double-talk - words about noses - words about throats ... empty promises ... Cigarette advertising is filled with them. Now this smoke screen of double talk is swept away by facts ... not claims ... facts.

LAING: The facts are that Luckies' fine, mild, good-tasting tobacco goes into a cigarette that's made better ... that's fully packed ... that has no annoying loose ends to spoil the taste -- a cigarette that's made better in every way.

BARUCH: Yes, the facts are that LUCKY STRIKE by a wide margin is the best made of all five principal brands of cigarettes -- facts proven by a month after month quality comparison based on tests certified to be impartial, fair and identical.

LAING: And these tests - these facts are verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City reports:

BARUCH: In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that LUCKY STRIKE is the best-made of the five major brands.

ATX01 0245793

YOUR HIT PARADE  
NOVEMBER 22, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies taste better - always so mild, so smooth, so firm and fresh - with better taste in every puff.

BARUCH: So prove to yourself the proven facts - don't be misled by the smoke screen of claims made by other cigarettes. Remember the facts and enjoy really fine, mild, good-tasting tobacco in the cigarette that TOPS ALL FIVE PRINCIPAL BRANDS FOR QUALITY - the cigarette that TASTES BETTER -- LUCKY STRIKE! Try a carton today!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245794

YOUR HIT PARADE  
NOVEMBER 22, 1951

-8-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FIVE! The lights go  
low as Kenny Gardner steps on stage with  
Song Number FIVE ... "AND SO TO SLEEP AGAIN!"

("AND SO TO SLEEP AGAIN" . . . . . KENNY GARDNER)

(APPLAUSE)

MUSIC: (HIT AND FADE)

BARUCH: Number TWO! Here again is Your Lucky  
Star of the Week ... Joanne Wheatley and  
the song that challenges the winner ...  
tune Number TWO ... "BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . JOANNE WHEATLEY)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 22, 1951

-11-

MUSIC: (SAY IT WITH MUSIC)

BARUCH: Off we go with another Lucky Strike  
Extra, Guy.

LOMBARDO: O.K. Andre -- and this time it's a  
medley of famous favorites ...

"SOFT LIGHTS AND SWEET MUSIC" ...

"MOONLIGHT AND SHADOWS" ... and

"SHINE ON HARVEST MOON"!

{ "SOFT LIGHTS AND SWEET MUSIC" . . . . . ORCHESTRA )

{ "MOONLIGHT AND SHADOWS"

{ "SHINE ON HARVEST MOON"

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245797

COMMERCIAL #2

BARUCH: LUCKIES -- TASTE -- BETTER!

LAING: Yes, there's better taste in LUCKY STRIKE because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality...LUCKY STRIKE!

BARUCH: These are not just claims -- they are facts that prove LUCKIES are made better in every way. Facts verified by leading laboratory consultants. One of these, Froehling and Robertson of Richmond, Virginia, reports -

LAING: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

BARUCH: So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better - the cigarette that tastes better. You'll prove it yourself by trying a carton of LUCKIES today.

ORCH: (FULL VAMP)



YOUR HIT PARADE  
NOVEMBER 22, 1951

-F-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get better taste  
                  Be Happy - Go Lucky  
(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATX01 0245799

YOUR HIT PARADE  
NOVEMBER 22, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FOUR! Kenny Martin  
teams up with the Royal Canadians to bring  
us the sentimental song that's in FOURTH  
place tonight ... "COLD GOLD HEART"!

("COLD GOLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

ATX01 0245800

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) .... The Top  
Tune of the Week! The Song Your Hit  
Parade Survey finds in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO:         And here to honor the song that stands  
at the very head of Your Hit Parade is  
Your Lucky Star of the Week ....  
Joanne Wheatley ... with the tune that's  
still number ONE ... "SIN"!

("SIN" . . . . . JOANNE WHEATLEY)

(APPLAUSE)

ORCHESTRA:       (HIT "AULD LANG SYNE" UP AND UNDER)

LOMBARDO: Thanks so much for listening, good friends ...  
and our sincere thanks to you Joanne Wheatley  
for a four star performance! We'll all return  
next Thursday when Your Lucky Star of the Week  
will be Ann Shelton. Until then this is  
Guy Lombardo saying, "Be Happy - Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit  
Parade will again bring you the Lucky Seven  
Songs of the Week starring Guy Lombardo and his  
Royal Canadians with Your Lucky Star of the  
Week -- Ann Shelton! This is Andre  
Baruch reminding you to tune in <sup>on</sup> Sunday to the  
Jack Benny Program. Consult your newspaper for  
time and station. That's the Jack Benny Program  
presented by Lucky Strike. In the meantime,  
friends, enjoy fine, mild, good-tasting tobacco,  
in the cigarette that's made better - the  
cigarette that tastes better -- LUCKY STRIKE!  
Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

YOUR HIT PARADE  
NOVEMBER 22, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH: Today as we give thanks for the many blessings we enjoy, let us remember our men in the Armed Forces who are fighting so valiantly in Korea to defend all the things we cherish. And let us pledge ourselves now to donate a pint of blood...blood which is vitally needed to save the lives of our boys wounded on the field of battle. The need is critical. Give your blood now through your Red Cross and local blood donor centers!

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0245803

# YOUR HIT PARADE

prepared and produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Broadcast: 10:00-10:30 PM EST

Repeat:

DATE November 29, 1951 Program #13  
(Broadcast #854)

Network: NBC

## ROUTINE

### OPENING COMMERCIAL

- |                       |               |
|-----------------------|---------------|
| 1. DOWN YONDER (3)    | LOMBARDO TRIO |
| 2. UNDECIDED (6)      | KENNY GARDNER |
| 3. BECAUSE OF YOU (2) | ANN SHELTON   |

### COMMERCIAL NO. 1

- |  |              |
|--|--------------|
| 4. COLD COLD HEART (4)                       | KENNY MARTIN |
| 5. ROAMIN' IN THE GLOAMIN'                   | TWIN PIANOS  |
| 6. AND SO TO SLEEP AGAIN (7)                 | ANN SHELTON  |
| 7. MEDLEY: ONCE IN A WHILE                   | ORCHESTRA    |
| <del>SHADY TREE</del> <i>Source</i>          | ORCHESTRA    |
| <del>WHEN THE ORGAN PLAYED AT TWILIGHT</del> | ORCHESTRA    |
| <i>Same As My Heart</i>                      |              |

### COMMERCIAL NO. 2

- |                    |                 |
|--------------------|-----------------|
| 8. I GET IDEAS (5) | ROYAL CANADIANS |
| 9. SIN (1)         | ANN SHELTON     |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #13  
(Broadcast #854)

10:00-10:30 PM EST · NOVEMBER 29, 1951 · THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO  
AND HIS ROYAL CANADIANS...presented by LUCKY  
STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better - the  
cigarette that tastes better -- Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245805

YOUR HIT PARADE  
NOVEMBER 29, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike  
featuring the Lucky Seven Songs of the Week  
with Your Lucky Star of the Week ... Ann  
Shelton ... and starring Guy Lombardo and  
his Royal Canadians!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245806



YOUR HIT PARADE  
NOVEMBER 29, 1951

-3-

LOMBARDO: Good evening, this is Guy Lombardo. Off we go  
with Your Hit Parade as the Lombardo Trio and  
the Royal Canadians team up for Survey Song  
Number THREE!

("DOWN YONDER" . . . . . LOMBARDO TRIO)

(APPLAUSE)

ATX01 0245807

BARUCH: That was "Down Yonder", the song that's Number  
THREE all over America this week as determined  
by Your Hit Parade Survey which checks the  
best sellers in sheet music and phonograph  
records, the song most heard on the air and  
most played on the automatic coin machine ...  
an accurate, authentic tabulation of America's  
taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number SIX! Here's Kenny Gardner and the  
lilting tune that's Number SIX on the Survey....  
"UNDECIDED"!

("UNDECIDED" . . . . . KENNY GARDNER)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: Friends, this is Guy Lombardo again. Tonight we are fortunate to have with us as Your Lucky Star of the Week an international singing favorite....direct from the bright lights of Piccadilly in London ... Miss Ann Shelton!

(APPLAUSE)

ANN: Thank you, Guy. <sup>Ann</sup> I'm delighted to be in America... and this appearance on Your Hit Parade is one of the high spots of my tour.

LOMBARDO: It's a high spot for us, too, and now here's Ann Shelton with Survey Song Number TWO .....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . ANN SHELTON)

(APPLAUSE)

COMMERCIAL NO. 1

YOUR HIT PARADE  
NOVEMBER 29, 1951

-C-

COMMERCIAL #1

BARUCH: For years you've heard talk -- double-talk -- words about noses -- words about throats -- empty promises ... cigarette advertising is filled with them. Now this smoke screen of double-talk is swept away by facts ... not claims ... facts.

LAINC: The facts are that Luckies' fine, mild, good-tasting tobacco goes into a cigarette that's made better ... that's fully packed., that has no annoying loose ends to spoil the taste -- a cigarette that's made better in every way.

BARUCH: Yes, the facts are that LUCKY STRIKE by a wide margin is the best made of all five principal brands of cigarettes - facts proven by a month-after-month quality comparison based on tests certified to be impartial, fair and identical.

LAINC: And these tests - these facts are verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City, reports:

BARUCH: In our opinion, the properties measured are all-important factors affecting the taste of cigarette smoke. We conclude that LUCKY STRIKE is the best made of the five major brands.

(MORE)

BTXO1 0245810

YOUR HIT PARADE  
NOVEMBER 29, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies taste better - always so mild, so smooth, so firm and fresh - with better taste in every puff.

BARUCH: So prove to yourself the proven facts - don't be misled by the smoke screen of claims made by other cigarettes. Remember the facts and enjoy really fine, mild, good-tasting tobacco in the cigarette that TOPS ALL FIVE PRINCIPAL BRANDS FOR QUALITY - the cigarette that TASTES BETTER -- LUCKY STRIKE! Try a carton today!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245B11

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR on the Survey! Kenny Martin  
steps on stage with the plaintive song in  
FOURTH place tonight . . . . .  
"COLD, COLD HEART"!

("COLD, COLD HEART" . . . . . KENNY MARTIN)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 29, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Let's swing into a Lucky Strike Extra, Guy!

LOMBARDO: All set, Andre, and ~~it's a special arrangement~~  
~~for the Lombardo Twin Pianos of that famous~~  
*it's* *and the*  
Scotch ballad . . . . .  
"ROAMIN' IN THE GLOAMIN'!"

("ROAMIN' IN THE GLOAMIN'" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
NOVEMBER 29, 1951

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SEVEN! Here again is Your  
Lucky Star of the Week ... Miss Ann Shelton  
and the lovely song that's Number SEVEN . . . .  
"AND SO TO SLEEP AGAIN"!

("AND SO TO SLEEP AGAIN" . . . . . ANN SHELTON)

(APPLAUSE)



MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time for another Lucky Strike Extra, Guy!

LOMBARDO: And this time it's a medley of three ever-  
popular tunes, <sup>Andie</sup> "ONCE IN A WHILE" . . . .  
<sup>Quince</sup> "SHADY TREE" . . . and <sup>Some on my hands</sup> "WHEN THE ORGAN PLAYED AT  
TWILIGHT"

("ONCE IN A WHILE" . . . . . ORCHESTRA)  
"SHADY TREE"  
"WHEN THE ORGAN PLAYED AT TWILIGHT"

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
NOVEMBER 29, 1951

-E-

COMMERCIAL #2

BARUCH: LUCKIES - TASTE - BETTER!

LAING: Yes, there's better taste in LUCKY STRIKE because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality ... LUCKY STRIKE!

BARUCH: These are not just claims - they are facts that prove LUCKIES are made better in every way. Facts verified by leading laboratory consultants. One of these, Froehling and Robertson of Richmond, Virginia, reports --

LAING: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

BARUCH: So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better - the cigarette that tastes better -- Lucky Strike. You'll prove it yourself by trying a carton of Luckies today!

ORCH: (FULL VAMP)

ATX01 0245816

YOUR HIT PARADE  
NOVEMBER 29, 1951

-F-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky  
(LONG CLOSE)   Go Lucky Strike today!

(APPLAUSE)

ATX01 0245817

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE! The spotlight shines on the Royal  
Canadians as they play the rhythmic tango that  
captures FIFTH place on the Survey . . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . .ORCHESTRA)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE!

(DRUM ROLL OUT)

LOMBARDO:        Our lovely guest...Your Lucky Star of the Week,  
Ann Shelton, teams up with the Royal Canadians  
to bring you the song that makes its third  
straight appearance as the champion of them  
all ... Song Number ONE . . . . .  
"SIN"!

("SIN" . . . . . ANN SHELTON)

(APPLAUSE)

ORCH:            (HIT "AULD LANG SYNE" UP AND UNDER)

YOUR HIT PARADE  
NOVEMBER 29, 1951

-G-

CLOSING COMMERCIAL

LOMBARDO: And so good friends, we come to the close of  
Your Hit Parade for this week. I'm sure <sup>all of you</sup> ~~you all~~  
join us in saying, "Thanks", to Ann Shelton for  
a truly great performance. Next Thursday we'll  
be back and at that time Your Lucky Star of the  
Week will be Margaret Whiting. Until then, this  
is Guy Lombardo saying, "Be Happy - Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit  
Parade will again bring you the Lucky Seven Songs  
of the Week starring Guy Lombardo and his Royal  
Canadians with Your Lucky Star of the Week --  
Margaret Whiting! This is Andre Baruch reminding  
you to tune in Sunday to the Jack Benny Program.  
Consult your newspaper for time and station.  
That's the Jack Benny Program presented by  
Lucky Strike. In the meantime, friends, enjoy  
fine, mild, good-tasting tobacco, in the  
cigarette that's made better -- the cigarette  
that tastes better - LUCKY STRIKE! Try a carton  
soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

ATK01 0245820

YOUR HIT PARADE  
NOVEMBER 29, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

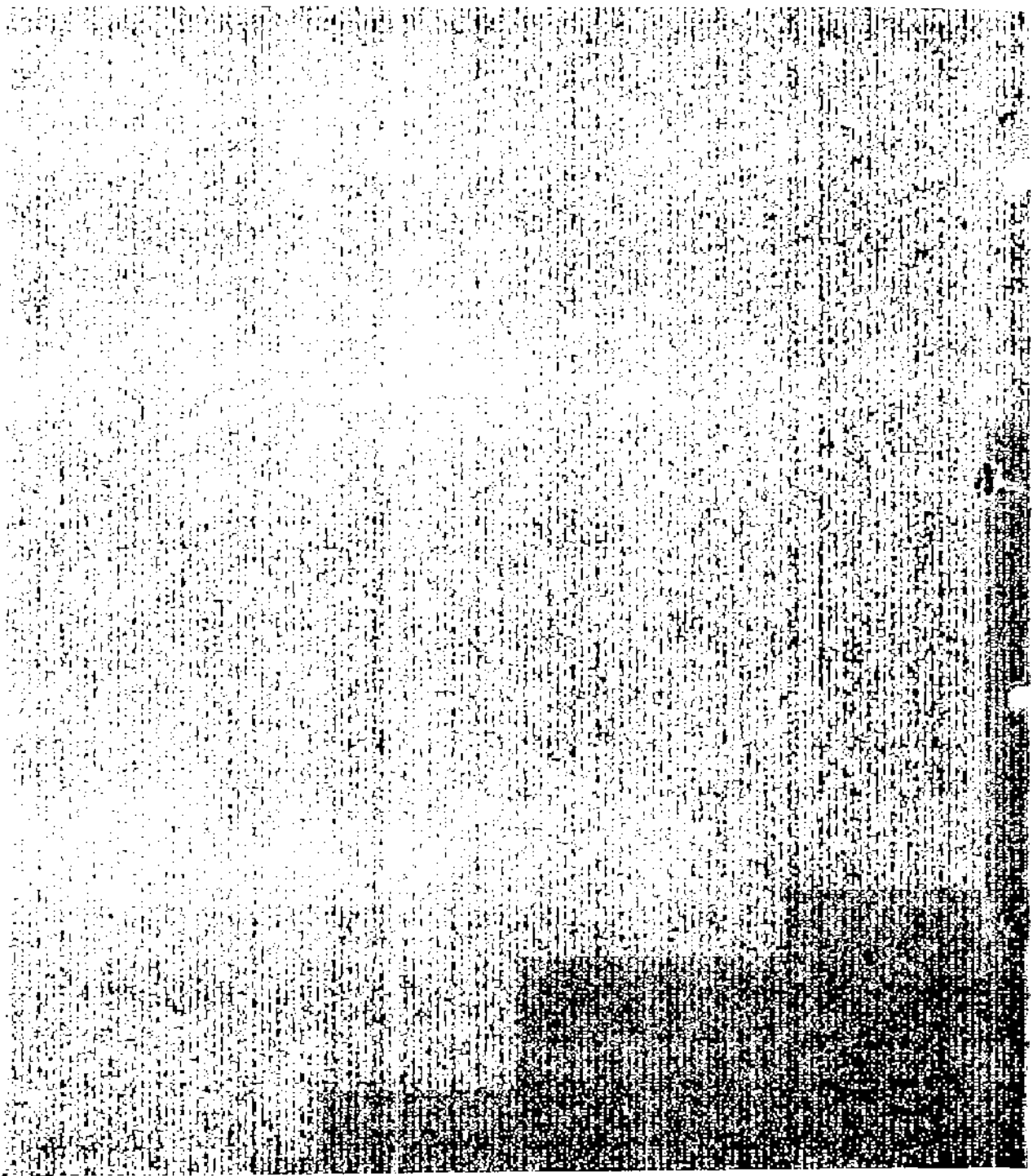
ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces  
overseas through the facilities of the Armed  
Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY.

ATX01 0245821





# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 6, 1951 Program # 12 Network: NBC Broadcast: 10:00-10:30 PM EST  
(Broadcast #855) Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                         |                  |
|-------------------------|------------------|
| 1. COLD, COLD HEART (6) | KENNY GARDNER    |
| 2. I GET IDEAS (7)      | ROYAL CANADIANS  |
| 3. DOWN YONDER (3)      | MARGARET WHITING |

### COMMERCIAL NO. 1

- |  |   |
|--|---|
| 4. BECAUSE OF YOU (2)  | <del>BILL FLANAGAN</del>                          |
| 5. SWANEE RIVER  | TWIN PIANOS                                       |
| 6. AND SO TO SLEEP AGAIN (5)   | MARGARET WHITING                                  |
| 7. MEDLEY: HOW DEEP IS THE OCEAN<br>MY IDEAL<br>SEEMS LIKE OLD TIMES | ORCHESTRA<br>ORCHESTRA<br>BILL FLANAGAN &<br>TRIO |

### COMMERCIAL NO. 2

- |                  |                  |
|------------------|------------------|
| 8. UNDECIDED (4) | KENNY GARDNER    |
| 9. SIN (1)       | MARGARET WHITING |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #14  
(Broadcast #855)

10:00-10:30 PM EST

DECEMBER 6, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO  
AND HIS ROYAL CANADIANS ... presented by LUCKY  
STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that tastes better -- Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245824

YOUR HIT PARADE  
DECEMBER 6, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week  
                  with Your Lucky Star of the Week ... Margaret  
                  Whiting ... and starring Guy Lombardo and his  
                  Royal Canadians!

(APPLAUSE)

ORCH:             ("AULD LANG SYNE" UP AND OUT)

ATX01 0245825

YOUR HIT PARADE  
DECEMBER 6, 1951

-3-

LOMBARDO: Good evening, friends, this is Guy Lombardo.  
Off we go tonight with Kenny Gardner and  
Survey Song Number SIX!

("COLD, GOLD HEART" . . . . . KENNY GARDNER)

(APPLAUSE)

ATX01 0245826

BARUCH: That was "Cold, Cold Heart", the song that's  
Number SIX all over America this week as  
determined by Your Hit Parade Survey which  
checks the best sellers in sheet music and  
phonograph records, the songs most heard on  
the air and most played on the automatic coin  
machines ... an accurate, authentic tabulation  
of America's taste in popular music . . . . .  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SEVEN! The Royal Canadians  
are in a South American mood as they swing into  
Song Number SEVEN . . . . .  
"I GET IDEAS"!

("I GET IDEAS" . . . . . .ROYAL CANADIANS)

(APPLAUSE)

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now we present our honored guest! She's the lovely singing star who has won fame and acclaim on radio ... on records ... and on the stage. Your Lucky Star of the Week ... Miss Margaret Whiting!

(APPLAUSE)

MARGARET: *well,* Thank you, Guy, and believe me, it's a pleasure to be on Your Hit Parade.

LOMBARDO: Swell, Margaret, and *swell* let's get together ~~now~~ for your first song ... Number THREE on the Survey ...  
"DOWN YONDER"

("DOWN YONDER" . . . . . MARGARET WHITING)

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
DECEMBER 6, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(REPRISE)  
(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, you've heard all sorts of empty claims made by other cigarettes - but now Lucky Strike sweeps away this smoke screen of double-talk with facts - not claims - facts.

LAINC: The facts are that LUCKIES' fine, mild, good-tasting tobacco goes into the cigarette that's made better - with no annoying loose ends to spoil the taste.

BARUCH: A month-after-month comparison of cigarette quality based on tests certified to be impartial fair and identical proves Lucky Strike, by far, the best made of all five principal brands.

LAINC: These results are verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York City, reports:

BARUCH: In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands.

ATX01 0245829

YOUR HIT PARADE  
DECEMBER 6, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies are made better and Luckies taste better - always so mild, so smooth, so firm and fresh with better taste in every puff.

BARUCH: So next time you buy cigarettes, remember the facts - enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better Lucky Strike. Yes Be Happy - Go Lucky! Make your next carton Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: BE Happy - Go Lucky  
(REPRISE) Go Lucky Strike today!  
(LONG CLOSE)

(APPLAUSE)

ATX01 0245830



MUSIC: (HIT AND FADE)

BARUCH:

Tune Number TWO! <sup>*Henry Martin*</sup> ~~Bill Flanagan~~ steps into  
the spotlight with the sentimental song  
spending its 21st week on the Survey ...

Number TWO . . . . .

"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . <sup>*Henry Martin*</sup> ~~BILL FLANAGAN~~)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 6, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Time now for a Lucky Strike Extra, Guy!

LOMBARDO: And off we go, Andre! It's our own  
arrangement for the Lombardo Twin Pianos of  
Stephen Foster's famous classic . . . . .  
"SWANEE RIVER"!

("SWANEE RIVER" . . . . .TWIN PIANOS)

(APPLAUSE)

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE on the Survey and Your Lucky Star  
of the Week ... Margaret Whiting with the tune  
that's in FIFTH place . . . . .  
"AND SO TO SLEEP AGAIN":

("AND SO TO SLEEP AGAIN" . . . : : : . . . MARGARET WHITING)

(APPLAUSE)

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Let's keep rolling with a Lucky Strike Extra,  
Guy!

LOMBARDO: And here we go, Andre, it's a medley of three  
delightful tunes ... "HOW DEEP IS THE OCEAN" ...  
"MY IDEAL" ... and "SEEMS LIKE OLD TIMES"!

("HOW DEEP IS THE OCEAN" . . . . . ORCHESTRA  
"MY IDEAL" . . . . . ORCHESTRA  
"SEEMS LIKE OLD TIMES" . . . . . BILL FLANAGAN &  
TRIO)

(APPLAUSE)

COMMERCIAL NO. 2

YOUR HIT PARADE  
DECEMBER 6, 1951

-E-

COMMERCIAL #2

BARUCH: LUCKIES ... TASTE ... BETTER!

LAING: Yes, there's better taste in LUCKY STRIKE because LUCKIES' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality.

BARUCH: Yes, LUCKIES are made better - that's a fact confirmed by leading laboratory consultants. For example, Froehling and Robertson, of Richmond, Virginia, reports --

LAING: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

BARUCH: And always remember, better taste in a cigarette starts with fine tobacco and LS/MFT - LUCKY STRIKE Means Fine Tobacco. Yes, Luckies are always so mild, so smooth, so firm and fresh - with better taste in every puff.

LAING: So, don't be misled by the smoke screen of claims made by other cigarettes, remember the facts and enjoy the full rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- LUCKY STRIKE. Be Happy -- Go Lucky, Make your next carton Lucky Strike.

ORCH: (FULL VAMP)

ATX01 0245835

YOUR HIT PARADE  
DECEMBER 6, 1951

-F-

COMMERCIAL #2 (CONT'D)

CHORUS:           Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky  
                  Go Lucky Strike today!

(APPLAUSE)

ATX01 0245836

YOUR HIT PARADE  
DECEMBER 6, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Number FOUR! Kenny Gardner, the Royal  
Canadians and the song that moves up two  
notches into FOURTH place on the Survey . . . . .  
"UNDECIDED"!

("UNDECIDED" . . . . . KENNY GARDNER)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) ... The Top Tune  
of the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO:         It's the song you've been waiting to hear ...  
the tune that captures FIRST PLACE honors!  
Here's Your Lucky Star of the Week, Margaret  
Whiting, paying tribute to the tune that's  
champion for the THIRD straight week ... Song  
Number ONE . . . . .  
"SIN"!

("SIN" . . . . . MARGARET WHITING)

(APPLAUSE)

ORCH:             (HIT "AULD LANG SYNE" UP AND UNDER)



LOMBARDO: Once more, good friends, the curtain comes down on Your Hit Parade. We're glad <sup>that</sup> you could be with us.... and to you, Margaret Whiting, our most sincere thanks for a great performance...please come back soon.

MARGARET: I'd love to, Guy. So I'll just say - so long for now.

LOMBARDO: Friends, next Thursday when we return Your Lucky Star of the Week will be Connie Russell. 'Till then this is Guy Lombardo reminding you to "Be Happy -- Go Lucky"!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with Your Lucky Star of the Week -- Connie Russell! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Radio Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. In the meantime, friends, enjoy fine, mild, good-tasting tobacco, in the cigarette that's made better -- the cigarette that tastes better -- LUCKY STRIKE! Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

YOUR HIT PARADE  
DECEMBER 6, 1951

-H-

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH: Here's an important message from the National Guard. All over America, young men between the ages of seventeen and thirty-four are joining up with their local National Guard units. If you join the National Guard right now - you can choose your own unit. You'll meet old friends and serve with officers and Non-Coms who are your neighbors. Help strengthen our security at a time when it needs strength most. Visit your National Guard Headquarters tomorrow. KEEP YOUR GUARD UP -- Join Up!

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0245840

# YOUR HIT PARADE

prepared and produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 13, 1951 Program #15 Network: NBC Broadcast: 10:00 - 10:30 PM EST  
(Broadcast #856) Repeat:

## ROUTINE

### OPENING COMMERCIAL

- |                       |                                     |
|-----------------------|-------------------------------------|
| 1. DOWN YONDER (3)    | LOMBARDO TRIO                       |
| 2. BECAUSE OF YOU (2) | KENNY MARTIN                        |
| 3. UNDECIDED (4)      | CONNIE RUSSELL &<br><del>TRIO</del> |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. SLOW POKE (7)  | KENNY GARDNER &<br>TRIO             |
| 5. PETITE WALTZ   | TWIN PIANOS                         |
| 6. AND SO TO SLEEP AGAIN (5)  | CONNIE RUSSELL                      |
| 7. MEDLEY: LONG AGO AND FAR AWAY<br><i>I don't know like</i> <del>IF I COULD BE WITH YOU</del><br>YOU'RE DRIVING ME CRAZY | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                    |                 |
|--------------------|-----------------|
| 8. I GET IDEAS (6) | ROYAL CANADIANS |
| 9. SIN (1)         | CONNIE RUSSELL  |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #15  
(Broadcast #896)

THURSDAY

10:00-10:30 PM EST  
OPENING COMMERCIAL

DECEMBER 13, 1951

BARUCH:

"YOUR HIT PARADE" ... starring GUY LOMBARDO  
~~AND HIS ROYAL CANADIANS~~ ... presented by LUCKY  
STRIKE!

ORCH:

(FULL VAMP)

CHORUS:

Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

BARUCH:

Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that tastes better -- Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH:

("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

RTX01 0245842

YOUR HIT PARADE  
DECEMBER 13, 1951

-B-

OPENING COMMERCIAL (CONTINUED)

BARUCH:           Your Hit Parade presented by Lucky Strike  
                  featuring the Lucky Seven Songs of the Week with  
                  Your Lucky Star of the Week ... Connie Russell ..  
                  and starring Guy Lombardo ~~and his~~ Royal  
                  Canadians!

(APPLAUSE)

ORCHESTRA:       ("AULD LANG SYNE" UP AND OUT)

ATX01 0245843

YOUR HIT PARADE  
DECEMBER 13, 1951

BARUCH:

Good evening, friends, this is Andre Baruch. Tonight  
we start our show with the trio singing Survey Song  
Number THREE!

(\*DOWN YONDER\* . . . . . LOMBARDO TRIO)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 13, 1951

-4-

BARUCH: That was "Down Yonder", the song that's Number  
THREE all over America this week as determined  
by Your Hit Parade Survey which checks the best  
sellers in sheet music and phonograph records,  
the songs most heard on the air and most played  
on the automatic coin machines ... an accurate,  
authentic tabulation of America's taste in  
popular music ... "YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number TWO! It's Kenny Martin and  
the beautiful ballad that's runner-up tonight ...  
Song Number TWO.....  
"BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . KENNY MARTIN)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 13, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
REPRISE  
(SHORT CLOSE) Go Lucky Strike today!

BARUCH: Friends, you've heard all sorts of empty claims made by other cigarettes -- but now Lucky Strike sweeps away this smoke screen of double-talk with facts -- not claims -- facts.

LAING: The facts are that LUCKIES' fine, mild, good-tasting tobacco goes into the cigarette that's made better -- with no annoying loose ends to spoil the taste.

BARUCH: A month-after-month comparison of cigarette quality based on tests certified to be impartial, fair and identical proves Lucky Strike, by far, the best made of all five principal brands.

LAING: These results are verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York City, reports:

BARUCH: In our opinion, the properties measured are all-important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands.

(CONTINUED)

ATX01 0245846



YOUR HIT PARADE  
DECEMBER 13, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: Yes, Luckies are made better and Luckies taste better -- always so mild, so smooth, so firm and fresh with better taste in every puff.

BARUCH: So next time you buy cigarettes, remember the facts -- enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better Lucky Strike. Yes, Be Happy - Go Lucky! Make your next carton Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
REPRISE  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245847

YOUR HIT PARADE  
DECEMBER 13, 1951

-8-

MUSIC: (HIT AND FADE)

BARUCH: Number SEVEN! Kenny Gardner and the Lombardo  
Trio welcome a newcomer on Your Hit Parade!  
Number SEVEN on the Survey . . . . .  
"SLOW POKE"!

("SLOW POKE" . . . . . KENNY GARDNER AND  
TRIO)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 13, 1951

-9-

MUSIC: (HIT AND FADE)

EARUCH: Time for a happy-go-lucky Extra! And it's  
that tinkling tune for the Lombardo Twin  
Pianos *featuring Bill Flannigan and his guitar*  
~~that ever popular~~ . . . . .  
"PETITE WALTZ"!

("PETITE WALTZ" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 13, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FIVE! Your Lucky Star of the  
Week, Connie Russell again steps into Your Hit  
Parade spotlight with the lovely tune in FIFTH  
place tonight.....  
"AND SO TO SLEEP AGAIN"!

("AND SO TO SLEEP AGAIN". . . . . CONNIE RUSSELL

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 13, 1951

-11-

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Another Lucky Strike Extra! And it's the  
Royal Canadians with a medley of three timeless  
tunes ... "LONG AGO AND FAR AWAY" ....  
*"I don't know why"*  
~~"IF I COULD BE WITH YOU"~~ ... "YOU'RE DRIVING ME  
CRAZY"!

("LONG AGO AND FAR AWAY"  
~~"IF I COULD BE WITH YOU"~~ *"I don't know why"* ORCHESTRA)  
"YOU'RE DRIVING ME CRAZY"

(APPLAUSE)

COMMERCIAL NO. 2

ATK01 0245851

YOUR HIT PARADE  
DECEMBER 13, 1951

-E-

COMMERCIAL #2

BARUCH: LUCKIES - TASTE - BETTER!

LAING: Yes, there's better taste in LUCKY STRIKE because LUCKIES' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality.

BARUCH: Yes, LUCKIES are made better -- that's a fact confirmed by leading laboratory consultants. For example, Froehling and Robertson, of Richmond, Virginia, reports --

LAING: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

BARUCH: And always remember, better taste in a cigarette starts with fine tobacco and LS/MFT LUCKY STRIKE Means Fine Tobacco.

LAING: So enjoy the full, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- LUCKY STRIKE.

ATX01 0245B52

YOUR HIT PARADE  
DECEMBER 13, 1951

-P-

COMMERCIAL #2 (CONT'D)

BARUCH: And right now LUCKIES are available in bright,  
festive Christmas Cartons. So this year make it  
a Happy - Go Lucky Christmas! Give all your  
friends Christmas cartons of LUCKY STRIKE - the  
cigarette that tastes better.

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get better taste  
Be Happy - Go Lucky  
Go Lucky Strike today!

(APPLAUSE)

ATX01 0245853

YOUR HIT PARADE  
DECEMBER 13, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! The Royal Canadians  
feel inspired as they swing into <sup>the</sup> Song Number SIX. <sup>time</sup>  
"I GET IDEAS"!

("I GET IDEAS" . . . . . ROYAL CANADIANS)

(APPLAUSE)



YOUR HIT PARADE  
DECEMBER 13, 1951

-15-

(FANFARE NUMBER ONE)

BARUCH:

Number ONE ... (DRUM ROLL) ... The Top Tune  
of the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE! (DRUM ROLL OUT) Yes,  
here's the song that's won top honors! And to  
salute the champion, here's Your Lucky Star of  
the Week ... Connie Russell and Song Number  
ONE .....  
"SIN"!

("SIN" ..... .CONNIE RUSSELL)

(APPLAUSE)

ORCH:

(HIT "AULD LANG SYNE" UP AND UNDER)

ATX01 0245855

YOUR HIT PARADE  
DECEMBER 13, 1951

-G-

BARUCH: . . And so we wind up another edition of Your Hit Parade. Our thanks to you for listening, And we hope you enjoyed Connie Russell's fine performance. A week from tonight we'll return and at that time Your Lucky Star of the Week will be Mindy Carson!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with Your Lucky Star of the Week -- Mindy Carson! This is Andre Baruch reminding you to tune in Sunday to the Jack Benn Radio Program. And for those of you in television areas look for the Jack Benny Television Show. Consult your newspaper Sunday for time and station of both of these programs presented by Lucky Strike. In the meantime, friends, enjoy fine, mild, good-tasting tobacco, in the cigarette that's made better -- the cigarette that tastes better - LUCKY STRIKE! Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

ATX01 0245856

YOUR HIT PARADE  
DECEMBER 13, 1951

-H-

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND OUT)

BARUCH: Here's an important message for every young woman.  
Today, as never before the need for nurses is  
urgent! So, if you are a high school graduate,  
or a college student, consider nursing ... a  
profession that is important and practical ...  
that offers you a deeply rewarding way of life.  
For full information contact your nearest  
hospital or collegiate school of Nursing. Do it  
Tomorrow!

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND OUT)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces  
overseas through the facilities of the Armed  
Forces Radio Service.

ORCHESTRA: ("BE HAPPY -- GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATX01 0245857

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE

December 20, 1951

Program #18 Network NBC

(Broadcast #857)

Broadcast:

Repeat: ~~10:00 - 10:30 PM EST~~

## ROUTINE

### OPENING COMMERCIAL

- |                       |                      |
|-----------------------|----------------------|
| 1. SLOW POKE (2)      | KENNY GARDNER & TRIO |
| 2. DOWN YONDER (3)    | LOMBARDO TRIO        |
| 3. BECAUSE OF YOU (7) | MINDY CARSON         |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. UNDECIDED (4)  | BILL FLANNIGAN                      |
| 5. DOLL DANCE   | TWIN PIANOS                         |
| 6. DOMINO (5)   | MINDY CARSON                        |
| 7. MEDLEY: STARDUST<br>JEALOUS<br>STARS FELL ON ALABAMA | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                                       |                      |
|---------------------------------------|----------------------|
| 8. RUDOLPH THE RED-NOSED REINDEER (6) | KENNY GARDNER & TRIO |
| 9. SIN (1)                            | MINDY CARSON         |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #16

(Broadcast #857)

10:00-10:30 PM EST

DECEMBER 20, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ... presented by LUCKY  
STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky  
Get Better Taste Today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better -- the  
cigarette that tastes better -- Lucky Strike!  
Yes, Be Happy -- Go Lucky!

ORCH: ("BE HAPPY -- GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245859

YOUR HIT PARADE  
DECEMBER 20, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike featuring  
the Lucky Seven Songs of the Week with Your Lucky  
Star of the Week ... Mindy Carson ... and starring  
Guy Lombardo and his Royal Canadians!

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245860

YOUR HIT PARADE  
DECEMBER 20, 1951

-3-

LOMBARDO: Good evening, friends, this is Guy Lombardo. And here we go with Your Hit Parade as Kenny Gardner sings Survey Song Number TWO!

("SLOW POKE" . . . . . KENNY GARDNER & TRIO)

(APPLAUSE)

ATX01 0245861

YOUR HIT PARADE  
DECEMBER 20, 1951

-11-

BARUCH: That was "Slow Poke", the song that's Number TWO all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music .....  
"YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Number THREE! It's the Lombardo Trio and the tune that takes THIRD place honors on the Survey tonight .....  
"DOWN YONDER"!

("DOWN YONDER" . . . . . LOMBARDO TRIO)

(APPLAUSE)



YOUR HIT PARADE  
DECEMBER 20, 1951

-5-

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now we present a lovely young singer who has climbed the star-studded stairway to fame through her many solid recording hits ... Your Lucky Star of the Week ... Mindy Carson!

(APPLAUSE)

MINDY: Thank you, Guy, and to me an appearance on Your Hit Parade is always the top step any singer can reach -- and I mean that, Guy.

LOMBARDO: We bow to the compliment, Mindy. And now, on with your first song ... Number SEVEN on the Survey ..... "BECAUSE OF YOU"!

("BECAUSE OF YOU" . . . . . MINDY CARSON)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0245863

YOUR HIT PARADE  
DECEMBER 20, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky

(SHORT CLOSE) Get Better Taste today!

BARUCH: LUCKIES .... TASTE .... BETTER!

LAING: Friends -- LS/MFT -- Lucky Strike means fine tobacco -- fine, mild, good-tasting tobacco. There's no substitute for fine tobacco -- and don't let anybody tell you different!

BARUCH: Yes, Luckies Taste Better! -- because their fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands -- let me repeat that ... proved the best-made of all five principal brands! That's not an empty claim -- that's a fact -- verified by leading laboratory consultants. For example, Froehling and Robertson of Richmond, Virginia, who report:

LAING: "It is our conclusion that Lucky Strike is the best-made of these five major brands."

(CONTINUED)

ATX01 0245864

YOUR HIT PARADE  
DECEMBER 20, 1951

-11-

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Time now for another Lucky Strike Extra, Guy!

LOMBARDO: And this time it's a trio of three well-loved  
tunes, *André* .....  
"STARDUST" .... "JEALOUS" .... and .....  
"STARS FELL ON ALABAMA"!

("STARDUST" ..... ORCHESTRA)  
"JEALOUS"  
"STARS FELL ON ALABAMA"

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245865

COMMERCIAL #2

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky

(SHORT CLOSE) Get Better Taste Today!

LAING: LUCKIES ... TASTE ... BETTER!"  
(STRAIGHT DELIVERY) So mild, so smooth, so  
firm and fresh - with better taste in every puff.

BARUCH: Yes, friends, Luckies Taste Better -- because  
their fine, mild, good-tasting tobacco goes  
into the cigarette proved the best-made of all  
five principal brands. Let me repeat that ...  
"Proved the best-made of all five principal  
brands!" That's not an empty claim -- that's  
a fact -- verified by leading laboratory  
consultants. For example, Foster D. Snell, of  
New York City, who reports:

LAING: "In our opinion, the properties measured are all  
important factors affecting the taste of  
cigarette smoke. We conclude that Lucky Strike  
is the best-made of the five major brands."

BARUCH: And don't forget - LS/MFT - Lucky Strike means  
Fine Tobacco -- fine, mild, good-tasting  
tobacco. There's no substitute for fine  
tobacco - and don't let anybody tell you  
different!

(CONTINUED)

YOUR HIT PARADE  
DECEMBER 20, 1951

-P-

COMMERCIAL #2 (CONT'D)

LAING:           So don't be misled by double-talk. Remember the  
                  facts! Enjoy fine, mild, good-tasting tobacco  
                  in the cigarette that tastes better -- LUCKY  
                  STRIKE! When you buy cigarettes, remember --  
                  Luckies Taste Better!

BARUCH:           And right now LUCKIES are available in bright  
                  festive Christmas cartons. So this year make it  
                  a Happy - Go Lucky Christmas. Give all your  
                  friends Christmas cartons of LUCKY STRIKE -- the  
                  cigarette that tastes better.

ORCH:           (FULL VAMP)

CHORUS:           Be Happy -- Go Lucky  
(REPRISE)  
(LONG CLOSE)    Go Lucky Strike today!

(APPLAUSE)

ATX01 0245867

YOUR HIT PARADE  
DECEMBER 20, 1951

MUSIC: (HIT AND FADE)

BARUCH: Number SIX on the Survey! Brightly glowing  
with the spirit of Christmas, this tune dashes  
into SIXTH place .....  
"RUDOLPH THE RED-NOSED REINDEER"!

("RUDOLPH THE RED-NOSED REINDEER" . . . . .KENNY GARDNER & TRIO)

(APPLAUSE)

(FANFARE NUMBER ONE)

BARUCH:           Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey  
finds in FIRST PLACE!  
(DRUM ROLL OUT)

LOMBARDO:         And here, to salute the song that stands at the  
very head of Your Hit Parade, is Your Lucky Star  
of the Week ... Mindy Carson! With the song  
that's champion for the SIXTH straight week ...  
Song Number ONE .....  
"SIN"!

("SIN" . . . . . MINDY CARSON)

(APPLAUSE)

ORCHESTRA:       (HIT "AULD LANG SYNE" UP AND UNDER)

LOMBARDO: Our most sincere thanks to all of you for listening, and to Mindy Carson for a four-star performance. We'll be back next week and at that time Your Lucky Star of the Week will be Rosemary Clooney! Until then this is Guy Lombardo saying, Be Happy -- Go Lucky -- and from myself, the Royal Canadians and Mindy Carson ....

EVERYBODY IN UNISON: A VERY MERRY CHRISTMAS!

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with Your Lucky Star of the Week -- Rosemary Clooney! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Radio Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. And remember friends, better tasting Luckies in their bright, holiday cartons make welcome Christmas gifts for every smoker on your list. So make it a Happy-Go-Lucky Christmas -- give your family and friends cartons of Lucky Strike!

(CONTINUED)



YOUR HIT PARADE  
DECEMBER 20, 1951

-D-

COMMERCIAL #1 (CONT'd)

BARUCH:           So don't be misled by double-talk. Remember  
                  the facts! Enjoy fine, mild, good-tasting  
                  tobacco in the cigarette that tastes better --  
                  Lucky Strike!

LAING:            (STRAIGHT DELIVERY) -- So mild, so smooth, so  
                  firm and fresh -- with better taste in every  
                  puff! When you buy cigarettes, remember --  
                  Luckies taste better!

ORCH:            (FULL VAMP)

CHORUS:           Be Happy -- Go Lucky

(LONG CLOSE)    Go Lucky Strike today!

(APPLAUSE)

ATX01 0245871

YOUR HIT PARADE  
DECEMBER 20, 1951

MUSIC: (HIT AND FADE)

BARUCH: Song Number FOUR on the Survey! Bill Flannigan  
knows exactly what he's doing as he sings the  
amusing tune that's Number FOUR .....!  
"UNDECIDED"!

("UNDECIDED" . . . . . BILL FLANNIGAN)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 20, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Let's take off with a happy-go-lucky Extra, Guy!

LOMBARDO: And away we go, Andre! It's a special  
arrangement for the Lombardo Twin Pianos of  
that tinkling favorite .....

"THE DOLL DANCE"!

("THE DOLL DANCE" . . . . . TWIN PIANOS)

(APPLAUSE)

ATX01 0245873

YOUR HIT PARADE  
DECEMBER 20, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Number FIVE! Your Lucky Star of the Week ...  
Mindy Carson extends a bright welcome to a  
new arrival on Your Hit Parade ... Survey  
Song Number FIVE.....  
"DOMINO"!

("DOMINO" . . . . . MINDY CARSON)

(APPLAUSE)

ATX01 0245874

YOUR HIT PARADE  
DECEMBER 20, 1951

-H-

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today.

(APPLAUSE)

BARUCH: YOUR HIT PARADE is heard by our Armed Forces  
overseas through the facilities of the Armed  
Forces Radio Service.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OUT)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING  
COMPANY.

ATX01 0245875

# YOUR HIT PARADE

prepared and produced for

**THE AMERICAN TOBACCO CO.**

by

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**PRODUCT: LUCKY STRIKE CIGARETTES**

DATE December 27, 1951 Network: NBC Broadcast 10:00-10:30 PM EST  
Program # 17 Repeat:  
(Broadcast #358)

## ROUTINE

### OPENING COMMERCIAL

- |                                       |                  |
|---------------------------------------|------------------|
| 1. SIN (6)                            | KENNY GARDNER    |
| 2. RUDOLPH THE RED-NOSED REINDEER (4) | LOMBARDO TRIO    |
| 3. DOMINO (5)                         | ROSEMARY CLOONEY |

### COMMERCIAL NO. 1

- |   |                                     |
|---|-------------------------------------|
| 4. WHITE CHRISTMAS (7)                                  | KENNY MARTIN                        |
| 5. EVER LOVIN' RAG                                      | TWIN PIANOS                         |
| 6. UNDECIDED (2)  | ROSEMARY CLOONEY                    |
| 7. MEDLEY: RED SAILS IN THE SUNSET<br>RAIN<br>ALL OF ME | ORCHESTRA<br>ORCHESTRA<br>ORCHESTRA |

### COMMERCIAL NO. 2

- |                    |                      |
|--------------------|----------------------|
| 8. DOWN YONDER (3) | KENNY GARDNER & TRIO |
| 9. SLOW POKE (1)   | ROSEMARY CLOONEY     |

### CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #17

Broadcast #858

10:00-10:30 PM EST

DECEMBER 27, 1951

THURSDAY

OPENING COMMERCIAL

BARUCH: "YOUR HIT PARADE" ... starring GUY LOMBARDO AND  
HIS ROYAL CANADIANS ... presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
Be Happy - Get Better Taste  
Be Happy - Go Lucky  
Get Better Taste Today!

BARUCH: Friends, enjoy fine, mild, good-tasting tobacco  
in the cigarette that's made better - the  
cigarette that tastes better --Lucky Strike!  
Yes, Be Happy - Go Lucky!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OUT BEHIND)

ATX01 0245877

YOUR HIT PARADE  
DECEMBER 27, 1951

-B-

OPENING COMMERCIAL (CONT'D)

BARUCH: Your Hit Parade presented by Lucky Strike  
featuring the Lucky Seven Songs of the Week with  
Your Lucky Star of the Week ... Rosemary Clooney  
... and starring Guy Lombardo and his Royal  
Canadians!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

ATX01 0245878



YOUR HIT PARADE  
DECEMBER 27, 1951

-3-

LOMBARDO: Good evening, friends, this is Guy Lombardo.  
And here we go with Your Hit Parade as  
Kenny Gardner sings Number SIX on the  
Survey!

("SIX" . . . . . KENNY GARDNER)

(APPLAUSE)

ATX01 0245879

YOUR HIT PARADE  
DECEMBER 27, 1951

-4-

BARUCH: That was "Six", the song that's Number SIX all over America this week as determined by Your Hit Parade Survey which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines ... an accurate, authentic tabulation of America's taste in popular music ... "YOUR HIT PARADE"!

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number FOUR! The Lombardo Trio is in a festive, holiday mood as they sing Number FOUR. . . . .  
"RUDOLPH THE RED-NOSED REINDEER"!

("RUDOLPH THE RED-NOSED REINDEER" . . . . . LOMBARDO TRIO)

(APPLAUSE)

ATXO1 0245880

YOUR HIT PARADE  
DECEMBER 27, 1951

-5-

MUSIC: (HIT AND FADE)

LOMBARDO: This is Guy Lombardo again. And now, this is the moment for you to meet our very special guest ... Your Lucky Star of the Week! She's the vivacious young singer who recently immortalized herself in the albums of popular music with that famous recording...

ORCHESTRA: (FEW BARS OF "COME ON-A MY HOUSE")

(APPLAUSE)

LOMBARDO: Of course, it's Rosemary Clooney!

ROSEMARY: Thank you, Guy! And it's real fun to come over to Your Hit Parade house tonight!

LOMBARDO: The pleasure's ours, Rosemary. And now, let's get together for the very beautiful waltz that's Number FIVE on the Survey .....  
"DOMINO"!

("DOMINO" . . . . . ROSEMARY CLOONEY)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0245881

YOUR HIT PARADE  
DECEMBER 27, 1951

-C-

COMMERCIAL #1

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
REPRISE:  
(SHORT CLOSE) Be Happy - Get Better Taste  
Be Happy - Go Lucky  
Get Better Taste Today

BARUCH: Luckies ... Taste ... Better!

LAING: Friends, - LS/MFT - Lucky Strike means Fine  
Tobacco - fine, mild, good-tasting tobacco. There  
no substitute for fine tobacco - and don't let  
anybody tell you different!

BARUCH: Yes, Luckies Taste Better! - because their fine,  
mild, good-tasting tobacco goes into the cigarette  
proved the best-made of all five principal brands  
let me repeat that ... proved the best-made of all  
five principal brands! That's not an empty claim--  
that's a fact -- verified by leading laboratory  
consultants. For example, Froehling and Robertson  
of Richmond, Virginia, who report:

LAING: "It is our conclusion that Lucky Strike is the  
best-made of these five major brands."

BARUCH: So don't be misled by double-talk. Remember the  
facts! Enjoy fine, mild, good-tasting tobacco in  
the cigarette that tastes better -- Lucky Strike!

ATX01 0245882

YOUR HIT PARADE  
DECEMBER 27, 1951

-D-

COMMERCIAL #1 (CONT'D)

LAING: (STRAIGHT DELIVERY) -- So mild, so smooth, so  
firm and fresh - with better taste in every puff!  
When you buy cigarettes, remember - Luckies taste  
better!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ATX01 0245883

YOUR HIT PARADE  
DECEMBER 27, 1951

MUSIC: (HIT AND FADE)

BARUCH: Survey Song Number SEVEN! A Christmas time  
favorite returns once more to Your Hit Parade.  
Kenny Martin sings Number SEVEN.....  
"WHITE CHRISTMAS"!

("WHITE CHRISTMAS"..... KENNY MARTIN)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 27, 1951

-9-

MUSIC: (HIT AND FADE)

BARUCH: Time now for a happy-go-lucky Extra, Guy!

LOMBARDO: And it's our own special arrangement for  
the Lombardo Twin Pianos of.....  
"EVER LOVIN' RAG"!

("EVER LOVIN' RAG" . . . . . TWIN PIANOS)

(APPLAUSE)

YOUR HIT PARADE  
DECEMBER 27, 1951

-10-

MUSIC: (HIT AND FADE)

BARUCH: Number TWO and Your Lucky Star of the Week -  
Rosemary Clooney. Here she is with the song  
that challenges for top honors on the survey  
tonight . . . . .

"UNDECIDED"

("UNDECIDED" . . . . . ROSEMARY CLOONEY)

(APPLAUSE)

ATX01 0245886



YOUR HIT PARADE  
DECEMBER 27, 1951

-11-

MUSIC: ("SAY IT WITH MUSIC")

BARUCH: Let's swing along with another Lucky Strike  
Extra, Guy!

LOMBARDO: O.K., Andre! And it's a medley of three all  
time favorites . . . . .  
"RED SAILS IN THE SUNSET" . . . "RAIN" . . . and  
"ALL OF ME"!

("RED SAILS IN THE SUNSET". . . . . ORCHESTRA)  
"RAIN"  
"ALL OF ME"

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0245887

YOUR HIT PARADE  
DECEMBER 27, 1951

-E-

COMMERCIAL #2

GRCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky  
(SHORT CLOSE) Get Better Taste Today!

LAING: LUCKIES ... TASTE ... BETTER!  
(STRAIGHT DELIVERY) So mild, so smooth, so firm  
and fresh - with better taste in every puff.

BARUCH: Yes, friends, Luckies Taste Better -- because  
their fine, mild, good-tasting tobacco goes into  
the cigarette proved the best-made of all five  
principal brands. Let me repeat that ... "Proved  
the best-made of all five principal brands!"  
That's not an empty claim - that's a fact --  
verified by leading laboratory consultants.  
For example, Foster D. Snell, of New York City,  
who report:

LAING: "In our opinion, the properties measured are all  
important factors affecting the taste of cigarette  
smoke. We conclude that Lucky Strike is the best-  
made of the five major brands".

BARUCH: And don't forget - LS/MFT - Lucky Strike means  
Fine Tobacco - fine, mild, good-tasting tobacco.  
There's no substitute for fine tobacco - and don't  
let anybody tell you different!

ATX01 0245888

YOUR HIT PARADE  
DECEMBER 27, 1951

-F-

COMMERCIAL #2 (CONT'D)

LAING:           So don't be misled by double-talk. Remember the  
                  facts! Enjoy fine, mild, good-tasting tobacco  
                  in the cigarette that tastes better--LUCKY STRIKE!  
                  When you buy cigarettes, remember -- Luckies  
                  Taste Better!

ORCH:           (FULL VAMP)

CHORUS:         Be Happy - Go Lucky!  
                  (Reprise)  
(LONG CLOSE) Go Lucky Strike Today!

(APPLAUSE)

ATX01 0245889

YOUR HIT PARADE  
DECEMBER 27, 1951

-14-

MUSIC: (HIT AND FADE)

BARUCH: Number THREE on the Survey! Kenny Gardner and  
the Lombardo Trio step up to sing Number THREE  
... "DOWN YONDER"!

("DOWN YONDER" . . . . . KENNY GARDNER &  
TRIO)

(APPLAUSE)

ATX01 0245890

YOUR HIT PARADE  
DECEMBER 27, 1951

-15-

(FANFARE NUMBER ONE)

BARUCH: Number ONE ... (DRUM ROLL) ... The Top Tune of  
the Week! The Song Your Hit Parade Survey finds  
in FIRST PLACE!

(DRUM ROLL OUT)

LOMBARDO: Tonight a new champion stands in the bright  
spotlight at the very head of Your Hit Parade.  
And to salute the winner, here's Your Lucky  
Star of the Week, Rosemary Clooney and Song  
Number ONE ... "SLOW POKE"!

("SLOW POKE" . . . . . ROSEMARY CLOONEY)

(APPLAUSE)

ORCHESTRA: (HIT "AULD LANG SYNE" UP AND UNDER)

ATX01 0245891

YOUR HIT PARADE  
DECEMBER 27, 1951

-G-

LOMBARDO: Thank you so much for listening, good friends, and to you Rosemary Clooney our sincere appreciation for a great performance. Next week we'll return and Your Lucky Star of the Week will be Mary Small. Until then, this is Guy Lombardo saying "Be Happy - Go Lucky" - and from all of us to all of you, our best wishes for a VERY HAPPY NEW YEAR!

(APPLAUSE)

ORCH: ("AULD LANG SYNE" UP AND OUT)

BARUCH: Be sure to listen next Thursday when Your Hit Parade will again bring you the Lucky Seven Songs of the Week starring Guy Lombardo and his Royal Canadians with Your Lucky Star of the Week -- Mary Small! This is Andre Baruch reminding you to tune in Sunday to the Jack Benny Radio Program. Consult your newspaper for time and station. That's the Jack Benny <sup>Radio</sup> Program presented by Lucky Strike. In the meantime, friends, enjoy fine, mild, good-tasting tobacco, in the cigarette that's made better -- the cigarette that tastes better -- LUCKY STRIKE! Try a carton soon and -- BE HAPPY - GO LUCKY!

ORCH: (FULL VAMP)

ATX01 0245892

YOUR HIT PARADE  
DECEMBER 27, 1951

-H-

CHORUS:        Be Happy - Go Lucky  
                  Be Happy - Get Better Taste  
                  Be Happy - Go Lucky

(LONG CLOSE) Go Lucky Strike today!

(APPLAUSE)

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

BARUCH:        YOUR HIT PARADE is heard by our Armed Forces  
                  overseas through the facilities of the Armed  
                  Forces Radio Service.

ORCH:            ("BE HAPPY - GO LUCKY" UP AND OUT)

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