

JANUARY

WEAF

YOUR HIT PARADE

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8:00 - 9:00 P.M.

JANUARY 4, 1936

SATURDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade, featuring fifteen hit songs of this week -- played by Al Goodman and his Lucky Strike Orchestra.

Once again, the voice of the people has spoken in selecting the tunes for Your Hit Parade. New Yorkers and Californians, Northerners and Southerners, men, women and children -- one hundred and twenty million of you have told us what you want to hear this Saturday night. You've told us by your purchases of sheet music and records, by requests to orchestra leaders at places you dance, by the tunes you listen to on favorite radio programs -- Your Hit Parade -- all America's program. And now, Al Goodman and the Lucky Strike Orchestra play the number that ranks eleventh on our list this week -- "No Other One".

("NO OTHER ONE"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And now, the Fifteenth tune on the list this week -- "I Feel Like a Feather in a Breeze". A newcomer to Your Hit Parade.

("I FEEL LIKE A FEATHER IN A BREEZE"LEE & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Glancing toward the top of the list we find "Red Sails in the Sunset" still in the strong position of third from Coast to Coast -- but in Lima, Ohio and Rochester, Minnesota it's your hit of this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: There's grinding of wheels... The great locomotive shivers to a stop. Up in the cab the engineer lights a Lucky and leans out to watch the people he has brought safely to their destination. Luckies are with him in this leisure moment because Luckies please his taste, Luckies are easy on his throat. Luckies are A LIGHT SMOKE of rich, full-bodied tobacco.

Park Avenue, New York! A society woman stands at her window, watching the stream of traffic below. Slowly she takes a cigarette from a silver box and strikes a match. That cigarette is a Lucky. For her throat is sensitive.. yet she enjoys smoking. And experience has taught her that Luckies give her exactly the kind of smoke she wants ... the taste of genuinely fine tobacco and protection against throat irritation. That is what the Research Department of The American Tobacco Company has been striving for for a quarter of a century. That 25 years of research has resulted in Luckies, A LIGHT SMOKE of rich, full-bodied tobacco. Yes, Luckies please most smokers. They're made of center leaf tobacco, the finest grown. And the private Lucky Strike process...IT'S TOASTED, which removes certain harsh irritants naturally present in all tobacco, is your protection against irritation, against cough.

("I CANT GIVE YOU ANYTHING BUT LOVE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Broadway Musical: "Blackbirds of 1928" is now just a memory, but the Lucky Strike Orchestra plays one of the numbers from the show that is still a big favorite: "I Can't Give You Anything But Love".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Moon Over Miami" certainly has won all of you over -- just last week it was a newcomer to Your Hit Parade appearing in ninth place - but from the Orange Bowl in Florida to the Rose Bowl in California you've given this melody enough support to make it Fourth on tonight's list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THANKS A MILLION" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The title song from the picture "Thanks a Million" still rides high among the first fifteen -- its national standing this week is Fifth - but Carl Hoff, whose orchestra is delighting patrons at the French Casino in New York, tells us that New Year merrymakers preferred this tune to all the rest.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HAPPY DAYS ARE HERE AGAIN" ALLEN, BOYS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra, in answer to many requests, now play that long lived favorite so closely identified with Lucky Strike: "Happy Days are Here Again".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Have you ever visited a tobacco auction? It's a fascinating and mysterious procedure... A barely discernible nod of the head, an almost imperceptible motion of the lips, a slightly crooked finger - by such secret signs do tobacco buyers signify their bids for the various piles of tobacco that are being auctioned off. But even the untrained eye can see that the finest, full-bodied tobaccos, the very "cream of the crop", is what interests the Lucky Strike buyers. They are guided not only by the skill of long experience, but they have the distinct advantage of chemical analyses of tobacco samples made, in advance, before purchase, by the Lucky Strike Research Department. The delicate, tender center leaves of the pick of these choice tobaccos are those that go into your Lucky Strike... because they, by nature, lead to A LIGHT SMOKE, And then this fine tobacco is subjected to Lucky Strike's famous process -- IT'S TOASTED -- which removes certain harsh irritants naturally present in all tobacco. It is your throat protection against irritation, against cough... It gives you, in Luckies, A LIGHT SMOKE of rich, full-bodied tobacco.

("THE MUSIC GOES ROUND" LEE, BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here is another new recruit to Your Hit Parade - a novelty number whose popularity is spreading from Coast to Coast like wildfire. In just a few weeks this tune has come up by leaps and bounds to take Seventh place in our list of hits, its title: "The Music Goes Round".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IF I SHOULD LOSE YOU" MORRIS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In fourteenth position, this week, is this melody "If I Should Lose You" from the picture: "Rose of The Rancho".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE ME BACK TO MY BOOTS AND SADDLE" ALLEN, GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: One of our Lucky Strike representatives in Hollywood overheard Fred Astaire and Ginger Rogers chatting on the lot between scenes from their new R-K-O picture: "Follow The Fleet". Fred was saying that "Take Me Back To My Boots and Saddle" would be ranked fairly high this week - about ninth - Ginger said it would be much higher - about third - but Fred wins - ninth it is.

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: This is Your Hit Parade - presented for your pleasure by the manufacturers of Lucky Strike cigarettes and bringing you fifteen outstanding tunes of this week.

Lucky's Big Fifteen are the folk songs of America today - they're tunes you choose to dance to, to hear over the air, to bring home in the form of sheet music and records ... They're the musical link between Maine and California.

Tonight the song of songs -- the most popular of the popular melodies for the second successive week is:

"A Little Bit Independent".

("A LITTLE BIT INDEPENDENT" LEE, BOYS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We welcome another newcomer to the ranks of Your Hit Parade tonight. Its called: "Lights Out" and tonight it is thirteenth on the list.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: When Mr. and Mrs. America start telling us what they want in a cigarette, we get a variety of answers. Just listen to some of the replies to the question: "What quality is most important to you in your cigarette?"

YOUNG GIRL'S

VOICE: I want a smooth cigarette that's easy on my throat.

YOUTH: I want a fine tasting smoke.

WOMAN: I want a smoke that doesn't irritate.

MAN'S VOICE: I want a cigarette that's made of rich, full-bodied tobacco.

ANNOUNCER: Well... add all these requirements together and here is the answer - Lucky Strike, A LIGHT SMOKE of rich, full-bodied tobacco. Luckies start by using the rich center leaves of the world's finest tobaccos, because chemical research shows that these center leaves are best suited, by nature, to give you A LIGHT SMOKE. Then these choice tobaccos are refined to a mellowness that nature would never attain by Lucky's famous process which removes certain harsh irritants naturally present in all tobacco. This Lucky Strike process is your throat protection against irritation, against cough ... For the finest cigarette you ever smoked just try Luckies... A LIGHT SMOKE of rich, full-bodied tobacco -- It's Toasted.

("SIBONEY" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The rhythm of the rhumba reigns now as Al Goodman and the Lucky Strike Orchestra select a Cuban tune now popular all over the world: "Siboney".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Alone" from the picture: "A Night at the Opera" remains in the select circle of hits and climbs to twelfth position -- but if you could make a non-stop flight starting in Pittsburgh and finishing in Los Angeles, you'd find that in both towns this melody is the third most popular number.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" GIRLS TRIO AND ORCH.)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: All of you, all over America like this tune: "With All My Heart" from "Her Master's Voice" so well, that it is our eighth ranking song. Major Bowes confesses that this melody is such a favorite with him that he finds it difficult to give the gong to any amateur who sings it.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SITTING HIGH ON A HILLTOP" LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Sitting High on a Hilltop" from "Thanks A Million" takes the rating of tenth tonight - But it has a specially loyal following at Annapolis where it's the hit of this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Eight hours a day steady smoking! Five days a week of endless puffing!... No, this is no "Believe-It-Or-Not" story. We're telling you about the smoking machine developed in the Research Laboratories of The American Tobacco Company. This friendly fellow spends his day mechanically puffing away at one cigarette after another just like an ordinary smoker does, while laboratory technicians analyze the smoke that his cigarettes give off. But though this mechanical smoker doesn't know one cigarette from another by name, he does his bit to make possible what every smoker wants. For, through him is chemically gauged the quality, the smoothness of the tobacco in each cigarette he tries... Result?... Luckies -- A LIGHT SMOKE of rich, full-bodied tobacco -- a cigarette that gives you real tobacco taste... and yet is easy on your throat. Choicest tobacco and that exclusive process known as "IT'S TOASTED" are important -- yet they are only two of the many reasons why you like Luckies... why Luckies are, in truth, A LIGHT SMOKE of rich, full-bodied tobacco.

("LOVE IS JUST AROUND THE CORNER" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From Bing Crosby's picture success "Here Is My Heart" the Lucky Strike Orchestra plays a tune many of you are still humming: "Love Is Just Around the Corner".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON TREASURE ISLAND" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We received a wire from Jimmy Grier whose band entertains at the fashionable Biltmore Hotel in Los Angeles - he says: "On Treasure Island" still a terrific hit - and that's right Jimmy - because throughout the nation it's still star tune number two.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EENY MEENY MINEY MO" BOYS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing tonight's musical pattern, Al Goodman and the Lucky Strike Orchestra wind up with the sixth most popular song from the Canadian Border to the Rio Grande: "Eeny Meeny Miney Mo".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Join us here next Saturday at the same time for the fifteen popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And, in the meantime, why not convince yourself that you'll really enjoy Luckies more. Try just one pack and let your taste -- your throat decide. Remember - Luckies are A LIGHT SMOKE of rich, full-bodied tobacco -- and that famous process "IT'S TOASTED" is your throat protection against irritation, against cough.

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

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

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SATURDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade -- all America's program -- featuring fifteen hit tunes of this week -- played tonight by Carl Hoff and his Lucky Strike Orchestra.

With political parties already whooping things up, this looks like a big year for the voters. But Your Hit Parade, America's Saturday night musical treat, is one party where there are no politics, no personal feelings at all. One hundred and twenty million of you tell us what songs you want on your musical platform. Your votes pour in from cities, towns and villages throughout the length and breadth of the United States. Sheet music and record sales tell us the pieces that you buy to take home with you. Orchestra leaders wire us what melodies you've requested on popular dance floors. Radio reports from all over the country list your preferences over the air. Then, when all your votes are cast, we bow to the people's choice and bring you fifteen songs that you've elected. That's YOUR HIT PARADE! And now Carl Hoff and his Lucky Strike Orchestra play the melody that ranks tenth on our list this week: "Eenie Meenie Miney Mo".

("EENIE MEENIE MINEY MO"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A LITTLE BIT INDEPENDENT"GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Popular melodies rise and fall, but after many weeks on Your Hit Parade: "A Little Bit Independent" remains so high in America's favor that this week it's song number two.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON TREASURE ISLAND" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: A nationwide canvass tells us that you'd like this beautiful melody: "On Treasure Island" in eighth position tonight -- but you folks in wintry Portland, Maine and balmy Durham, North Carolina rank it much higher -- in both towns you've made it your hit of this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: (COMMERCIAL NO. 1)

If you were to journey to the famed eleventh century Abbey of Ste. Croix in the western part of France, you would find yourself in the quaint little town of Quimperle. It is here in Quimperle, France, that the paper for Lucky Strike cigarettes is made. The fabrication of this pure white paper is rigidly and scientifically supervised. For research has shown that even the paper must be scientifically correct if you are to enjoy A Light Smoke of rich, full-bodied tobacco. Cigarette paper not only envelops the tobacco, but through its physical properties may exercise a favorable influence upon the smoke itself. The constituents of the paper on Luckies are composed of the materials, in a purified state, which are naturally present in tobacco. Samples of each lot manufactured are subjected to the most exact analyses before it is even shipped to this country for use on Luckies. When you consider this in connection with the other scientific controls exercised over Lucky Strikes, including the use of the choice center leaves and the famous process, "IT'S TOASTED" you can readily understand why Luckies are measurably finer in taste, less irritating to your throat -- why they are, in truth, A Light Smoke of rich, full-bodied tobacco.

* * *

("NOBODY'S SWEETHEART"ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra play a song everyone keeps on singing: "Nobody's Sweetheart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE"DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Two great radio friends - Walter Winchell and Ben Bernie are at it again. It seems that now they're even arguing about this week's ranking of the song "Alone" from "A Night at The Opera". Walter predicted it to be tenth on tonight's list -- Ben protested and said it would be thirteenth -- Well, Winchell and Bernie -- you're both wrong. Tonight "Alone" takes the position of number nine in Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I FEEL LIKE A FEATHER IN A BREEZE"LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Thirteenth in our Coast to Coast list of popular hits this week is this catchy tune: "I Feel Like A Feather in A Breeze".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LA CUCURACHA"ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra play a Mexican folk tune that found its way across the Rio Grande and took America by storm: "La Cucuracha".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

In Singapore, or in Paris, in San Francisco, Chicago or New York, today or six months from today -- you will find Luckies always the same.... A Light Smoke of rich, full-bodied tobacco. How is such uniformity possible? How can billions of Luckies be produced, each one a perfect replica of all the others. The answer is: science. Scientific control of each step in their manufacture. Indeed, it is safe to say that in no other cigarette do science and nature combine in such good effect as in Luckies. Pre-testing of tobaccos before purchase, frequent analyses of tobacco during and after processing, the use of the choice center leaves, and that famous Lucky Strike process -- IT'S TOASTED, which drives out certain harsh irritants naturally present in all tobaccos... all contribute to make Luckies taste good -- and to make them easy on your throat. Try a package. Find out for yourself why so many more thousands of people are turning every day to Luckies... A Light Smoke of rich, full-bodied tobacco.

* * *

("THE BROKEN RECORD" BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here is a newcomer that really means business -- last week this tune: "The Broken Record" just missed being included in Your Hit Parade by a very narrow margin - but with the grand support you've given it this week in all 48 states, it now takes seventh place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From North, South, East and West, all of you have told us that you like this tune so well that it's number six on our list tonight: "Moon Over Miami" -- Phil Harris, whose band entertains at the Roosevelt Hotel in New Orleans, certainly agrees because he wires: "Moon Over Miami all over New Orleans, too".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE ME BACK TO MY BOOTS AND SADDLE"SIMMONS, BOYS, GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In making up tonight's list of hits you've chosen "Take Me Back To My Boots and Saddle". It's still so high in favor that it's in fifth position tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("FOOTLOOSE AND FANCY FREE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra in one of last summer's grand rhythm numbers: "Footloose and Fancy Free".
(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is Your Hit Parade, All America's program, fifteen hit tunes this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

From the Gulf of Mexico to the Great Lakes, from Salem, Massachusetts to Salem, Oregon you hear these fifteen songs wherever you go -- they're favorites on the air. They're the tunes you request from dance floors, the melodies that you take home with you in sheet music and on records. And now for a song hit that is running wild. Last week it jumped from nowhere to seventh place. Tonight it has continued its sensational surge and stands as the number one song of the week. Never in the history of Your Hit Parade has America taken a song to its heart so quickly -- policemen hum it on busy street corners, school children shout it aloud, theatre audiences join in the lyrics, the whole country is swinging to the dizzy rhythm of -- do I need to name it? -- Just guess the name when you hear how "The Music Goes 'Round and Around".

("THE MUSIC GOES 'ROUND AND AROUND".LEE, BOYS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Another top favorite is "With All My Heart" from "Her Master's Voice" with a ranking of four on our list -- but tonight at Ann Arbor, home of The University of Michigan, this melody leads all the rest.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

(COMMERCIAL NO. 3)

ANNOUNCER: If we asked one of this season's young debutantes why it is that so many debutantes are Lucky Strike smokers? her answer might very well be:

DEBUTANTE: You may not realize it, but being a deb is one of the most strenuous existences on earth -- and it's truly competitive. Sometimes the competition is kindly - sometimes not so kindly -- but it is always competition. That means we can't take any chances with throat irritation or cough. And that means ... well ... we naturally choose A Light Smoke -- Luckies.

ANNOUNCER: A Light Smoke of rich, full-bodied tobacco... isn't that really what we all want? Luckies, you know, are made from the finest tobacco money can buy -- the choice center leaves -- the Cream of the Crop -- which science proves are best suited, by Nature, to produce A Light Smoke. And then -- "IT'S TOASTED" -- that exclusive Lucky Strike process which removes certain harsh irritants naturally present in all tobacco. The result is... full, rich, tobacco taste, and throat protection against irritation, against cough.... That's Luckies -- A Light Smoke of rich, full-bodied tobacco.

* * *

("SOMEBODY STOLE MY GAL" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra, under the direction of Carl Hoff, brings back a number that many of you are still requesting: "Somebody Stole My Gal".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: One of our Lucky Strike representatives tells us that when he dropped into the Hotel New Yorker where Ted Fiorito and his orchestra now entertain for Manhattan's gay dinner dancers -- Ted was receiving request after request to play this song: "Lights Out" -- the country over it's voted into Your Hit Parade. Tonight we find it in number twelve position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THANKS A MILLION" LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Thanks A Million" from the picture of the same name is still being whistled and hummed by all America -- from Long Island to Catalina it's the eleventh ranking tune on our list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SITTING HIGH ON A HILLTOP" BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Another song from "Thanks A Million" also wins a place this week on Your Hit Parade - it's called "I'm Sitting High on a Hilltop" and it shows up fourteenth from the top on our list - but in Helena, Montana and Santa Fe, New Mexico you folks have given this tune the key to the city - because our surveys show it's the most popular number in both towns.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: Hollywood executives tell us that of a thousand beautiful girls who come to the coast to try and get into the movies, only a handful are finally chosen as suitable for the films. That is because casting directors are experts at selecting only that particular type of beauty which registers best before the camera. And similarly... although the buyers for Lucky Strike look at many different grades each year at the tobacco auctions, they, too, are experts at selecting just those few fine grades that are best suited to produce A Light Smoke.

It is a rather surprising fact that leaves of the same tobacco plant may vary far more than the leaves from plants of quite different types... and chemical analysis shows that the center leaves are rightly regarded as the Cream of the Crop. It is these center leaves which are purchased for your Lucky Strike. And then, these choice tobaccos are subjected to Lucky's famous process... "IT'S TOASTED"... which removes certain harsh irritants naturally present in all tobacco. The result is Lucky Strike, A Light Smoke of rich, full-bodied tobacco... a cigarette not only delightful in taste but wonderfully easy on your throat.

* * *

("DIGGA DIGGA DOO" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra play a great tune from a great show: "Digga Digga Doo" from "Blackbirds of 1928".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We bumped into Eddie Cantor the other day who just returned to New York for the world premiere next week of his new United Artists picture: "Strike Me Pink". Before we could even say hello, Eddie was saying: "Yes, boys, "Red Sails" is still a big hit out on the Coast -- it's a hit with me, and my five daughters - and I'll guess it to rank about third this week" - (LAUGH) Well, that stops us -- Eddie is right. It's hit tune number three on our list tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO OTHER ONE" LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: As this week's hits pass in revue, Carl Hoff and the Lucky Strike Orchestra salute the number which appears in fifteenth place tonight: "No Other One".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike cigarettes invite you to join us here next Saturday night. Don't miss the fifteen songs of next week presented in Your Hit Parade, All America's program. Just as the songs on Your Hit Parade are chosen according to your demands, so we make Luckies the kind of cigarette you want - A Light Smoke of rich, full-bodied tobacco, a cigarette that is wonderfully fine tasting - a smoke that is delightfully easy on your throat. We are sure that one pack will convince you that Luckies give you more smoking pleasure.

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

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ANNOUNCER: Lucky Strike presents Your Hit Parade -- all America's program featuring fifteen hit tunes of this week played by Carl Hoff and his Lucky Strike Orchestra.

These songs are the heartbeats of America -- the tunes you hear on busy city corners; the melodies that swing down quiet country lanes. They're the refrains that the crowd whistles on its way to work in the morning; and the lyrics that keep you company at night. North, South, East and West, these songs are echoed round the country, and that's why we bring them to you on Your Hit Parade.

Sheet music and record sales in all parts of the country tell us what tunes you take home. Orchestra leaders in cities from Coast to Coast inform us what pieces you request from dance floors. And countrywide radio reports give us your favorites over the air. That's how we find out the big Fifteen. And now Carl Hoff and his Lucky Strike Orchestra bring you the tune that ranks eleventh on our list this week: "Eenie Meenie Minie Mo".

("EENIE MEENIE MINIE MO"..... ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FEEL LIKE A FEATHER IN A BREEZE". DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Feel Like a Feather in a Breeze". This week this tune moves up five notches to reach eight place on our parade of songs.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON TREASURE ISLAND". ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Fiery Lupe Velez tells us that husband Johnny Weismuller picked "On Treasure Island" for fifth place tonight, but that she thinks it will be number fifteen. Just split the difference, Lupe and Johnny, for "On Treasure Island" wins tenth place on Your Hit Parade tonight.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: The ancient Indian "Pipes of Peace", symbolic of friendly relations between tribes, were rather crude affairs, judged by modern smoking standards. But, although the bowls of these pipes were discarded frequently, the long, elaborately carved stems were highly cherished -- and were handed down from father to son. The real reason for this has never been clearly explained. Quite likely, however, it was because the Indians found that the long stems cooled the smoke and made it more mellow and agreeable. There, if you like, is an early American effort toward A Light Smoke. Today, in Luckies, you have the modern version -- A Light Smoke of rich, full-bodied tobacco. Luckies are made from the tender, delicate center leaves of the finest tobaccos obtainable. Then, that famous secret process, IT'S TOASTED, removes certain harsh irritants naturally present in all tobacco to give you throat protection against irritation, against cough. That is why Luckies are so full of real tobacco taste -- and yet so gentle and easy on the throat. They are A Light Smoke of rich, full-bodied tobacco.

("THE DARKTOWN STRUTTERS' BALL" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra bring you a number that simply won't grow old: "The Darktown Strutters' Ball".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Moon Over Miami" has won your hearts so quickly that it's already in number two position in Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A LITTLE BIT INDEPENDENT" CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: For the Ninth week "A Little Bit Independent" remains in Your Hit Parade. Tonight it's the fifth ranking melody on our national list but in Fargo North Dakota and Lafayette Louisiana it really goes to town, for you folks have picked it as your own hit of this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVE AND A DIME" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From nineteen thirty-five's much applauded melodies, we choose a tune you're still clapping for today: "Love And A Dime".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: A friend of ours told us a story the other day that seemed to us so full of meaning that we want you to hear it tonight.

VOICE: I had worked late at the office. As I trudged home in the dark, it was snowing hard. Along Main Street every store was dark but one -- Joe's Smoke Shop. I wanted cigarettes, and so when I got to Joe's, I stopped in. It was good to feel the warmth of Joe's store and, though I'd dashed in there for cigarettes a thousand times before, I'd really never realized what a genial soul Joe was. I used his phone to call my wife because I was late, bought a stamp for a letter I had in my pocket, and left it with Joe to post for me. I asked him why he was open on a night like this, and he said he couldn't expect much business, but that when a fellow wanted a smoke, he wanted one -- and he felt he ought to be on the job to provide it. When I left he called a cheery "Good night" and assured me my letter would get off in the early morning mail. You know, there's a lot more to Joe's business than just selling tobacco products. Yes sir, Joe and his smoke shop are a real institution in our neighborhood.

ANNOUNCER: Yes -- I think you'll agree with me that my friend's story has a point... and that Joe's friendly service is typical of the courteous attitude of the more than nine hundred and fifty thousand retail tobacco dealers who sell tobacco and cigarettes throughout the country. We are proud to be associated with them -- with all of them -- in bringing you Lucky Strike -- A LIGHT SMOKE of rich, full-bodied tobacco.

("RHYTHM IN MY NURSERY RHYMES" DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We welcome a newcomer on Your Hit Parade that's already going strong in many parts of the country. It's called "Rhythm in My Nursery Rhymes" and tonight it holds twelfth position in our roll call of hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE ME BACK TO MY BOOTS AND SADDLE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Take Me Back to My Boots and Saddle" is Fifteenth in our list of popular favorites this week, but Herbie Kaye whose orchestra is furnishing the dance music at the Edgewater Beach Hotel in Chicago has received so many requests for this number that he wires us "Folks out here can't get enough of 'Boots and Saddle'".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THANKS A MILLION" CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Once upon a time practically all hit tunes of the country were born in Tin Pan Alley New York. But nowadays many a popular melody is born in Hollywood as this one was. It's "Thanks a Million", fourteenth ranking piece of the week from the motion picture by that same title.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LADY OF SPAIN" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a musical tribute to that ever welcome visitor, "The Lady of Spain".
(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is YOUR HIT PARADE, all America's program, featuring fifteen hit tunes of this week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

These are the songs that you've taken to your hearts. They're favorites over the air, melodies that you buy on records and in sheet music, numbers that you request from popular dance floors. They're the musical link that makes the nation neighbors.

We don't have to tell you your number one song of the week -- you know it already. "The Music Goes Round and Around" is more than a popular song, it's become a countrywide password, a national rhythm that's swept the nation. Sales of sheet music have already exceeded 450,000. In a single day one hundred and two thousand people bought copies. Already one movie in production has been named after the song.

(MORE)

ANNOUNCER: Nightclubs, other picture companies, vaudeville offers
(CONT) flood the three authors, Mike Riley, Eddie Farley, and Red Hodgson. Not since "Yes, We have No Bananas" has a song swept the country like the rhythmical nonsense, the mad melody that all America loves: "The Music Goes Round and Around."

("THE MUSIC GOES ROUND AND AROUND" DICK AND BOYS TRIO)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Backstage at the musical circus "Jumbo", this week, Paul Whiteman predicted that "Red Sails in the Sunset" would stand second on "Your Hit Parade". Donald Novis picked it for sixth, but Jimmy Durante hit it right on the nose when he chose "Red Sails" for third place. That's just where this lovely melody stands tonight.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: At a fashionable New York Luncheon club, two business executives are just finishing their meal. Over the coffee cups, we may hear them say something like this:

(CLINK OF COFFEE CUPS)

VOICE: That's just about enough. You know, John, I've been feeling a hundred percent better since I've been careful to avoid over-eating. A light diet certainly agrees with me.

VOICE: If that's the case, you'll appreciate A Light Smoke, too. Have one -- it's a Lucky Strike.

ANNOUNCER: Many miles to the South, in sunny New Orleans, two of their salesmen are at lunch, too. Let's listen in to what they have to say:

VOICE: Let's go. I've got a busy afternoon ahead of me.

VOICE: Be with you in a minute. Here, smoke a cigarette with me first.

VOICE: Right you are. A Lucky Strike! Fine!.. A Light Smoke and for a heavy day and a clear throat ahead, give me A Light Smoke every time. It's always gentle with my throat.

ANNOUNCER: These men know that the modern trend is toward light exercise, light diet, and A Light Smoke -- Lucky Strike is A Light Smoke of rich, full-bodied tobacco. Here is why: Luckies use the choice center leaves of the finest tobacco grown, because science shows that these leaves, by Nature, lead to A Light Smoke. Then, an exclusive process, known as "IT'S TOASTED", removes certain harsh irritants naturally present in all tobacco. It is your throat protection against irritation, against cough -- your assurance of a finer-tasting cigarette -- A Light Smoke of rich, full-bodied tobacco.

("WAY DOWN YONDER IN NEW ORLEANS", ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra bring you an old Dixie favorite "Way Down Yonder in New Orleans".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE", SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Alone", a lilting melody from the Marx Brothers recent picture "A Night At The Opera" advances tonight to seventh place in the parade of hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE JAMES", CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Tonight, this song "Dinner For One Please, James" appears for the first time on Your Hit Parade and jumps immediately to ninth place. At Rutgers and Amherst they tell us that it's the second most popular piece.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE BROKEN RECORD", BOYS TRIO)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In the fashionable Persian Room of the Hotel Plaza, New York where Eddie Duchin and his orchestra hold forth, there's request after request for the tune called "The Broken Record". Tonight it sweeps into sixth place on our program.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: Have you ever stopped to think that without water every vestige of life on the face of the earth would be obliterated within a few days' time? For, growth and development depend upon moisture. And.... likewise... upon the action of moisture depend all of the beneficial changes which take place during the curing and aging of tobacco. And moisture continues to play a leading role in cigarette manufacture, right up to the time you light the finished cigarette. No one who enjoys a cigarette, enjoys one that is dry. For the smoke, without moisture is rank and harsh. By precise regulation of moisture content, we are able to make uniform cigarettes, to control combustion and to govern the quality and the nature of the smoke -- and so to bring to you Lucky Strike....A LIGHT SMOKE of rich, full-bodied tobacco.

("MARGIE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra bring you that grand number that all America loves "Margie".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Fourth on the roster of hits tonight is "With All My Heart", but you folks in Manchester, New Hampshire and Louisville, Kentucky put this melody at the head of your list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO OTHER ONE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the week's musical picture, this rhythm number "No Other One" stands thirteenth on Your Hit Parade tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike cigarettes invite you to join us here next Saturday night at this same time when Carl Hoff and the Lucky Strike Orchestra will bring you Your Hit Parade, all America's program. And now just a word to those of you who have not tried a Lucky lately? Luckies offer you A Light Smoke of rich full-bodied tobacco, a cigarette that is delightfully fine tasting, a smoke that is wonderfully easy on your throat.

(CLOSING SIGNATURE....."HAPPY DAYS")

THIS IS THE NATIONAL BROADCASTING COMPANY...

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1-17-36.

WEAF

LUCKY STRIKE

"YOUR HIT PARADE"

() ()
8:00 - 9:00 P.M.

JANUARY 25, 1936

SATURDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents "Your Hit Parade", all America's program bringing you fifteen hit tunes of this week, played by Carl Hoff and the Lucky Strike Orchestra.

These songs catch the rhythm of a nation -- they're America's Coast to Coast chorus -- melodies that echo over the roar of the factory, tunes you hear above the click of busy typewriters. The farmer hums them as he begins his chores in the early morning; the policeman whistles them on his way home at night. They're the musical link that makes the nation neighbors and that's why we play them for you on "Your Hit Parade" tonight.

Here's how we find the Big Fifteen. Orchestra leaders all over the country tell us what pieces you request from popular dance floors. Nationwide radio reports bring us your favorites over the air. And sheet music and record sales in all forty-eight states tell us what pieces you take home with you. It all adds up to "Your Hit Parade". And now Carl Hoff and the Lucky Strike Orchestra bring you the fifth ranking song of this week: "I Feel Like a Feather in the Breeze".

("I FEEL LIKE A FEATHER IN THE BREEZE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES - SEGUE TO)

("PLEASE BELIEVE ME" CROSS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This tuneful melody: "Please Believe Me" just missed Your Hit Parade last week but tonight it wins ninth place on our parade of songs.

(MUSIC SWELLS AND FINISHES - SEQUE TO)

("MOON OVER MIAMI" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: A marine out at the Mare Island California Barracks tells us that the whole post is waiting tonight to hear their favorite song: "Moon Over Miami". And here it is -- it holds second place in our national ranking this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The increasing popularity of cigarettes in this country during the present century (from 8 million pounds of tobacco leaf in 1900 to 377 million pounds in 1934) has been due to several factors. What has been called the "psychic hypertension" of twentieth-century living - especially metropolitan and urban life- has unquestionably predisposed additional millions to smoking. And Lucky Strike cigarettes, specifically, have been a great factor in the increased use of tobacco because they are what every smoker really wants -- A LIGHT SMOKE of rich, full-bodied tobacco. A LIGHT SMOKE is easy on your throat, and so, in Lucky Strike, an exclusive scientific process known as "It's Toasted" removes certain harsh irritants naturally present in all tobacco. That is your throat protection against irritation, against cough. That is one of the many reasons why we say to you - Lucky Strike, A LIGHT SMOKE of rich, full-bodied tobacco.

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

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This week in Hollywood many songwriters assembled to do honor to Irving Berlin in a Silver Jubilee Testimonial. And when Berlin went to the piano the song that he chose to play first was one he wrote twenty-five years ago and which will never die "Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

Segue To

("BEAUTIFUL LADY IN BLUE".....SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This melody "Beautiful Lady in Blue" was first heard over the air on November 28th. Tonight, only eight weeks later, it makes its bow on Your Hit Parade as the thirteenth ranking song.

(MUSIC SWELLS AND FINISHES)

Segue To

("THE BROKEN RECORD".....BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Sixth ranking tune on Your Hit Parade is "The Broken Record," but in Providence and Chicago it's the song of the week.

(MUSIC SWELLS AND FINISHES)

Segue To

("MAMA INEZ".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra bring you that famous rhumba, "Mama Inez".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: One of these days when you have a few minutes to spare, stop beside some cigarette counter and watch the steady stream of purchases being made. You'll get a double surprise. First, you'll probably be surprised at the number of men and women, too, who ask for Luckies.... A Light Smoke of rich, full-bodied tobacco. For it seems as though the news about the fine qualities of this modern cigarette had spread from one end of the country to the other! Second, you'll be surprised at the alert, untiring courtesy of the man behind the counter. It makes no difference whether you're standing in Joe's little Smoke Shop, with its kindly, thoughtful proprietor who gives every customer his own personal attention - or in one of those big stores on the busiest corner in town: the men who sell tobacco seem to take particular pride in courteous, helpful service. As if they knew how much pleasure they're dispensing - and got a warm glow out of it themselves! -- Truly -- the man behind the cigar counter definitely contributes to the friendly kindness of living.

"RHYTHM IN MY NURSERY RHYMES" DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Rhythm in My Nursery Rhymes" -- a newcomer on Your Hit Parade last week, returns tonight as our fourteenth ranking song.

(MUSIC SWELLS AND FINISHES - SEQUE TO)

"TAKE ME BACK TO MY BOOTS AND SADDLE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Take Me Back to My Boots and Saddle" ranks fifteenth on our list this week, but you students down at Texas Christian University think so much of it that you put it fourth among your song hits.

(MUSIC SWELLS AND FINISHES - SEQUE TO)

"ALONE" SIMMONS AND ORCHESTRA

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The lovely melody "Alone" advances to third place on "Your Hit Parade" tonight. Band leaders Dick Jurgens in Seattle, Will Osborne in Chicago, and Guy Lombardo in New York tell us that dancers are flooding them with requests for this number.

(MUSIC SWELLS AND FINISHES - SEQUE TO)

"NO STRINGS" ORCHESTRA

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a popular favorite that was first introduced to America on Your Hit Parade last year. Carl Hoff and the Lucky Strike Orchestra bring you "No Strings" from the motion picture "Top Hat".

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

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

ANNOUNCER: This is Your Hit Parade, all America's program, featuring fifteen hit tunes of this week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. From the Adirondacks to the Rockies, from the corn belt to the cotton belt, these songs are the Cream of your musical crop -- favorites over the air, tunes you request for dancing, numbers that you buy on records and in sheet music. Each week they're the brightest stars in your musical world.

The whirling, swirling melody of the Music Goes Round and Around continues to rule America. Tonight it's the top ranking tune on Your Hit Parade for the third straight time. Its sheet music sells right now at the rate of a copy every five seconds. Think of that -- every five seconds. One radio station prepared a broadcast of it in eight foreign languages and three dialects. A cigarette holder, a tie, a sofa and a lady's hat are listed among the articles named after the song. And as co-authors Riley, Farley, and Hodgson sped toward Hollywood by plane this week, from every state in the Union the echoes of Who-ho-ho-ho-ho-ho- floated upward in dizzy circles as "The Music Goes Round and Around".

("THE MUSIC GOES ROUND AND AROUND".....DICK AND BOYS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("DINNER FOR ONE PLEASE, JAMES".....CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: First a hit in England, this number "Dinner For One Please, James" jumps the Atlantic, wins great popularity here and gains tenth ranking on All America's program tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: In the cigarette, women, as well as men, have found a more convenient, more inexpensive, and more widely palatable form of relaxation. But probably the greatest single influence on the growth of the cigarette has been the dissipation of the ancient prejudice against tobacco in this particular form, and a growing belief that cigarettes -- being milder than other forms of tobacco smoking -- are not in the least harmful. And this is particularly true of Lucky Strike cigarettes because Luckies are A LIGHT SMOKE of rich, full-bodied tobacco. You will enjoy the fine distinctive taste of Lucky Strike because Luckies use the choice center leaves of the finest tobaccos. And you will find Luckies easy on your throat because that private process -- "It's Toasted" -- removes certain harsh irritants naturally present in all tobacco. That is your throat protection against irritation, against cough. Everyone wants A LIGHT SMOKE - so you owe it to yourself to try Lucky Strike, A LIGHT SMOKE of rich, full-bodied tobacco.

("DO YOU EVERY THINK OF ME".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra now plays a long time favorite "Do You Ever Think Of Me?"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LIGHTS OUT".....SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Last week "Lights Out" dropped from among our fifteen song hits, but a sudden rush of support from you folks in Davenport, Iowa and Philadelphia help to bring this number back again as the eighth ranking song tonight.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("RED SAILS IN THE SUNSET".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This makes the fourteenth straight week that "Red Sails in the Sunset" has won a place on Your Hit Parade, and in all that time it's never been lower than tenth. Tonight Red Sails is our seventh ranking tune.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I'M SHOOTING HIGH".....DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Shooting Hight" from the new picture "King of Burlesque" jumps right into eleventh place tonight in its first appearance on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #4)

Twenty-five years ago the research department of the American Tobacco Company was organized with the following objective in mind -- to control and modify tobaccos so as to produce a less irritating, richer tasting, measurably finer cigarette. Over this period of years, certain basic advances have been made in the selection and treatment of cigarette tobaccos for Lucky Strike cigarettes. They include preliminary analysis of the tobacco selected: use of center leaves; the higher heat treatment of tobacco, known as "Toasting", with consequent reduction of volatile compounds and with consequent definite improvement in flavor and controlled uniformity in the finished product. All these combine to produce a superior cigarette - a modern cigarette, a cigarette made of rich, full-bodied tobacco - A LIGHT SMOKE. And that's what Luckies are - A LIGHT SMOKE of rich, full-bodied tobacco. Try a pack of Luckies and taste the difference for yourself.

("HELP YOURSELF TO HAPPINESS".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER:In the spirit of the times, Carl Hoff and his Lucky Strike
Orchestra invite you to "Help Yourself to Happiness."

(MUSIC SWELLS AND FINISHES)

segue to

("WITH ALL MY HEART".....CHORUS AND ORCHESTRA)

FADES FOR ANNOUNCEMENT)

ANNOUNCER:One of our Lucky Strike representatives in Hollywood
overheard lovely Sylvia Sidney, star of "The Trail of
the Lonesome Pine," humming the melody "With All My
Heart." Sylvia was sure this song from the motion
picture "Her Master's Voice" would rank among the first
five hits of the week. Fred disagreed, but Sylvia
was right because "With All My heart" holds fourth place
on Your Hit Parade tonight.

(MUSIC SWELLS AND FINISHES)

segue to

("EENIE MEENIE MINEY MO".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER:Completing tonight's roster of hits, this tune "Eenie
Meenie Miney Mo" takes twelfth ranking on Your Hit
Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike cigarettes invite you to join us next Saturday night at this same time when Carl Hoff and the Lucky Strike Orchestra will bring you fifteen hit tunes of next week. And now as we say goodnight to you over the air, light a Lucky. You'll find it pleasing to your taste, easy on your throat, because Luckies are A Light Smoke of rich, full-bodied tobacco.

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

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

1/25/36