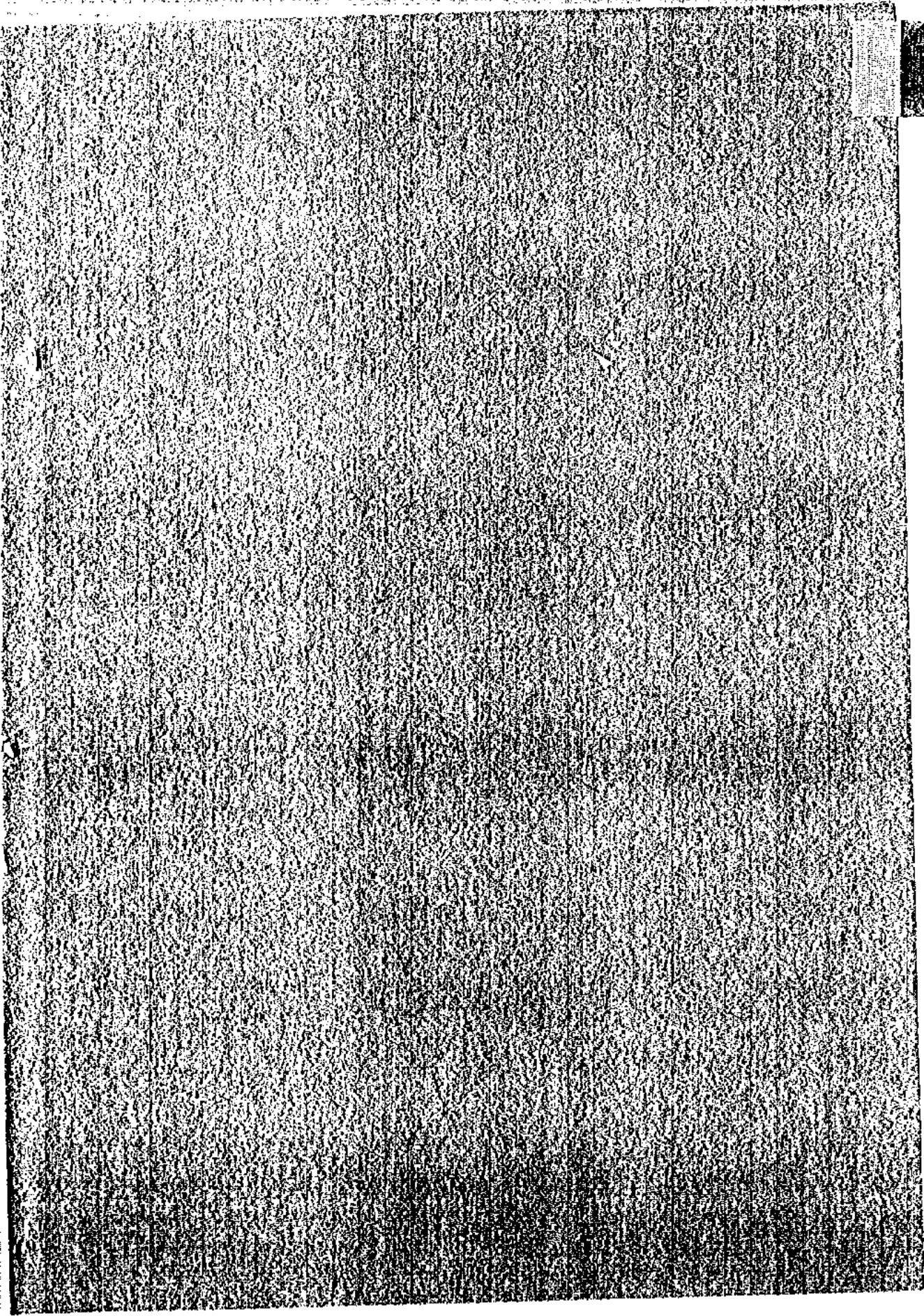


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ATX01 0028881



ATX01 0028882

As Broadcast

COLUMBIA BROADCASTING SYSTEM

"LUCKY STRIKE" - YOUR HIT PARADE - #271

7/6/40

SATURDAY, JULY 6th, 1940
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 7/7/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky
Strikes. That's why with independent tobacco experts -
buyers, warehousemen and auctioneers - with men who
know tobacco best - it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN".ORCHESTRA)

BARUCH: Lucky Strike presents ... YOUR HIT PARADE... the
nation's ten favorite songs with Bea Wein, the Hit
Paraders, Mark Warnow's Lucky Strike Orchestra -- Orrin
Tucker and Bonnie Baker -- and your singing star,
Barry Wood, with the song that's Number EIGHT...
"I'm Stepping Out With a Memory Tonight".

("I'M STEPPING OUT WITH A MEMORY TONIGHT".WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf/

ATX01 0028883

7/6/40

WOOD: Hello everybody ... this is Barry Wood ... that was a new song that led off, "I'm Stepping Out With a Memory Tonight", starting its Hit Parade career at Number EIGHT ... Now here's ^{Andy Baruch To tell you} how the Hit Parade Survey determines those numbered rankings ...

BARUCH: ^{We get them} From the best selling lists of phonograph records and sheet music ... And from the tunes most requested of dance band leaders and played most on radio stations.

WOOD: ~~That's~~ right, Andy Baruch. We take the ten that are tops in your favor, after we've combined these lists -- and that's a cross-section of America's musical preference ... YOUR HIT PARADE ... Here's the tune the survey sends up to us with a popularity rating that's a natural ... Bea Wain and the Hit Paraders win a big number SEVEN on ... "The Breeze And I".

("THE BREEZE AND I". WAIN, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf/

7/6/40

WOOD: Ah, that was swell, ^{Dea} ... Now put on your bonnet and tippet, gang, and we'll all go over to Orrin Tucker's ... he's got a Lucky Strike extra waiting over there, and Bonnie Baker to sing it ... What's the number, Orrin?

(SWITCH TO STUDIO ON CUE)

TUCKER: It's one that a lot of people have been asking for, Barry - that song all about "Billy".

("BILLY"BAKER & TUCKER)

TUCKER: There's our extra, Barry...Now on with YOUR HIT PARADE...

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN APPLAUSE)

(COMMERCIAL #1)

rdf/

7/6/40

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #1 - July 6, 1940

WOOD: Basil Ruysdael has a question for smokers everywhere ...

RUYSDAEL: Are you smoking more today -- more than you used to?
If you are, it's more important than ever before for
you to choose a cigarette of proven mildness. Now
here's why Lucky Strike is the answer ...

BARUCH: The best guide to mildness is the amount of nicotine
in your cigarette. Thanks to finer, selected tobaccos,
Lucky Strike contains less nicotine than any other
leading brand. Yes, authoritative laboratory tests
reveal that, for more than two years, the average
nicotine content of Luckies has been twelve per cent
less than the average of the four other leading brands --
less than any one of them! You see, each year, we
scientifically analyze tobaccos before purchase. Thus
our buyers have a scientific double-check in selecting
tobaccos that are not only ripe and mellow but milder --
low in nicotine content.

RUYSDAEL: Are you smoking more today? Then surely you want a
cigarette that's genuinely mild, a cigarette with a
naturally lower nicotine content. So remember:
Luckies' finer tobaccos mean less nicotine. With
independent tobacco experts -- auctioneers, buyers and
warehousemen - with men who know tobacco best, it's
Luckies 2 to 1!

rdf/

ATX01 0028886

7/6/40

1/2 ("YOU'RE LONELY AND I'M LONELY" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Here's a tune that seems to be getting set for a ^{good} ~~bad~~ long stay on YOUR HIT PARADE. It came on last week in 10th place, and this week it's just one place up the ladder, ~~to~~ ^{at} Number NINE. Traveling in a nice leisurely style, viewing the Survey scenery in comfort, Irving Berlin's new torch song ...

"You're Lonely and I'm Lonely."

(MUSIC SWELLS AND FINISHES)

segue to

raf/

7/6/40

("PLAYMATES" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time now for the moppet madrigal that's been
spending most of its playtime on the Parade with
Bonnie Baker. Tonight its voice changes -- Bea
Wain does the honors on Number FIVE ... "Playmates."

(MUSIC SWELLS AND FINISHES)

segue to

rdf/

7/6/40

("WHERE WAS I".HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Sixth week on finds this tune just hovering on the rim of the Big Three ... the Survey's checked and double-checked your preferences, and you award Number FOUR to ... "Where Was I. Okay, Hit Paradars - you're on.

(MUSIC SWELLS AND FINISHES)

segue to

rdf/

7/6/40

("WITH PLENTY OF MONEY AND YOU". WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Bea Wain with a Lucky Strike Extra ... a Hit Parade tune that was doing all right on your list of ten favorites back in 1937 -- the very practical love song ... "With Plenty of Money and You."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

rdf/

7/6/40

- 9 -

WOOD: Andre Baruch, tell 'em what mildness really means.

BARUCH: Well, folks, the best guide to mildness is the amount of nicotine in your cigarette. Now authoritative tests show that Luckies contain less nicotine than any of the four other leading brands. So that means you enjoy, in Luckies, a cigarette of proven mildness -- a cigarette of finer tobaccos with a naturally lower nicotine content.

RUYSDAEL: Andre, I think the folks would be interested in how Lucky Strike accomplishes this.

BARUCH: The big reason is that we scientifically analyze tobaccos before purchase. You see, each year our leaf tobacco buyers go from farm to farm in the choice cigarette-tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties and a complete report goes back to our tobacco buyers for their guidance at the auctions.

(more)

hp

ATX01 0028891

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #2 - (contd)
July 6, 1940

7/6/40

- 10 -

RUYSDAEL: Skill and tradition backed up by science! That's why the auctioneers chant "Sold American" over the finer selected tobaccos -- tobaccos that are not only ripe and mellow but milder -- low in nicotine content. Are you smoking more today -- more than you used to? Then, more than ever, you want a cigarette of proven mildness, a cigarette with a naturally lower nicotine content -- Lucky Strike! With men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

("LUCKY DAY"FADE FOR)

BARUCH: We pause for station identification. This is the Columbia Broadcasting System.

STATION BREAK

ATX01 0028892

7/6/40

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE moves on ... and here's Barry Wood to tell you about our next tune.

WOOD: And the next tune is one that's tagged with that big Number TEN ... an up and coming ditty that's called "Devil May Care" ... and goes like this ...

("DEVIL MAY CARE" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hp

7/6/40

WOOD: Orrin Tucker and Bonnie Baker are standing 'em up in the aisles this week at the Paramount Theatre in New York, and in a few minutes they're going to have to hurry back to do a show. So we're calling on them right now for their Hit Parade ~~number~~^{time}. It's that rhythmic Number SIX ... "I Can't Love You Any More."

(SWITCH TO STUDIO ON CUE)

("I CAN'T LOVE YOU ANY MORE" TUCKER & BAKER)

TUCKER: There you are, Barry ... see you all next week!

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN APPLAUSE)

hp

7/6/40

(MUSIC IN BIG AND FADE FOR...)

WOOD:

In all of American popular music, ~~one name~~ ^{George Gershwin} stands out
~~most notably~~ as the creator of songs that were fine in
their own right -- and beloved by all of America --
~~George Gershwin~~. This month, the entire country is
paying homage to ~~him~~ ^{his memory} and tonight the Hit Parade would
like to join in. It was back in 1919 that the doors
of success first swung wide for ~~Gershwin~~ ^{him} when he wrote
a rhythm tune that ~~scored a hit on Broadway~~ ^{made} ~~it went~~
~~on from there to make~~ the name George Gershwin known
all over the nation. That tune was -- "Swanee."

(MUSIC UP)

hp

7/6/40

- 14 -

WOOD: Five years later, the show "Lady Be Good" came along, and in among a galaxy of hit tunes was perhaps one of the greatest torch songs of them all.. it went like this ...

(MUSIC UP.....)

WOOD: That's right, "The Man I Love" --- ~~and sadly enough~~
~~it turned up five years later in "Strike Up the~~
~~Band" to score a hit for the second time. ^{Six} years~~
later, in 1930, the musical comedy "Girl Crazy"
came to town; and brought with it a Gershwin song
that's been among the most popular of popular tunes
ever since... "I Got Rhythm."

(MUSIC UP)

hv

BTX01 0028896

7/6/40

WOOD:

1935 saw George Gershwin with a memorable list behind him ... hit song after hit song, and such successful excursions into symphonic music as "The Rhapsody in Blue" and the "Concerto in F" -- ~~an experimental set at least he thought~~ it was time ^{for Gershwin} to try ~~his hand at~~ something new, a folk opera that used an American libretto, American music, and American talent to score a magnificent success .. it was "Porgy and Bess", and ^{from it} ~~out of the opera~~ came a lullaby ... a lullaby the nation will not soon forget ... "Summertime."

(MUSIC UP)

7/6/40

WOOD:

Opera, musical comedy, popular songs -- and among his greatest successes, still another field ...

George Gershwin's pioneered in a theatre medium that has become a part of the Broadway scene ...

the musical satire ... "Of Thee I Sing," applauded by theatre-goers, ^{play} praised by the critics, and

^{received} the theatre's most coveted award and given the American public's greatest award - popularity year after year - Pulitzer prize ... ^{But music speaks for itself}

^{a living tribute to his memory - his} George Gershwin's the hit song

from his great success ... "Of Thee I Sing."

(MUSIC UP)

COMMERCIAL #3

hv

7/6/40

WOOD: Folks, I used to think that famous chant of the tobacco auctioneer always ends "Sold American" --but then Andre told me different.

BARUCH: Yes, Barry, the chant ends with the name of whoever buys the tobacco. For instance, suppose an independent tobacco buyer - like Mr. B. C. Pierce of Danville, Virginia, gets the tobacco -- here's the way the chant ends....
(FADE IN CHANT - 3 - 4 SECONDS - "SOLD TO PIERCE")

BARUCH: And Mr. Pierce hears his name chanted pretty frequently for as he said recently:

MAN:--- I buy close to 100,000 pounds of tobacco a season. So I have to know the leaf thoroughly. Now I've seen the tobacco that's "Sold American" for Luckies. And it's the top quality tobacco. That's why I've smoked Luckies for 10 years now.

(M O R E)

hl/

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #3 - July 6, 1940

7/6/40

(CONTINUED)

RUYSDAEL: Smokers, you'll agree that independent tobacco experts like Mr. Pierce -- buyers, auctioneers and warehousemen -- are the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. And sworn records show that with these independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Remember that fact, the next time you hear this chant (CHANT - 10 SECONDS) And, smokers, remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

hl/

ATK01 0028900

7/6/40

(FANFARE....)

BARUCH: The Big Three... the songs that rate the head of the Hit Parade. Barry, what leads off?

WOOD: Our Number THREE tune starts things going in the inner circle. The Hit Paraders take "Make Believe Island" to its third week on the big time and to the spot that's marked Third place .. "Make Believe Island."

("MAKE BELIEVE ISLAND" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hl/

7/6/40

(FANFARE NUMBER TWO)

WOOD: It's a surprise entry that's copped off second place. We thought this tune had seen its share of top-honor glory, but it seems that birds, as well as women, are privileged to change their minds. Bea Wain and the Hit Paraders ^Afling the doors wide and back to Number TWO flies... "The Woodpecker Song."

("THE WOODPECKER SONG". WAIN, HIT PARADERS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hl/

7/6/40

(FANFARE NUMBER ONE. . .)

WOOD: It's a new tune leading the way on YOUR HIT PARADE....
a shiny new Number ONE goes to last week's third place
winner... "Imagination."

("IMAGINATION".WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hl/

7/6/40

BARUCH: Are you smoking more today? Then, more than ever, you want a cigarette of proven mildness - Lucky Strike! The best guide to mildness is the amount of nicotine in your cigarette, and authoritative tests reveal that Luckies contain less nicotine than any of the four other leading brands. Yes, Luckies' finer tobaccos mean less nicotine, and less nicotine means a genuinely mild cigarette. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

(PYRAMID TO)

WOOD: (SINGS) Well, there it is ... now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen - there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Parade - Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood ... saying ... so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

As Broadcast

COLUMBIA BROADCASTING SYSTEM

7/13/40

LUCKY STRIKE "YOUR HIT PARADE" - 272nd program

SATURDAY, JULY 13, 1940
9:00 - 9:45 P. M.

REBROADCAST SUNDAY 7/14/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky
Strikes. That's why with independent tobacco
experts - men who spend their lives buying,
selling and handling tobacco - with men who know
tobacco best - it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: Lucky Strike presents ... YOUR HIT PARADE ... the
nation's ten favorite songs with Bea Wain, the
Hit Paraders, Mark Warnow's Lucky Strike Orchestra -
Orrin Tucker and Bonnie Baker -- and your singing
star, Barry Wood, with the song that's Number
NINE ... "I Can't Love You Anymore".

("I CAN'T LOVE YOU ANYMORE"WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

ATX01 0028905

7/13/40

WOOD: Hello everybody ... this is Barry Wood. The song that led off the show was your Number NINE choice, "I Can't Love You Anymore" ... and here's how we got that ranking, and the rankings of the rest of the tunes on the show ... **E**ven though school ~~is~~ out, the Survey's still doing a little readin' on the best-seller lists of phonograph records and sheet music ...

BARUCH: Radio stations and dance-band leaders are still doin' a little writin' to tell us which tunes their audiences favor ...

WOOD: And the Survey's super-special adding machines are knocking out their weekly 'rithmetic problem to find which ten tunes top the nation's favor. That brings us up to Saturday night, Andre Baruch, and I ^{ve} just done our stint of survey public speaking, ^{and that} ~~which~~ means it's time for more music ... ~~and~~ the Hit Paraders are on deck with that lucky Number SEVEN ... "Where Was I".

("WHERE WAS I" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

hv

7/13/40

("THE BREEZE AND I" WAIN & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: Last week this tune grabbed off the ranking that usually means lucky days are on their way. When a song stops off at Number SEVEN it's an odds-on bet that its stock is going to rise ... and this one came through --- to jump just two points up in a week ... Bea Wain sings the song that rates fifth place tonight ... "The Breeze And I".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

hv

ATX01 0028907

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - July 13, 1940

7/13/40

WOOD: Now here's Andre Baruch to lay the cards right on the table

BARUCH: In a cigarette, it's the tobacco that counts. Now, independent tobacco experts know that Luckies buy the finer tobacco - the Cream of the Crop. But just what does this finer tobacco in Luckies mean to you, as a smoker? Well - Luckies' finer tobaccos mean less nicotine. And, folks - if you're smoking more today, more than you used to -- then more than ever, you want a cigarette of proven mildness. So remember: Authoritative laboratory tests reveal that, for more than two years, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them!

RUYSDAEL: You see, smokers, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today? Then, for genuine cigarette mildness, remember: Luckies' finer tobaccos mean less nicotine. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

hv

ATK01 0028908

7/13/40

WOOD: Time now for a Lucky Strike extra ... and the first extra of the evening is tossed in by Orrin Tucker and Bonnie Baker ... They're waiting for a cue to start the Tucker tempo going in a studio just a few blocks cross-town, and this is it ... okay, Orrin, what's it going to be?

(SWITCH TO STUDIO ON CUE)

TUCKER: It's the shy voice of wee Bonnie Baker, with the not so shy song "Pinch Me".

("PINCH ME" BAKER & TUCKER)

TUCKER: That's our extra, Barry Wood ... now back to YOUR HIT PARADE.

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN PLAYHOUSE APPLAUSE)

jmg:

7/13/40

("SIERRA SUE" WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: When this song first came on the Parade, I told you how it had started, way back in 1916, out on the West Coast, and how, twenty-four years later, it had become a hit all over again ... and a hit it is, with tonight's survey placing it just on the rim of the big three ... Number FOUR ... "Sierra Sue".

(MUSIC SWELLS AND FINISHES)

segue to

Jmg:

7/13/40

("BLUE LOVE BIRD" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Bea Wain with the blues song from the picture
"Lillian Russell" that returns to YOUR HIT PARADE
tonight at Number SIX ... "Blue Love Bird".

(MUSIC SWELLS AND FINISHES)

segue to

jmg:

ATX01 0028911

7/13/40

("GOOD NEWS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Some
~~In theatre circles there are a few plays that have~~
 live on long after their Broadway run ... in road
 companies ~~touring the land~~, and ~~in~~ little theatre
 groups ... ~~there are~~ *Few* stage plays, and even fewer
 musical comedies, ~~to~~ have this sustained success ..
Mark Warnow's Lucky Strike extra tonight ~~is~~ The title
 song of one of those musical comedies ~~is~~ "Good News".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

Jmg:

7/13/40

WOOD: Here's Andre Baruch to tell you what lies behind the biggest six words in the cigarette world.

BARUCH: Luckies' finer tobaccos mean less nicotine. Yes, Lucky Strike, year after year, assures you finer tobaccos that are not only ripe and mellow, but milder - low in nicotine content. You see, we scientifically analyze tobacco before purchase. Each year our leaf tobacco buyers go from farm to farm in the choice cigarette tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties and send a complete report back to our tobacco buyers for their guidance at the auctions.

RUYSDAEL: Skill and tradition backed up by science. That's how Lucky Strike selects the finer tobaccos - rich, ripe tobaccos with a naturally lower nicotine content. Are you smoking more today? Then, more than ever, you want a cigarette of proven mildness. And authoritative tests show that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the COLUMBIA ... BROADCASTING SYSTEM.

jmg:

STATION BREAK

ATX01 0028913

7/13/40

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE moves on ... and here's Barry Wood to
tell you about our next tune ...

WOOD: Well, ^{it} just this, Andy ... it's a swell song, rating
TENTH place tonight, Bea Wain does a grand job on it ...
and its name is ... "Devil May Care".

("DEVIL MAY CARE" WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

jmg:

ATX01 0028914

7/13/40

WOOD: Hold on tight, everybody, we're hot-footing it cross-town to pay a visit to Orrin Tucker and wee Bonnie Baker ... next on the list is the ~~slide canzonetta~~ *Juvenile Jungle* that the Survey pegs in EIGHTH place ... okay, Bonnie, it's you, The Body Guards and ... "Playmates".

(SWITCH TO STUDIO ON CUE)

("PLAYMATES BAKER & BODY GUARDS)

TUCKER: There's Number EIGHT ... see you all next week.

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN APPLAUSE)

Jmg:

7/13/40

("YOU CAN'T PULL THE WOOL OVER MY EYES" WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: We were checking back over old Hit Parade numbers, looking for an extra, and in among a great raft of love songs, we found a distinct novelty -- an un-love song, that rated the Parade nine weeks, back in the summer of '36, and staved off romance with these words of warning ... "You Can't Pull The Wool Over My Eyes".

(MUSIC SWELLS AND FINISHES)

Applause

COMMERCIAL #3

jmg:

ATX01 0028916

7/13/40

WOOD: Andre Baruch calls this "the smoker's guide"-

(FADE IN CHANT - FADE OUT)

BARUCH: Yes, folks, by taking a tip from the men who follow that chant, you'll be assured of a better cigarette. For they're the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. Who are they? Well, first, the auctioneers who sell tobacco at markets throughout Tobaccoland--second, independent buyers who purchase the leaf for their own account--third, warehousemen who own and operate the great warehouses where the auctions are held. Now what's the verdict of these men who spend their lives buying, selling, and handling tobacco? Tell 'em, Basil Ruysdael...

RUYSDAEL: Sworn records--sworn records open to the public--show that, among these independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Profit by their example next time you buy cigarettes. Whenever you hear this chant..(CHANT 10 SECONDS - SOLD AMERICAN) Let that chant remind you--with men who know tobacco best, it's Luckies 2 to 1. And smokers, remember, also; Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

nlv

ATX01 0028917

7/13/40

(FANFARE.)

BARUCH: And that fanfare heralds the approach of three very big shots...the trio of tunes that march at the very head of the Hit Parade..how's for some information about them, Barry Wood?

WOOD: Well, Andy, I don't think I can tell anyone anything about the tune that leads off..it's been on the Parade 15 weeks and everybody knows it backwards and forwards..so, Bea Wain, suppose you and the Hit Paraders bring it right on.. Number THREE.."The Woodpecker Song".

("THE WOODPECKER SONG. WAIN & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

7/13/40

(PANFARE NUMBER TWO. . . .)

WOOD: It's your choice from coast to coast for Number TWO. . .
last week's third place winner up a point, and feeling
fine..in second place.."Make Believe Island".

("MAKE BELIEVE ISLAND"HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

7/13/40

(FANFARE NUMBER ONE. . . .)

WOOD: This tune made the Number ONE spot last week, liked it,
and dug in to make tonight two in a row...the Survey
told me to award first place to.."Imagination".

("IMAGINATION".WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

7/13/40

BARUCH: With independent tobacco experts--with men who know tobacco best--it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco--the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos--the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

nly

ATX01 0028921

reBroadcast

COLUMBIA BROADCASTING SYSTEM

7/20/40

LUCKY STRIKE "YOUR HIT PARADE" - 273rd Program

SATURDAY, JULY 20, 1940

REBROADCAST SUNDAY 7/21/40
12:00-12:45 A.M.

9:00-9:45 P.M.

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

BARUCH: Have you tried a Lucky lately.

RIGGS: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky Strikes.
That's why with independent tobacco experts--men who
spend their lives buying, selling and handling tobacco--
with men who know tobacco best--it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: Lucky Strike presents..YOUR HIT PARADE...the nation's
ten favorite songs with Bea Wain, the Hit Paraders,
Mark Warnow's Lucky Strike Orchestra--Orrin Tucker
and Bonnie Baker--and your singing star, Barry Wood,
with the song that's Number TEN..."I'm Stepping Out With
a Memory Tonight".

("I'M STEPPING OUT WITH A MEMORY TONIGHT"WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

ATX01 0028922

7/20/40

WOOD: Hello everybody...this is Barry Wood. The song that led off YOUR HIT PARADE was this week's Number TEN tune... "~~It~~ Stepping Out With a Memory Tonight"..and now, Mark Warnow, an extra-special fanfare if you will, for an extra-special announcement. (FANFARE) ..Tonight the Hit Parade has a guest star who's here to give a send-off to a tune that he helped make the Hit Parade list--but that comes later. Right now, Maestro, ^{would you} whip up another fanfare, ~~would you~~, for another guest..this one a permanent Hit Parade addition.

(FANFARE)

WOOD: That heralds the arrival of old man juke box..he don't say nothin', he just takes your nickels and keeps on spinning around..

BARUCH: Ey juke box, Barry, you mean the automatic coin-phonographs, I take it.

WOOD: You take it correctly, Andy Baruch, and starting tonight, the Survey takes the most popular tunes on coin-machines all over the country, and figures them in with the rest of the survey lists, to wit:

BARUCH: Sheet music and phonograph record sales, requests made to dance-band leaders and songs played most on radio stations.

nlv

ATX01 0028923

7/20/40

WOOD: And just midway on the final list of America's top
ten is the tune the Hit Paraders bring you now...
Number FIVE... "Where Was I"

("WHERE WAS I" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

7/20/40

WOOD: Two tunes gone on the Survey list of the nation's favorites, and it's time to leave the beaten path for a Lucky Strike extra..that's an assignment for Orrin Tucker and wee Bonnie Baker, and they fill the order with a song. "Especially For You".

(SWITCH TO STUDIO ON CUE)

("ESPECIALLY FOR YOU" TUCKER & BAKER)

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN PLAYHOUSE APPLAUSE)

COMMERCIAL #1

nlv

ATX01 0028925

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #1 - July 20, 1940

REVISED
7/20/40

WOOD: And now, here's Andre Baruch.

BARUCH: In a cigarette, it's the tobacco that counts. As independent tobacco experts will tell you, Lucky Strike buys the cream of the crop. What does this finer tobacco mean to you as a smoker? Well, among other things, Luckies' finer tobacco means less nicotine. If you're smoking more today, more than you used to - you want a cigarette of proven mildness. So remember: authoritative laboratory tests reveal that, for more than two years, the average nicotine content of Luckies has been 12% less than the average of the four other leading brands - less than any one of them.

RUYSDAEL: You see, smokers, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today? Then, for a cigarette that's genuinely mild - a better smoke - remember: Luckies' finer tobaccos mean less nicotine. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

md

ATX01 0028926

7/20/10

("SIERRA SUE" WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the tune that's waited twenty-four years for success, and is spending happy days now sitting on pianos, getting treated to lots of nickel rides on the juke-boxes, and being flattered by dancers with request after request..a lucky tune,with a Lucky number...in SEVENTH place.."Sierra Sue".

(MUSIC SWELLS AND FINISHES)

segue to.

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7/20/40

("WOODPECKER SONG". WAIN & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: Usually, love songs are the ones that make the grade on YOUR HIT PARADE week after week. Rhythm tunes seem to pop up, stay in the spotlight for a short time, and *then* disappear ..with two notable exceptions. One exception was "The Beer Barrel Polka", which tied the all time record of sixteen weeks on the Parade..and tonight, another rhythm tune ties the record..Bea Wain sings Number SIX, on the list tonight for the sixteenth week..."The Woodpecker Song".

(MUSIC SWELLS AND FINISHES)

segue to

Wood: Remember we said we had a special guest for tonight. well -

nlv

7/20/40

("GETTING SENTIMENTAL"DORSEY THEME)

(APPLAUSE)

WOOD: (OVER APPLAUSE) Yes folks, you've guessed it..~~that famous-~~
~~guest we told you about is none other than that~~ ^{it is}
sentimental gentleman of swing ~~himself~~..Tommy Dorsey!

(APPLAUSE UP)

TOMMY: Thanks, ^{everybody} Barry. ~~and~~ I want you to know it's a great day
for the Dorseys, when Uncle Tom makes the Hit Parade..
To tell you the truth, I really had to make it this
time...a few ~~weeks~~ ^{Tuesday} back, when I was getting sentimental
for Pepsodent, I made a prediction on the radio about a
song I'd found published, recorded, and kept getting a
lot of requests for.

BARRY: I think I remember, Tommy.

TOMMY: Yeah, I went out on a limb, with a lot of people taking
notes..I said there were times when you heard a song,
and just know it was going to be a hit..And I ~~turned~~ ^{think we}
~~out to be right,~~ ^{Guessed} ~~making the Parade is making a hit in any~~ ^{could}

Wood: ^{Barry} I'll ~~say~~ ^{say} do Tommy. ~~we~~ ^{we} ~~could~~ ^{could} do. ~~So with the help of~~
Mark Warnow ~~will give us a hand,~~ ^{So with the help of} Frank Sinatra, ~~the~~ ^{Tommy Dorsey} Pied
Pipers, ~~and yours truly,~~ ^{and yours truly,} introduces for the first time on
the Hit Parade Ruth Lowe's great tune.. "I'll Never Smile
Again" - Number NINE.

("I'LL NEVER SMILE AGAIN". DORSEY, SINATRA, PIED PIPERS)

(MUSIC SWELLS AND FINISHES)

nlv (APPLAUSE)

7/20/40

BARRY:

Dorsey
Tommy that was swell--thanks a lot for coming over.

TOMMY:

It was a pleasure, Barry....Now, we have to hit the road back to the Astor Roof. So long, everybody.

(APPLAUSE)

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nlv

ATX01 0028930

7/20/40

("TOP HAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: A Lucky Strike extra for Mark Warnow and the band..
a tune that was big time in 1935 when it appeared as
the title song of one of that year's leading film
successes.. "Top Hat".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

nlv

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - July 20, 1940

REVISED
7/20/40

WOOD: Here's Andre Baruch with a word about finer tobaccos.

BARUCH: Luckies' finer tobaccos mean less nicotine. Yes, in Luckies you enjoy finer tobaccos that are not only ripe and mellow, but milder - low in nicotine content. Now, everybody in these days of increased smoking wants a milder cigarette - a better smoke. And here's how Lucky Strike gives you what you want. Each year, before the auctions begin, our tobacco buyers go from farm to farm in the choice cigarette-tobacco regions. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia, for complete analyses of the tobacco's nicotine content and other important properties ... This is done before purchase. So our buyers have this scientific double-check in selecting the finer tobaccos - ripe, mellow tobaccos with a naturally lower nicotine content.

RUYSDAEL: Folks, are you smoking more today? If you are, then you want a cigarette of proven mildness! And authoritative tests show that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification.
This is the COLUMBIA...BROADCASTING SYSTEM.

md STATION BREAK

7/20/40

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the
COLUMBIA . . . BROADCASTING SYSTEM.

STATION BREAK

jmg:

ATX01 0028933

7/20/40

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE moves on ... and here's Barry Wood to tell you about our next tune.

WOOD: Next in line are Orrin Tucker, and his swell vocalist, wee Bonnie Baker ... they're waiting in a studio cross-town to do a job on a tune that's four places up this week ... Number Eight last Saturday, Number FOUR tonight ... "Playmates".

(SWITCH TO STUDIO ON CUE)

("PLAYMATES" BAKER & TUCKER)

(SWITCHBACK TO PLAYHOUSE ON CUE)

(FADE IN PLAYHOUSE APPLAUSE)

Jmg:

7/20/40

("IMAGINATION" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Bea Wain comes along with a very swell version of the
tune that's sittin' pretty in EIGHTH place tonight ...
all right, Bea, tell us about ... "Imagination".

(MUSIC SWELLS AND FINISHES)

segue to

jmg:

7/20/40

("LET YOURSELF GO" WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: It's my Lucky Strike extra coming up ... a tune that made the Parade back in May of 1936, and liked it so well it stayed around for eleven weeks in all ... it's rhythmic advice to relax and ... "Let Yourself Go".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL # 3

jmg:

ATX01 0028936

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - July 20, 1940

7-20-40

("LET YOURSELF GO" WOOD & HIT PARADERS)

WOOD: Say, Andre, I've got a swell idea for Your Hit Parade.

BARUCH: What's that, Barry?

WOOD: From now on - let's have Speed Rigs chant the rating of each tune. Show 'em how you'd do it Speed.

RIGGS: Well - to announce a tune as Number One, I'd chant ... (CHANTS "ONE - DA - ONE - DA" ETC) And for Number Two, it would go ^{like this} (CHANTS "TOODLE-DOODLE" ETC)

BARUCH: That'd be a swell idea, Speed - except it might have the effect of changing Your Hit Parade into a quiz program with everyone trying to guess the number of the songs.

RIGGS: Not everyone, Andre. They'd follow my kind of announcing fine in Tobaccoland.

BARUCH: That's right, folks. The auctioneer's chant is plain simple, everyday English to tobacco experts. They spend their lives buying selling and handling tobacco so they know about all there is to know ^{practically} about tobacco and about cigarettes too. Here's what they think of Luckies ----

ds

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - July 20, 1940 - 16A -
(CONT'D)

REVISED
7/20/40

RUYSDAEL: Among independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Profit by their example next time you buy cigarettes. Whenever you hear this chant ... (CHANT 10 SECONDS - SOLD AMERICAN) Let that chant remind you- with men who know tobacco best, it's Luckies 2 to 1. And smokers, remember, also: Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

(FANFARE....."MAKE BELIEVE ISLAND".....HIT PARADES & ORCH)

ds

ATX01 0028938

7/20/10

(FANFARE)

BARUCH: Here they are ... Number Three, Number Two and Number One ... the tunes that march at the head of the Hit Parade! And here's Barry Wood to tell you about them...

WOOD: All right, Andy ... the dope about the tune coming up is that tonight's Number THREE ribbon means fifth week in a row in the big time ... the Hit Paraders give you the third place winner ... "Make Believe Island".

("MAKE BELIEVE ISLAND" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

7/20/40

(FANFARE NUMBER TWO . . .)

WOOD: *Say,* If this tune's luck keeps holding up, I'm going to make a small investment in rabbits feet and horseshoes ... it stopped off at Seventh place two weeks ago, and I said that lucky number was a sign that happy days were on their way ... last week the song came through with a fifth place ranking, and tonight it's on up to Number TWO ... that's the story and here's Bea Wain with the song ... "The Breeze and I".

("THE BREEZE AND I" WAIN, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

7/20/40

(FANFARE NUMBER ONE)

WOOD: And in FIRST place . . . a song that was on the Parade
only once before . . . Last time it was rated at Five . . .
and tonight, out of the nowhere right into top
ranking . . . It's the love song . . . "Fools Rush In".

²
("FOOLS RUSH IN" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

7/20/40

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

WOOD: (SINGS) Well, there it is ... now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen - there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders - Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood ... saying ... so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

jmg:

ATX01 0028942

7/20/40

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

Fade theme 20 seconds

WABC NEW YORK

Jmg:

ATX01 0028943

as Broadcast

COLUMBIA BROADCASTING SYSTEM

(REVISED)

7/27/40 sr

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #274

SATURDAY, JULY 27, 1940

9:00 - 9:45 PM

REBROADCAST SUNDAY 7/28/40

12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky
Strikes. That's why with independent tobacco experts -
buyers, warehousemen and auctioneers - with men who
know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: Lucky Strike presents - YOUR HIT PARADE - the nation's
ten favorite songs available for radio, with Bea Wain,
the Hit Paraders, Mark Warnow's Lucky Strike Orchestra-
Orrin Tucker and Bonnie Baker - and your singing star,
Barry Wood, with the song that's Number TEN ...
"I'm Nobody's Baby."

("I'M NOBODY'S BABY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

7/27/40 sf

WOOD: Hello, everybody - this is Barry Wood. The song that opened the show was "Nobody's Baby," an old-time tune that's a Hit Parade newcomer, bowing in tonight at Number TEN. That leaves nine more Hit Parade ~~members~~ ^{members}, ~~and the songs~~ ^{and the songs} ready to step up and speak their piece. They ~~have been~~ ^{that} ~~found to rank high on~~ - A -

BARUCH: ^{Rank high on} The sales lists of phonograph records and sheet music.

WOOD: B -

WAIN: ^{One} They're the songs requested most often from dance band leaders, and heard most often on the air.

WOOD: And they've been making time with our newest Survey judge, old man juke box, officially known as an automatic coin machine phonograph. Bea Wain's in order now, with a motion from the floor - ^{voting in} ~~the election and induction of~~ this week's Number SIX tune... "The Breeze and I."

("THE BREEZE AND I" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

7/27/40 sf

WOOD:

Good Luck^{is} waiting 'cross-town, where Orrin Tucker and
wee Bonnie Baker are sharing a studio with this week's
Number SEVEN tune...let's travel over and listen to
Bonnie give out on the words of ... "I Can't Love You
Anymore."

(SWITCH TO STUDIO ON CUE)

("I CAN'T LOVE YOU ANYMORE" BAKER AND TUCKER)

(SWITCH BACK TO PLAYHOUSE)

(FADE IN APPLAUSE)

(COMMERCIAL #1)

7/27/40 sf

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - July 27, 1940

WOOD: Say, Speed Riggs, will you settle one question for me?

RIGGS: Why, sure, if I can.

WOOD: Well, Speed, as a tobacco expert, what would you judge to be the most important thing in a cigarette?

RIGGS: Why, it all comes down to tobacco, Barry. In a cigarette, it's the tobacco that counts, ~~of course~~.

BARUCH: Yes, it's the tobacco that counts. And, as you know, independent tobacco experts confirm that Luckies buy the finer tobaccos. But perhaps you've wondered, just what finer tobacco means to you, as a smoker? Well - among other things - Luckies' finer tobaccos mean less nicotine. And, folks - if you're smoking more today, more than you used to - then more than ever, you want a cigarette of proven mildness. So remember: Authoritative laboratory tests reveal that, for more than two years, the average nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them!

ATX01 0028947

7/27/40 sf

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - July 27, 1940
(continued)

RUYSDAEL: You see, smokers, Lucky Strike scientifically analyzes tobaccos before purchase. Thus our buyers have a scientific double-check in selecting tobaccos that are not only ripe and mellow but milder - low in nicotine content. Are you smoking more today? Then, for genuine cigarette mildness, remember: Luckies' finer tobaccos mean less nicotine. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

ATX01 0028948

("POCKETFUL OF DREAMS" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

This is Barry Wood again and its

WOOD:

Time for my Lucky Strike extra... ~~and~~ tonight we bring
back a Hit Parade member that did all right for itself
two years ago. It rated first place four times, and
was on the list 15 times in all... ~~its~~ a tune you loved
in August of '38, still loved in December... ~~lets see~~
~~how it goes two years later...~~ "I've Got A Pocketful
of Dreams".

(MUSIC SWELLS AND FINISHES)

~~Segue to~~

("WHERE WAS I" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's the Hit Paraders with the romantic ballad that's spending its ninth week on the Survey list of America's top ten tunes...with NINTH place..."Where Was I".

c (MUSIC SWELLS AND FINISHES)

segue to

("IMAGINATION" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a tune that spent a busy week...warm weather or
no warm weather. It just dug in and climbed from the
Number Eight spot, three rungs up to a very fancy FIVE
• ... Bea Wain sings ... "Imagination".

(MUSIC SWELLS AND FINISHES)

segue to

("I WANT TO BE HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Somehow, it's the little things that always identify
 an era...never the great big events, but the small
 fads that ^{take} ~~took~~ a nation by storm...you get a whole
 picture of 1924 when you remember a little thing like
 the Charleston craze...a little thing like people not
 being able to sleep until they'd done that new cross-
 word puzzle...a little thing like the tune Mark Warnow
 plays now...the 1924 hit..."I Want To Be Happy".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

7/27/40 sf

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - July 27, 1940

S wooden

BARUCH: Barry, how many of your friends who've heard that Luckies' finer tobaccos mean less nicotine...want to know more about it?

WOOD: Quite a few of them, Andre.

BARUCH: Yes, that's true of many smokers all over the country. They want to know how Lucky Strike gets those finer tobaccos that are not only ripe and mellow, but milder-low in nicotine content. They want to know because, more than ever, in these days of increased smoking, they're interested in a milder cigarette - a better smoke. So here are the facts...

ATX01 0028953

7/27/40 sf

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - July 27, 1940
(continued)

RUYSDAEL: Each year, Lucky Strike scientifically analyzes tobaccos before purchase. Our tobacco buyers go from farm to farm in the choice cigarette tobacco regions - select tobaccos which they think fine enough for Luckies - and send samples to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other important properties. Then a complete report goes back to our tobacco buyers at the auctions to help them in selecting the finer tobaccos -- ripe, mellow tobaccos with a naturally lower nicotine content. Are you smoking more today? Then, more than ever, you want a cigarette of proven mildness! And authoritative tests show that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the COLUMBIA...BROADCASTING SYSTEM

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

ATX01 0028954

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: Your Hit Parade moves on...and here's Barry Wood to tell you about the next tune...

WOOD: Thanks, Andy...the next song is one that really deserves its success...Remember when it first got on the Parade, I told you that Rube Bloom had the melody ten years back...^{but it was} ~~and waited till~~ just a few months ago ^{that} ~~for~~ Johnny Mercer to ^{wrote the} ~~write the~~ ideal lyrics...Well, it seems to have been worth waiting ten years for, ^A real hit, rating Number FOUR tonight..."Fools Rush In".

("FOOLS RUSH IN" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

WOOD: Time for Orrin Tucker and wee Bonnie Baker to cut themselves another slice of Hit Parade, and just as soon as our studio engineer throws those switches, Orrin will tell us what the tune is.

(SWITCH TO STUDIO ON CUE)

TUCKER: It's Bonnie Baker and the Body guards with the song that rates an EIGHT from coast to coast... "Playmates".

("PLAYMATES" TUCKER AND BAKER)

TUCKER: Last week we heard Barry Wood announce the addition of old man juke box to the survey judges...and that put us in mind of a tune ^{to fit the occasion} ~~that our theatre audiences~~ ~~all over the country went for~~, a tune that's all about a coin phonograph...Bonnie ^{Baker} and the Bodyguards give you our impression of what goes on when you "Slip A Nickel In the Record Machine".

("SLIP A NICKEL IN THE RECORD MACHINE" BAKER AND BODYGUARDS)

(SWITCH BACK TO PLAYHOUSE)

(FADE IN APPLAUSE)

(COMMERCIAL #3)

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - July 27, 1940

WOOD: Now for a different kind of music. Andre Baruch,
what's the rating of this song? ...

RIGGS: (FADE IN CHANT - 10 SECONDS - FADE OUT)

BARUCH: Barry, that song rates Number One with every smoker
who wants to assure himself - or herself - the enjoyment
of finer, riper, more mellow tobaccos. Now here's
why ... That auctioneer's chant stands for the one
group of men in all the world best-qualified to judge
which cigarette company buys the finer tobaccos.
These are the independent tobacco experts -
auctioneers, buyers and warehousemen - experts not
connected with any cigarette company. They know
tobacco from A to Z - for they spend their lives,
buying, selling, and handling it. And, at the
auctions, they see just what company buys what
tobacco. So listen to this one fact that speaks
volumes to every smoker ...

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - July 27, 1940
(continued)

RUYSDAEL: Sworn records -- sworn records open to the public -
show that with these independent tobacco experts -
with men who know tobacco best, it's Luckies 2 to 1.
Remember that fact, ^{the} next time you buy cigarettes, for
it means that, in Luckies, you will enjoy the finer
tobaccos - the Cream of the Crop. And remember, also:
Luckies' finer tobaccos mean less nicotine.
Authoritative laboratory tests reveal that Luckies
contain less nicotine than any other leading brand.
So smoke the smoke tobacco experts smoke. Next time,
ask for Lucky Strike.

(FANFARE.....)

BARUCH: Coming up...the Big Three...the trio of tunes that top the Hit Parade...Barry Wood, tell us all about 'em.....

WOOD: All right, Andy...and the report on the song coming up is another tribute to the ~~lucky~~^{lucky} power of a ~~Seventi-~~^{place} ~~place~~ rating on the Parade...that's the spot this tune picked off last Saturday, and true to form, it ~~got a~~^{climbed} boost right into the inner circle...in THIRD Place...
"Sierra Sue".

H.P. +
("SIERRA SUE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANPARE NUMBER TWO):

WOOD: Last week ^{we had} Tommy Dorsey ^{over here} ~~came to the show~~ to give a
 sendoff to a tune that he helped make the Hit Parade...
 and it looks as if Tommy put it in very safe hands
 when he turned it over to the Hit Parade audience to
 look after...because you've taken it ^{from} ~~over~~ where
 Tommy left it, and boosted it right into SECOND place
 ...~~that's~~ great going for Ruth Lowe's great tune ...
"I'll Never Smile Again".

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE.....)

WOOD: The tune that tops YOUR HIT PARADE had to do some plain and fancy scrambling to stay in the ^{first} ~~top~~ three - it scrambled so well, it wound up with the gold star... *and* this makes its sixth week running in the big time, ~~with~~ a Number THREE ranking last week, a Number ONE ranking tonight...Bea Wain sings..."Make Believe Island".

("MAKE BELIEVE ISLAND"..... WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

7/27/40 sf

BARUCH: With independent tobacco experts -- with men who know tobacco best - it's Luckies 2 to 1. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ATK01 0028963

(PYRAMID TO)

WOOD: (SINGS) Well, there it is...now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen - there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders - Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood...saying...so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

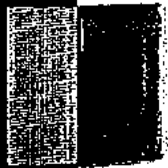
BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS.....IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK



ATX01 0028965

As Broadcast

COLUMBIA BROADCASTING SYSTEM

8/3/40 sf

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #275

REBROADCAST SUNDAY 8/4/40
12:00-12:45 A.M.

SATURDAY, AUGUST 3, 1940
9:00 - 9:45 PM

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky
Strikes. That's why with independent tobacco experts -
men who spend their lives buying, selling and handling
tobacco - with men who know tobacco best, it's Luckies
two to one.

("HAPPY DAYS ARE HERE AGAIN"OF ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE...the nation's
ten favorite songs available for radio - with Bea Wain,
the Hit Paraders, Mark Warnow's Lucky Strike Orchestra-
Orrin Tucker and Bonnie Baker - and your singing star,
Berry Wood, with the song that's Number TEN --
"I'm Nobody's Baby."

("I'M NOBODY'S BABY"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0028966

And 8/3/40 sf

WOOD: Hello, everybody -- this is Barry Wood. Just for the book, this is the second consecutive week ~~of~~ the song ~~"Nobody's Baby"~~ opened our show -- ~~an old-time~~ ~~tune given a new lease on life in the current "Andy Hardy" picture and wrestling again tonight~~ in the Number TEN spot. That brings us to the other nine ranking songs of this week -- and our very welcome guest this evening, Tommy Dorsey.

(APPLAUSE)

WOOD: Tommy, it's swell having you here on the Hit Parade for a return engagement.

DORSEY: Thanks, Barry -- you do me proud, boy. Getting a chance to be here in the Song Hall of Fame is like being knighted or something. After all, in the dance band business the Hit Parade is tops, and the tunes that the Hit Parade Survey puts in the Big Ten are the tunes we want to play, because those are the tunes America wants to hear. You see, when you guys go to all the trouble to check the sales of phonograph records and sheet music, the number of times a tune is played on the air, the ditties most requested of us orchestra leaders, and the numbers that are being played most on the coin phonograph circuit...well, that gives us guys something to hang our hat on. We go the Hit Parade way.

8/3/40 sf

WOOD:

That's the way we feel about it, Tommy. ~~When we find~~
~~out the songs America wants to hear, then we think~~
~~America ought to hear them.~~ Stick with us, ~~pal~~ -
because we're calling on you for our big surprise later
in the show. Right now YOUR HIT PARADE swings out into
the nine ranking songs coming up...starring the
Hit Paraders in the song that's Number EIGHT this week -
"Where Was I."

("WHERE WAS I" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

"MAKE BELIEVE ISLAND"WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE and Bea Wain -- lark-lilting lyricist of
YOUR HIT PARADE languishes in loveliness to lay it on
the line...in fifth place this week - the song,
"Make Believe Island."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

8/3/40

WOOD: Here's where Andre Baruch asks our tobacco
auctioneering friend a question.

RIGGS: Go ahead, Mr. Baruch. I'll answer the best I can ...

BARUCH: Okay, Speed Riggs, as a tobacco auctioneer, what do
you think is the reason most tobacco experts smoke
Luckies?

RIGGS: Well, naturally, it's the kind of tobacco that goes
into Luckies ... leaf that's milder and lighter,
fragrant, with the right texture to it... in short,
I'd just say - finer tobacco.

RUYSDAEL: Thanks, Speed Riggs. And, smokers, Luckies' finer
tobaccos mean less nicotine. Laboratory tests made
for over two years reveal that the average nicotine
content of Luckies has been twelve per cent less than
the average of the four other leading brands - less
than any one of them.

BARUCH: This is the natural result of buying finer selected
tobaccos. Each year we analyze samples of leaf before
purchase. Thus our buyers at the auctions can select
tobaccos that are ripe and mellow - yet milder, naturally
low in nicotine content.

RUYSDAEL: Have you tried a Lucky lately? Remember that Luckies'
finer tobaccos mean less nicotine ... and remember that
with independent tobacco experts - with men who know
tobacco best - it's Luckies 2 to 1!

rdf/

ATX01 0028970

WOOD: Down Baltimore way, Orrin Tucker and wee Bonnie Baker are appearing this week at the Hippodrome Theatre. Right now, they're awaiting your pleasure. Okay Orrin-- greetings, Baltimore -- take it, shake it and send it home with that swell Tucker touch.

(SWITCH TO BALTIMORE ON CUE)

TUCKER: Thanks, Barry Wood -- Bonnie and the gang are all set here in lovely old Baltimore to bring you one of the best of the better new tunes -- a ~~swell~~ Lucky Strike Extra that's in the groove for Bonnie and that certainly means in the groove for you. Here it is -- "Ooh, What You Said."

("OOH, WHAT YOU SAID"BAKER AND TUCKER)

TUCKER: Okay, Barry Wood -- now on with YOUR HIT PARADE.

(SWITCH TO NEW YORK ON CUE)

(FADE IN NEW YORK APPLAUSE)

("IMAGINATION"WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: YOUR HIT PARADE moves right into action with the song that grabs off the famous Lucky Seven spot this week. It has twelve weeks running in the big time to its credit, and that's no mean record. ~~I'd like to sing it for you, so bear with me for~~ Here ^{is} comes the song that's in SEVENTH place... "Imagination."

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN THE SWALLOWS COME BACK"WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Most of you have read some time or other about the famous mission of San Juan Capistrano in California. ^{Each} Every year on the same day - March 19th - ~~a science-baffling phenomenon has taken place there...on the appointed day each year, without fail,~~ flocks of swallows appear at the mission - stay until October 23rd and then disappear. No one knows where they come from or where they go. Recently Leon René wrote a song about them. Guy Lombardo introduced it - and this week it steps out on YOUR HIT PARADE as Number NINE. Bea Wain sings -- "When the Swallows Come Back to Capistrano."

(MUSIC SWELLS AND FINISHES)

segue to

("I DOUBLE DARE YOU"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Back in January 1938 the first Hit Parade of the new year welcomed this song ^{and it} which stayed in the running until March 21st. Tonight Mark Warnow brings it back as a swell Lucky Strike Extra..."I Double Dare you."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - August 3, 1940

-10-

8/3/40

WOOD: Now here's Andre Baruch, *and Basil Kuydosel* to tell you how Luckies make doubly sure of getting the finer tobaccos.

BARUCH: Yes, Barry, and it's a story that also explains why Luckies' finer tobaccos mean less nicotine. Here are the facts: each year, before the auctions begin, our tobacco buyers visit farms all over the South. They select tobaccos which they think fine enough for Luckies and send samples to our laboratory in Richmond, Virginia for complete analysis of the tobacco's nicotine content, and other important properties. This is done before purchase. So our buyers at the auctions have a double advantage. They have these scientific facts, in addition to their own skill and experience, to help them in selecting the leaf. That's how they get the finer tobaccos - that are ripe and mellow with a naturally lower nicotine content.

(MORE)

rdf/

ATX01 0028975

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - August 3, 1940
(cont'd)

8/3/40

RUYSDAEL: Folks, are you smoking more today? Then, more than
ever, you want a cigarette of proven mildness!
Authoritative tests show that for more than two years
the nicotine content of Luckies has been twelve
per cent less than the average of the four other
leading brands - less than any one of them. So
smoke the smoke tobacco experts smoke. With men
who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY".FADE FOR)

BARUCH: We pause for station identification. This is the
COLUMBIA...BROADCASTING SYSTEM

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

rdf/

ATX01 0028976

(LUCKY DAY SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE moves along - and here is Barry Wood with the play by play account of the rankings and ratings.

WOOD: And without stopping for breath, YOUR HIT PARADE swings down to Baltimore again to hear from Orrin Tucker and Bonnie Baker. Their song is up two spots this week in SIXTH place after a total run of twelve weeks. Okay, Orrin and Bonnie -- give us the Number SIX song of the week... "Playmates."

(SWITCH TO BALTIMORE ON CUE)

("PLAYMATES"BAKER AND TUCKER)

TUCKER: We send the Hit Parade back to New York -- take it, Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(FADE IN NEW YORK APPLAUSE)

("FOOLS RUSH IN"WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The rankings are hitting altitude for we swing right
along with Number FOUR -- four weeks on the Hit Parade--
in fourth place this week...I'm joining Mark Warnow and
the Lucky Strike Orchestra to give you a swell song
that's on its way..."Fools Rush In."

(MUSIC SWELLS AND FINISHES)

segue to

("SOUTH AMERICAN WAY"WAIN AND ORCHESTRA)

WOOD: Here comes a tune that ~~fits a special member of our~~
~~Hit Parade gang -- in fact, it's~~ got Bea Wain's number
on it and it goes over her way with rhumba in its
eyes and rhumba in its soul. So take it, Bea ~~Wain~~ -
get in on it, Hit Paraders, and let's have that torrid,
tempting Lucky Strike Extra...¹"South American Way."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #3

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - August 3, 1940

8/3/40

WOOD: Everybody, attention! We're going to hear what is
really meant by ~~the~~ *three*

(FADE IN CHANT - 4 SECONDS - FADE OUT)

BARUCH: That chant goes back a hundred years, but it's still
got a lot of folks puzzled. So our auctioneering friend,
Speed Riggs, thinks he can tell us what that chant is
all about. Go ahead, Speed!

RIGGS: Well, you see, our chant is really just a record of the
bids made by tobacco buyers at the auctions. For
example when I chant: (SLOWLY) 25 - 5 - 5 - 5 -
25 dollars - that means some buyer has bid \$25 a hundred
pounds for the tobacco being sold. If another buyer
wants to "up" the bid, he signals me and I chant: 26 -
6 - 6 - 6 - 26 dollars bid.

BARUCH: Then it's sort of like a market report?

RIGGS: That's right. And because sales go so fast, it has
to be speeded up like this ... (CHANT SLOW TO FAST -
10 SECONDS - SOLD AMERICAN)

(continued)

rdf/

ATX01 0028980

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - August 3, 1940
(cont'd)

8/3/40

RUYSDAEL: Thank you, Speed Riggs. That chant, smokers, stands for the independent tobacco experts - auctioneers, buyers and warehousemen. They are the one group of men in all the world best qualified to judge which cigarette company buys the finer tobaccos. And sworn records show that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1. So, smokers, that's your guide to finer tobaccos and ... remember ... Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike.

ATX01 0028981

(FANFARE NUMBER THREE...)

BARUCH: Here they come - the top tunes of the week...the ranking trio on YOUR HIT PARADE and Barry Wood gives you the old one, two, three.

WOOD: Okay, Andy - here we go. This tune holds its own and runs the same as last week - in the Number THREE slot...
..."Sierra Sue."

("SIERRA SUE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO.....).

WOOD: Here's an upset -- ~~a song that got out in the open this~~
~~week and really went to town.~~ In Sixth place last
 Parade, ^{the song} it jumps four places and nips into the money
 tonight as Number TWO. Bea Wain and the Hit Paraders
 give you the second ranking song of the week -
"The Breeze and I."

("THE BREEZE AND I"WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANFARE NUMBER ONE.....)

WOOD: The top of the heap! The Number ONE song in America this week and a sensational performer. Two weeks ago Tommy Dorsey came over here and gave it a send-off -- then it was in ninth place. Last week it jumped to second place and tonight it breathes the rarified air of the stratosphere. Tommy - what do you think?

DORSEY: I don't know, Barry - I'm just wowed, that's all. When I ^{played} introduced the tune a few weeks back I went on ~~the~~ record as thinking it would do all right, but, brother - I never thought it would hit the jackpot on the Hit Parade in three short weeks.

WOOD: Well, that's what makes horse racing, Tommy. It's a real record, so let's celebrate the occasion - Tommy Dorsey, Frank Sinatra, the Pied Pipers and Mark Warnow give us the Number ONE song of the week - Ruth Low's great hit - "I'll Never Smile Again."

"I'LL NEVER SMILE AGAIN"DORSEY SINATRA PIED PIPERS
AND ORCHESTRA)

(APPLAUSE)

BARUCH:

With independent tobacco experts - with men who know tobacco best, it's Luckies two to one. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

WOOD: (SINGS) Well, there it is...now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen - there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders - Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood - saying ... so long for a while.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS...IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

as Broadcast

COLUMBIA BROADCASTING SYSTEM

8/10/40

LUCKY STRIKE "YOUR HIT PARADE" - 276th program

SATURDAY, AUGUST 10, 1940

9:00 - 9:45 P.M.

REBROADCAST SUNDAY 8/11/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky Strikes.
That's why with independent tobacco experts -- men who
spend their lives buying, selling and handling tobacco --
with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... the nation's ten
favorite songs available for radio ... with Bea Wain, the
Hit Paraders, Mark Warnow and the Lucky Strike Orchestra -
Orrin Tucker and Bonnie Baker - and ... your singing star,
Barry Wood, with the song that's Number SEVEN ... "I'm
Nobody's Baby".

("I'M NOBODY'S BABY" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATX01 0028987

REVISED

- 2 -

8/10/40

WOOD: Hello, everybody -- this is Barry Wood. The song which launched tonight's ten rhythms on YOUR HIT PARADE was "Nobody's Baby" from the new Mickey Rooney - Judy Garland picture, and it finds itself tonight holding down the Lucky SEVEN spot in the national rankings -- a three point rise - and that's good on any score board.

BARUCH: Yes, Barry -- it shows that the Lucky Strike Survey is right in there on top of every play ... checking America's every music-wise gesture -- purchases of records and sheet music and requests of dance-band leaders -- checking the number of times favorite songs are played on the air -- the number of times they're heard on the juke boxes of the highways and byways.

WOOD: Yes, Andre - the Survey finds the ten top tunes that make up YOUR HIT PARADE -- the only authentic record of America's taste in popular music on the air! We're one down and nine to go -- and here's the song that's Number FIVE -- On the Hit Parade for the first time last week it steps ahead four spots tonight. Bea Wain sings "when the Swallows Come Back to Capistrano".

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" . . . WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

jmg

ATX01 0028988

8/10/40

("MAKE BELIEVE ISLAND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: ~~Number SIX~~ -- Here's the song that's enjoying your vote
of confidence and appreciation for the tenth week.
Tonight it maintains a comfortable spot in the rankings
and ratings at Number SIX. The Hit Paraders and the
Lucky Strike Orchestra in "Make Believe Island".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

jmg

ATX01 0028969

WOOD: Now, folks, here's Andre Baruch, all set to demonstrate the proverb that Good News Travels Fast.

BARUCH: It sure does, Barry. The good news about Luckies, announced just a few weeks back, has already traveled all over the country. But just in case anybody missed it, I'm going to ask Basil Ruysdael to repeat the headline.

RUYSDAEL: Luckies are the cigarette of finer tobaccos.

BARUCH: Now - the subheading.

RUYSDAEL: And Luckies' finer tobaccos mean less nicotine!

BARUCH: Smokers ... laboratory tests reveal that for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them.

RUYSDAEL: Yes, there's less nicotine in Luckies - the natural result of buying finer, selected tobaccos. Each year, we analyze samples of leaf before the auctions begin. Thus our buyers can select tobaccos that are not only ripe and mellow, but milder - naturally low in nicotine.

BARUCH: Have you tried a Lucky lately? Remember: Luckies are the cigarette of finer tobaccos ... and these finer tobaccos mean less nicotine. Remember, too, that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!

8/10/40

WOOD: Crosstown Orrin Tucker and ~~Bonnie Baker~~ - the "Oh Johnny"
Bonnie Baker
 girl [^] - are ready to deliver a swell Lucky Strike Extra.
marzo
 It was written by Tucker and does the list of famous
 Lucky Strike Extras proud. Okay, Orrin -- the Hit Parade
 heads your way.

(SWITCH TO STUDIO ON CUE)

TUCKER: Thanks, Barry Wood. We feature Bonnie in our own song -
 "My Resistance is Low".

("MY RESISTANCE IS LOW" BAKER & TUCKER)

(SWITCH TO PLAYHOUSE ON CUE)

(APPLAUSE)

jmg

8/10/40

("SIERRA SUE" WOOD, HIT PARADERS & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

WOOD: ~~Number FOUR~~ . . . It seems there's always room in our hearts
for a song from the sand and the sage -- the brown
mountains and rolling plains of the Zane Gray country.
Still running strong - and in fourth place this week -
here's proof of our weakness for the things of the great
West. Come on, Hit Paradars - let's gang up on "Sierra
Sue".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

8/10/40

("ALL THIS AND HEAVEN TOO" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Two new songs make the grade in the Big Ten this week.
Life begins for this first one at Number NINE -- a smooth
ballad that Bea Wain introduces into fast company --
ninth in America's affections this week - "All This and
Heaven Too."

(MUSIC SWELLS AND FINISHES)

segue to

Jmg

8/10/40

("I'LL NEVER SAY NEVER AGAIN AGAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Summer season of YOUR HIT PARADE 1935 marked among other things a ten week run of a ^{real} hot dancin' tune. ~~Five~~ ^{Back} ~~years~~ ^{then} ago tempos seemed faster - while this year seems to be a ballad year -- maybe it's the humidity. Anyway, as a Lucky Strike Extra Mark Warnow brings back tonight that ten-timer of '35 - "I'll Never Say Never Again Again".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL # 2

jmg

8/10/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - August 10, 1940

WOOD: Hold on, folks - here's our Living Newspaper again.
What's the news this time, Andre?

BARUCH: It's the inside story, Barry - the story behind the news.
Most smokers know that Luckies really do get the finer
tobaccos - tobaccos that are naturally low in nicotine.
But a lot of them are puzzled as to just how we do it.
I'm going to explain.

WOOD: Swell idea, Andre. Go to it.

BARUCH: Well ... it's easy enough to understand. You see, each
year Lucky Strike scientifically analyzes tobaccos before
purchase. Our buyers visit hundreds of farms in the
choice tobacco growing sections. They select tobaccos
they think may be fine enough for Luckies, and send
samples to our laboratory in Richmond, Virginia. There,
scientists measure the tobacco's nicotine content and
smoking quality. Then a complete report goes back to
our tobacco buyers at the auctions. Thus our buyers'
skill and knowledge is backed by scientific fact, and
they can select the leaf that is ripe and mellow - yet
milder, with a naturally lower nicotine content. That's
the story. Did I leave anything out, Basil Ruysdael?

img

(CONTINUED)

ATX01 0028995

8/10/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - August 10, 1940 - Continued

RUYSDAEL: Just this, Andre. Everybody knows that the more you
smoke - the more important it is to choose a cigarette
of proven mildness. And authoritative tests show that
Luckies contain less nicotine than any other leading
brand. So smoke the smoke tobacco experts smoke. With
men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the
COLUMBIA ... BROADCASTING SYSTEM.

.. STATION BREAK ..

jmg

ATX01 0028996

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE rolls along in rhythm and here is Barry Wood with the score board and the form sheet to bring you rankings and ratings.

WOOD: a And the hot news in this spot is the song which makes its thirteenth appearance in the big ten. Here comes Bea Wain with a special Wain treatment of the EIGHTH ranking song of the week - "Imagination".

("IMAGINATION" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

jmg

8/10/40

("YOU THINK OF EVERYTHING" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: This tune entering YOUR HIT PARADE for the first time tonight ~~in Tenth place~~ marks an unusual Hit Parade event. It's the third song in one week to bear the name and racing colors of composer Jimmy Van Heusen. His first song, "Imagination" has been a ranking favorite in the Big Ten for a long time - then "All This and Heaven Too" joined the Parade tonight in Ninth place and now this third Van Heusen ballad gets in the running - ~~"You Think of Everything" - from Billy Rose's Aquasade.~~ Congratulations, Jimmy -- here comes your third Hit Parade song - TENTH ranking tune of the week - "You Think of Everything".

(MUSIC SWELLS AND FINISHES)

jmg

8/10/40

WOOD: YOUR HIT PARADE takes a recess from the ranking ten tunes and joins Bonnie Baker and Orrin Tucker in a special Lucky Strike extra. Okay, Orrin and Bonnie - call up the Bodyguards and give us "Sh - the Baby's Asleep".

(SWITCH TO STUDIO ON CUE)

("SH - THE BABY'S ASLEEP" TUCKER, BAKER & BODYGUARDS)

(SWITCH TO PLAYHOUSE ON CUE)

(APPLAUSE)

COMMERCIAL #3

jmg

8/10/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - August 10, 1940

BARUCH: Say, Barry Wood, are you good at making quick decisions?

WOOD: I'm afraid not, Andre.

BARUCH: Well then, Barry, I guess you'd never make a good independent tobacco buyer. You see, they have to make up their minds in a split second when they hear this chant ... (CHANT - 6 SECONDS - FADE OUT). If the buyers misjudge the value of the leaf, it means money out of their pockets. As one well known independent tobacco buyer, Mr. R.G. Fleming, of Middleburg, North Carolina, said recently:

MAN: I've got to know tobacco - it's a matter of dollars and cents with me. And during my ten years in the markets, I've noticed that Luckies get the finer leaf. So it's only natural for me to smoke Luckies for my own enjoyment.

RUYSDAEL: Smokers, men like Mr. Fleming - auctioneers, buyers and warehousemen - are the one group of men in all the world who see which cigarette company gets the finer tobaccos at the auctions. These men spend their lives buying, selling and handling tobacco. So listen to this important fact:

jmg

(CONTINUED)

ATX01 0029000

8/10/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - August 10, 1940 - Continued

BARUCH: Sworn records show that with these independent tobacco experts - with men who know tobacco best, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Remember that - and next time, ask for Luckies. You'll enjoy their finer tobaccos - the Cream of the Crop. And Luckies' finer tobaccos mean less nicotine. Authoritative records reveal that Luckies contain less nicotine than any other leading brand. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

jmg

ATX01 0029001

8/10/40

(FANFARE NUMBER THREE . . .)

BARUCH: Here we go -- above the crowd with the top tunes of the week ... the big trio on YOUR HIT PARADE, and Barry Wood calls the turn!

WOOD: Okay, Andy -- we start right off with ~~this song~~ ... Number THREE -- eight weeks on YOUR HIT PARADE, it got into the money last week after making a sensational jump from sixth place. Bea Wain and the Hit Paraders give us the third ranking song -- "The Breeze and I".

("THE BREEZE AND I" WAIN, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATX01 0029002

8/10/40

(FANFARE NUMBER TWO)

WOOD: Number TWO -- a good old-fashioned Hit Parade upset --
running in fourth place last week, this tune nips ahead
of the pace makers and grabs off second honors tonight.
Okay, Mark Warnow - let's have the Number TWO song -
"Fools Rush In".

("FOOLS RUSH IN" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

8/10/40

(FANFARE NUMBER ONE)

WOOD: The top of the heap - and a real Hit Parade sensation. Only four weeks on the ranking list of the big ten, and tonight it stays in first place for the second consecutive week. America, here is your tip-top favorite -- with the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra sending you "I'll Never Smile Again".

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATK01 0029004

8/10/40

BARUCH: With independent tobacco experts - with men who know tobacco best, it's Luckies two to one. These men know that Luckies buy the finer tobacco - the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos - the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

jmg

ATK01 0029005

8/10/40

(PYRAMID TO)

WOOD: (SINGS) Well, there it is ... now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen - there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders - Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood - saying ... so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

(APPLAUSE OUT)

BARUCH: Attention, please! The War Department is asking for recruits to help build American Defense. Go to your nearest Recruiting Station and find out what you can do to help strengthen our National Defense program.

Fade theme 20 seconds

WABC ... NEW YORK

jmg

As Broadcast

8/17/40

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE" - #277

SATURDAY, AUGUST 17, 1940
9:00 - 9:45 PM

REBROADCAST SUNDAY 8/18/40
12:00-12:45 a.m.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (ONE LONG SALE...ENDING WITH "SOLD AMERICAN")

BARUCH: "Sold American" means fine tobacco for your Lucky
Strikes. That's why with independent tobacco experts --
buyers, warehousemen and auctioneers -- with men who
know tobacco best -- it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE...the nation's
ten favorite songs available for radio...with Bea Wain,
the Hit Paraders, Mark Warnow and the Lucky Strike
Orchestra---Orrin Tucker and Bonnie Baker - and - your
singing star, Barry Wood, with the song that's Number
TEN..."All This and Heaven Too."

("ALL THIS AND HEAVEN TOO"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATK01 0029007

8/17/40

WOOD:

Bonnie Baker and Orrin Tucker are appearing at the RKO Theatre in Boston this week and we're sending them the Ninth ranking song on YOUR HIT PARADE,

The Survey calls it in NINTH place from Boston to the ~~Golden Gate~~ ^{West Coast}. It's "Nobody's Baby" - so take it up in Beantown, and send it back to ~~Prisco~~ ^{the Golden Gate} ~~Prisco~~.

(SWITCH TO BOSTON ON CUE)

("NOBODY'S BABY"BAKER & TUCKER)

TUCKER:

That's number NINE ... now back to Barry Wood and the Hit Parade -

(SWITCH TO NEW YORK)

(FADE IN APPLAUSE)

COMMERCIAL #1

raf/

8/17/40

WOOD: Here's that man who backs up what he says..Andre Baruch.

BARUCH: Yes, when I tell you that Luckies are made of finer tobaccos, I do so on just about the best authority in the world. For the independent tobacco experts themselves pick Luckies 2 to 1. And they certainly know who gets the finer tobaccos. And when I say ~~that~~ Luckies' finer tobaccos mean less nicotine, that's also fully backed by proof. Listen...

RUYSDAEL: Laboratory tests reveal that, for more than two years, the ~~average~~ nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands--less than any one of them.

BARUCH: Each year, you see, Lucky Strike analyzes tobaccos before purchase. So our buyers have scientific facts to help them select tobaccos that are not only ripe and mellow but milder--low in nicotine content.

RUYSDAEL: If you want a cigarette of finer tobaccos, with a naturally lower nicotine content...a cigarette of proven mildness, ask for Lucky Strike. Smoke the smoke tobacco experts smoke. Remember--with men who know tobacco best, it's Luckies 2 to 1!

nlv

ATX01 0029009

8/17/40

Wood

("I'VE GOT A FEELIN' YOU'RE FOOLIN'". *Wood* HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: When the big ten tunes are running on YOUR HIT PARADE,
 the star songs of yesterday like to follow the
 excitement. Mark Warnow and the Lucky Strike Orchestra
 ask one of the old Parade veterans to take a bow--
 so come on, Hit Paraders ^{*let you and tip our hats to*} ~~hats off to~~ "I've Got a
 Feelin' You're Foolin'."

(MUSIC SWELLS AND FINISHES)

segue to

Admission

nlv

8/17/40

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO". . .WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

On with YOUR HIT PARADE ranking songs ^{and here} ~~with~~ the tune
that rambles in the Number FIVE slot this week.
Three weeks in the song sweepstakes, it holds down
fifth place for the second consecutive running.
Bea Wain gives us "When the Swallows Come Back to
Capistrano".

(MUSIC SWELLS AND FINISHES)

segue to

nlv

ATK01 0029011

8/17/10

("MAKE BELIEVE ISLAND". HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX....here's the tune that stepped up to the
plate eleven weeks ago, took a healthy cut at a choice
ranking, and has been lofting them out of the park
ever since. Sixth in tonight's batting order, the
Hit Paradars give us "Make Believe Island".

(MUSIC SWELLS AND FINISHES)

nlv

ATX01 0029012

8/17/40

WOOD: YOUR HIT PARADE swings to Orrin Tucker and Bonnie Baker in Boston. Right now they're ready to launch a swell Lucky Strike Extra. We go for a shake-down cruise with a shake-up tune made to order for wee Bonnie Baker -- "What Are Little Girls Made Of?"

(SWITCH TO BOSTON ON CUE)

("WHAT ARE LITTLE GIRLS MADE OF?" BAKER & TUCKER)

TUCKER: Now you know, Barry - so back to New York.

(SWITCH TO NEW YORK ON CUE)

(FADE IN APPLAUSE NEW YORK)

COMMERCIAL #2

raf/

8/17/40

WOOD: Say, Speed Riggs, come over here..and tell the folks what you were telling us this afternoon about Lucky Strike tobacco buyers.

RIGGS: Well, Barry, most any of us auctioneers agree that Luckies' leaf buyers are known for their skill in picking the finer tobaccos at the auctions.

BARUCH: Thanks, Speed Riggs. And what's more, folks, the skill of these buyers is backed by scientific analysis of tobaccos before purchase. This work is proceeding right now at top speed. Some of our best-trained tobacco buyers are scouting the different tobacco regions--visiting the farmers' own curing barns--in search of tobaccos that will meet Luckies' high standards. Each year they do this, selecting hundreds of samples and sending them to our laboratory in Richmond, Virginia. There, scientists measure the tobacco's nicotine content and other properties. Then complete scientific reports go back to our buyers at the auctions to guide them in selecting choice leaf that is ripe and mellow, yet mild--low in nicotine.

RUYSDAEL: are you smoking more today? Then more than ever, you want a cigarette of proven mildness! So remember, Luckies' finer tobaccos mean less nicotine. Yes, authoritative tests show that Luckies contain less nicotine than any other leading brand. Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

nlv

ATX01 0029014

8/17/40

("LUCKY DAY". FADE FOR)

BARUCH: We pause for station identification. This is the
 Columbia Broadcasting System.

.....STATION BREAK.....

nlv

ATX01 0029015

8/17/40

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

(INTRODUCTION BASED ON "STARDUST")

WOOD: Once upon a time, out in Indiana, there was a fellow who thought he'd like to write songs..Hoagy Carmichael was his name. He wrote songs that America loved-- we took Hoagy's songs to our hearts right off the bat. Hoagy had that certain something it takes. Tonight his latest song makes the grade on the Parade..so we thought we'd give some of his past hits the once over lightly. There's nothing pretentious about Hoagy--he'd be the first to tell you that he's no Beethoven or Brahms, but he can write a swell ~~ballad~~ ballad like the one that made the Parade in 1938. Hoagy, and everybody else, called it--"Heart and Soul".

("HEART AND SOUL".)

WOOD: And if you should happen to turn the Carmichael clock back to 1933, you'd have found Hoagy at a piano ^{composing} (MR. GROSS PLAYS)..and two months later every ^{body} band in the country was ^{singing} rockin' to "Lazybones".

("LAZYBONES".)

nlv

8/17/40

Hoagiana

WOOD: A catalogue of Carmichaeliana wouldn't be complete without the tune he wrote in 1936 for the Broadway musical, "The Show Is On". Mitzi Mayfair and Charles Walters used to stop the show regularly with a period piece called "Little Old Lady".

("LITTLE OLD LADY")

WOOD: Of course you know the hit of hits as far as Hoagy Carmichael is concerned. Mark Warnow has been noodling it around in the background ~~right along,~~ but let's dig it out and ^{give it} ~~let it~~ have the spotlight all to itself.. "Stardust".

("STARDUST")

WOODS: Well, that's the way the Hit Parade thinks of Hoagy Carmichael--a fellow who writes ~~swell~~ songs. And now he's got a new tune that looks to me as if it had plenty of stuff, too. It hops aboard the Parade tonight at ~~Number Eight~~ Eight - so let's go with the newest Carmichael song---"The Nearness of You". *Number Eight*

("THE NEARNESS OF YOU" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

nlv

8/17/40

("SIX LESSONS FROM MADAME LA ZONGA" . . . WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN - YOUR HIT PARADE welcomes a new song
this week--a lush ballad which boils up right out
of the rhythm hurly-burly across the nation to nip
into the Lucky SEVEN spot tonight--a real hot jumping
off place for anybody's tune. Bea Wain introduces
it into the Big Ten and gives you "Six Lessons from
Madame La Zonga".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #3

nlv

ATX01 0029018

8/17/40

WOOD: Attention, all you "believe-it-or-not-ers!" Here's one for you from Mr. R. L. Daniel..who makes his living this way:

RIGGS: (CHANT 10 SECONDS - NO SOLD AMERICAN)

Wood: *Auctioneer Daniel said recently.....*

MAN: *MAN*
If all the baskets of tobacco I've sold at auction in the past 25 years were placed end to end, they'd stretch about 10,000 miles-- almost half way 'round the world!

BARUCH: Yes, folks, Mr. Daniel of Durham, North Carolina sells millions of pounds of tobacco a year. He knows who buys what tobacco. And if you ask him about cigarettes, here's his answer:

MAN: I've smoked Luckies for 14 years now because they buy the better tobaccos--the kind that make a really fine cigarette.

BARUCH: Smokers, take this tip from Mr. Daniel and other independent tobacco experts who actually see which cigarette company buys the finer tobacco. Among these independent experts--auctioneers, buyers and warehousemen--Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember what Luckies' finer tobaccos mean to you, as a smoker...

(CONT)

nlv

ATX01 0029019

8/17/40

RUYSDAEL:

Luckies' finer tobaccos mean less nicotine. This outstanding cigarette fact has been confirmed by authoritative laboratory tests, made for more than two years. Yes, Luckies contain less nicotine than any other leading brand. So, for a cigarette of finer tobaccos with a naturally lower nicotine content--a cigarette of proven mildness - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

nlv

ATX01 0029020

8/17/40

(FANFARE NUMBER THREE . . .)

BARUCH: We're in the stretch with the big three tunes in America this week bunched and pounding for a driving finish. Barry Wood calls them - show, place and win.

WOOD: Okay, Andy .. here's the tune that runs third. Its second week in the money, it holds its own in the big three. Bea Wain sings the THIRD ranking song -- "Fools Rush In" ..

("FOOLS RUSH IN " WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hvb

8/17/40

(FANFARE NUMBER TWO)

WOOD: Number TWO .. its fifth week in fast company .. you
still vote this song among your tip-top favorites.
The Hit Paraders and the Number TWO song .. "I'll
Never Smile Again" ..

("I'LL NEVER SMILE AGAIN" HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hvb

8/17/40

(FANFARE NUMBER ONE . . .)

WOOD: The sensation of this week's ratings and rankings -
a three point jump to the top of the heap. Last
week out of the money as Number Four, this saga of
sand and sage pounds home the big winner. Okay,
gang, let 'em have it -- Number ^cONE all over the
country - "Sierra Sue".

("SIERRA SUE" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hvb

8/17/40

BARUCH: With independent tobacco experts - with men who know tobacco best, it's Luckies two to one. These men know that Luckies buy the finer tobacco - the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that Luckies contain less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos -- the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ATK01 0029024

8/17/40

(PYRAMID TO)

WOOD: (SINGS) Well, there it is .. now we've done the songs you've asked us for. (CHORUS SINGS) .. That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders, Orrin Tucker and Bonnie Baker. Till next Saturday, this is, Barry Wood - saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS, IF ANY)

This is the COLUMBIA .. BROADCASTING SYSTEM

BARUCH: Attention, please! The War Department is asking for recruits to help build American Defense. Go to your nearest Recruiting Station and find out what you can do to help strengthen our National Defense program.

WABC. . . NEW YORK

hvb

As Broadcast

8/24/40

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" #278

REBROADCAST SUNDAY 8/25/40

12:00 - 12:45 a.m.

SATURDAY, AUGUST 24, 1940

9:00 9:45 P.M. EDST

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen - with men who know tobacco best - it's Luckies 2 to 1.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ...the nation's ten favorite songs available for radio...with Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra - Orrin Tucker and Bonnie Baker - and - your singing star, Barry Wood - with the song that's Number NINE -- "Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ahr

ATX01 0029026

8/24/40

WOOD: Hello, everybody ...this is Barry Wood. The song ~~that~~ ^{time} which started the big ten ~~songs~~ this week on their way to you was a brand new arrival in the Hit Parade rankings and ratings - "Practice Makes Perfect" is its name and it opens up its career as Number NINE. ~~How this song~~ "Practice Makes Perfect" made the grade in the big time is a story of its own -- the story of YOUR HIT PARADE.

BARUCH: And the plot of that story, Barry, is the painstaking search of the Lucky Strike Survey - the seven-day-a-week investigation to find out what songs America likes best. We check the sale of sheet music and phonograph records - the number of times a song is played on the air - how often it is requested of band leaders or played on the juke boxes of the highways and byways. When these figures are added up, the Survey knows the ten top songs in the land and ~~YOUR HIT PARADE presents the only authentic record of America's taste in popular music.~~ That's why "Practice Makes Perfect" should rate Ninth in the list of the ten top songs.

ahr

ATX01 0029027

8/24/40

WOOD: Okay, Andy Baruch, and here's an installment which tells of another swell song which comes to town this week loaded for bear and primed with heavy national backing to run as Number SIX -- in its first appearance, the Hit Paraders, Mark Warnow and the Lucky Striko Orchestra welcome - "Blueberry Hill."

("BLUEBERRY HILL"HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

ahr

8/24/40

("MAKE BELIEVE ISLAND" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN - definitely on your preferred list is
 this tune veteran that caught on to the Parade
fourteen Twelve weeks ago and ~~is~~ ^{rate} still ~~is~~ the Big Ten. Bea
Wain gives us - "Make Believe Island."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

ahr

8/24/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - August 24, 1940

WOOD: Now Andre Baruch brings us his own 60 second Quiz program...

BARUCH: I just want to ask Speed Riggs one question...Speed, as a tobacco expert, what do you think is today's biggest news about cigarettes?

RIGGS: Well, that's a cinch to answer, Andre. It's the fact that Luckies' finer tobaccos mean less nicotine.

BARUCH: Thanks, Speed Riggs. And, smokers...that's something to remember the next time you buy cigarettes. Luckies are made of finer tobaccos, and these carefully selected tobaccos are milder -- naturally low in nicotine. Here's the proof ...

RUYSDAEL: Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them.

BARUCH: Each year, you see, Lucky Strike analyzes tobaccos before purchase. These scientific analyses help our buyers select tobaccos that are not only ripe and mellow but milder - low in nicotine content.

ahr

(CONTINUED)

ATK01 0029030

8/24/40

.Commercial #1 continued

RUYSDAEL: So here's the question to ask yourself...Do you want a cigarette of finer tobaccos, with a naturally low nicotine content....a cigarette of proven mildness? Then, smoke the smoke tobacco experts smoke. Remember- with independant experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

ahr

ATX01 0029031

8/24/40

- 7 -

("LUCKY DAY" ORCHESTRA)

WOOD: Up in Buffalo, a hoot and a holler from honeymoon headquarters, Orrin Tucker and Bonnie Baker are ready to send you a swell Lucky Strike Extra. Stand to, Orrin and Bonnie - YOUR HIT PARADE heads for Buffalo.

(SWITCH TO BUFFALO ON CUE)

TUCKER: Thanks, Barry Wood. We've reached far back into the dim and misty past of Victrola days to feature Bonnie *Baker* in a stand-out Lucky Strike Extra . . . ~~it's Bonnie Baker and~~ "You'd Be Surprised."

("YOU'D BE SURPRISED" BAKER & ORCHESTRA)

TUCKER: Now back to Barry Wood.

(SWITCHBACK TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

ahr

8/24/40

("SIERRA SUE" WOOD, MEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: YOUR HIT PARADE moves along with the rankings and ratings and here comes the song that holds down FIFTH place after a run of eight weeks. It's still as mellow and appealing as the wide open spaces of which it sings -- so here goes.....the old Number FIVER-- "Sierra Sue".

(MUSIC SWELLS AND FINISHES)

segue to

ahr

8/24/40

- 9 -

("FOOLS RUSH IN" WAIN & ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

WOOD: ⁰
Number FOUR - just out of the money after a spectacular
career of seven weeks on YOUR HIT PARADE. Keep your
eye on this one because the Survey may call it back
in⁺ the big three next week -- and keep your ears wide
open because Bea Wain sings it for you now - in FOURTH
place -- "Fools Rush In".

(MUSIC SWELLS AND FINISHES)

segue to

ahr

ATX01 0029034

8/24/40

-10-

("I WON'T DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Back in the Spring of 1935, nimble-footed Fred Astaire was the gracious and charming star in one of his best pictures, "Roberta." That Spring YOUR HIT PARADE first came to the air and brought among the ten top tunes of that season a light, merry, danceable favorite which enjoyed a run of more than seven weeks. We bring it back tonight - lively with memories of Fred Astaire, as Mark Warnow and the Lucky Strike Orchestra ^{Give} bring us a great Hit Parade extra - "I Won't Dance."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ahr

ATK01 0029035

8/24/40

WOOD: Now folks - let's stop, look and listen to Andre Baruch and Basil Ruysdael.

BARUCH: If you're smoking more today - more than you used to - then be sure you choose a friendly cigarette. And before you decide, think over the reasons why Luckies get⁰ along so well with millions of smokers everywhere.

RUYSDAEL: The big reason, Andre, is that Luckies contain the finest tobacco ever put into a cigarette - ripe, mellow leaf that means real smoking enjoyment. But there's something else about Luckies' finer, selected tobaccos that will interest everyone who smokes. These tobaccos are milder - low in nicotine content. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand!

BARUCH: You see, Luckies analyze tobaccos before purchase. Thus our buyers' skill and knowledge is backed by scientific fact when they bid at the auctions. As a result, they can select the leaf that is ripe and mellow, yet milder - naturally low in nicotine.

RUYSDAEL: So, folks, if you're smoking more today, keep this fact in mind: Luckies are the cigarette of finer, friendlier tobaccos ... tobaccos naturally low in nicotine content. For genuine mildness - mildness that means something - ask for Lucky Strike. Remember, with men who know tobacco best, it's Luckies 2 to 1!

jmg

ATX01 0029036

8/24/40

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the
COLUMBIA ... BROADCASTING SYSTEM.

.. STATION BREAK ..

jmg

8/24/40

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE moves on, and here is Barry Wood with the play by play of the rankings and ratings.

WOOD: Okay, Andy Baruch - the Hit Parade steps along with a smooth combination of words and music that's making its second appearance in the chosen ten. Here is the song which you vote in EIGHTH place for the second consecutive week - "The Nearness of You".

("THE NEARNESS OF YOU" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

jmg

ATK01 0029038

8/24/40

("THE BREEZE AND I" WAIN, HIT PARADERS & ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

WOOD: The Lucky SEVEN spot -- and the tune that won it tonight has been ten weeks on the Parade. It's another of those stories of a song taken from ^{the} a classic to become a smash hit. Written in 1929 as part of a suite for orchestra, we get a streamlined version now as Bea Wain sings the SEVENTH ranking song - "The Breeze and I".

(MUSIC SWELLS AND FINISHES)

jmg

ATX01 0029039

8/24/40

WOOD: Let's shuffle off to Buffalo again where Orrin Tucker and Bonnie Baker have cooked up another Lucky Strike Extra.

(SWITCH TO BUFFALO ON CUE)

TUCKER: Here it is, Barry ... Bonnie and the Bodyguards ^{meanly} ~~showing~~
~~around~~ a new way of telling the same old story - "If
You Love Me Then You'll Clap Your Hands".

("IF YOU LOVE ME THEN YOU'LL CLAP YOUR HANDS". . .BAKER & BODYGUARDS)

TUCKER: Okay, Barry Wood - that's all from Buffalo.

(SWITCHBACK TO NEW YORK ON CUE)

(APPLAUSE)

COMMERCIAL # 3

jmg

ATX01 0029040

WOOD: Folks, I'm sure all of you have heard this --

... (CHANT - 10 SECONDS - SOLD AMERICAN)

BARUCH: But, have you ever stopped to think that, while the auctioneer is chanting, bids are being signalled by the buyers for the different cigarette companies in the keenest possible competition? In fact, a prominent tobacco warehouseman, Mr. G.A. Webster, said recently:

MAN: It sometimes develops into a regular "Battle Royal" of bids. But one thing I've noticed about Lucky Strike buyers ... When they see some tobacco they want, they bid right up till they clinch the sale. Luckies really get the finest line of tobacco that's offered in my two Carolina warehouses. That's why I've smoked Luckies myself ever since 1917.

BARUCH: Smokers, among independent tobacco experts like Mr. Webster - warehousemen, auctioneers and buyers, who actually see which cigarette gets the finer tobaccos - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And here's what Luckies' finer tobaccos mean to you.

(CONTINUED)

jmg

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - August 24, 1940 - Continued

8/24/40

RUYSDAEL: Luckies' finer tobaccos mean less nicotine. Yes, authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands ... less than any one of them. So smoke the smoke tobacco experts smoke ... and you'll enjoy a cigarette of finer tobaccos with a naturally low nicotine content, a cigarette of proven mildness - Lucky Strike.

jmg

ATX01 0029042

8/24/40

(PANFARE NUMBER THREE.....)

BARUCH: And now for the big musical three of the week --
America's tip-top song trio. Okay, Barry Wood ---
roll out the headlines.

WOOD: All right, Andy - we start off with a sensational
upset. First, the Number THREE song - and biggest
surprise of the week. Ninth ranking last week, it
shoots up six places and tonight ends in the money.
And that, friends, is the way to get where you're
going. In THIRD place -- the wonder song of the week
- "I'm Nobody's Baby".

("I'M NOBODY'S BABY".....WOOD, GIRLS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

etc

8/24/40

(FANFARE NUMBER TWO.....)

WOOD: Number TWO ... and another thrill in this topsy-turvy
tune derby ... Leon Rene's story of a flock of birds
picks up three points during the past week and
tonight finishes as your second ranking song across
the country. Bea Wain sings "When the Swallows Come
Back to Capistrano."

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO".....WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

ATX01 0029044

8/24/40

(FANFARE NUMBER ONE.....)

WOOD: Coming through with flying colors, here's the king of
 them all ... two weeks ago in first place - last week
 it ran a close second - Tonight it comes back strong
 to be the Number ^{top}~~ONE~~ song from border to border.
 Okay, Hit Paraders - Let's have America's Number ONE
 song - "I'll Never Smile Again."

("I'LL NEVER SMILE AGAIN".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

ATX01 0029045

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobacco -- the Cream of the Crop. Now here's what Luckies's finer tobaccos mean to you as a smoker. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos -- the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

WOOD: (SINGS) Well, there it is ... now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders, Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood - saying - so long for a while.

("HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

arc

8/24/40

BARUCK: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS ... IF ANY)

This is the COLUMBIA.....BROADCASTING SYSTEM)

~~Play theme 30 seconds~~

(SWITCH TO MADISON AVENUE STUDIOS)

ANNOUNCER: Attention, please! The War Department is asking for recruits to help build American Defense. Go to your nearest Recruiting Station and find out what you can do to help strengthen our National Defense program.

WABC....NEW YORK

arc

ATX01 0029047

As Broadcast

8/31/40

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE #279

REBROADCAST SUNDAY 9/1/40
12:00-12:45 A.M.

SATURDAY, AUGUST 31, 1940
9:00 to 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately.

RIGGS: (CHANT 10 SECONDS -- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen - with men who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... the nation's ten favorite songs available for radio ... with Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra - Orrin Tucker and Bonnie Baker - and your singing star, Barry Wood - with the song that's Number FOUR -- "I'm Nobody's Baby."

("I'M NOBODY'S BABY" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf/

ATX01 0029048

8/31/40

WOOD: Hello everybody. --- this is Barry Wood. We broke the ice tonight with a song that's right on the rim of the big three ~~that's the number one song~~ ... "I'm Nobody's Baby". ^{is the gal who} Judy Garland took this old timer out of the closet, dusted it off, gave it new life, and it's been moving around on YOUR HIT PARADE for seven weeks. You liked it as number FOUR tonight and we know it because our musical answer man the Lucky Strike Survey told us so.

BARUCH: That's right, Berry --- the Survey is America's Who's Who and What's Where in popular music. Every week the Survey Statisticians check and compile the sales in sheet music and phonograph records, the requests made to the orchestra leaders, and the number of times a song is played on the air and on the automatic coin phonograph machines --- the juke boxes of Routes 1 to 1000, ~~that~~ ^{When all the radio stations and juke boxes are playing it} ~~is the~~ ^{that gives us an} authentic record of America's taste in popular music...the ten leading songs of the week... YOUR HIT PARADE.

WOOD: Okay, Andy ... We're off with a ballad that's returning to the Parade after a week's absence. It must have been resting up because here it is back in the running with and America's vote behind it and success in its eye. ^{Bea} Wain sings the number SIX song... "All This and Heaven too."

("ALL THIS AND HEAVEN TOO" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf/

8/31/40

("BLUEBERRY HILL". HIT PARADERS AND ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a glossy bit of romance and rhythm that's making its ^{second} ~~third~~ appearance in songwriter's heaven --- and tonight it's the proud possessor of the Lucky Seven Spot. The Hit Paradars are warmed up so let's play ball with the Lucky SEVEN song - - - "Blueberry Hill."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf/

8/31/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - August 31, 1940

WOOD: Andre Baruch believes there are a lot of people who could have a lot more pleasure in their smoking. Tell 'em who, Andre.

BARUCH: We believe they're the folks who don't smoke Luckies, Barry ... and what they're missing is the enjoyment of finer tobaccos - ripe, mellow tobaccos that are milder - naturally low in nicotine content. Yes, smokers, as independent tobacco experts will tell you, Luckies are made of finer tobaccos. And Luckies' finer tobaccos mean less nicotine. Here's the proof... Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than anyone of them.

RUYSDAEL: How does Lucky Strike select these finer tobaccos? Well-- each year we analyze tobaccos before purchase. So our buyers at the auctions have scientific facts to help them in buying tobaccos that are not only ripe and mellow but milder -- low in nicotine. So if you've been looking for a cigarette of finer tobaccos, with a naturally lower nicotine content - a cigarette of proven mildness - take this tip ... Smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1!

rdf/

ATX01 0029051

8/31/40

("LUCKY DAY" ORCHESTRA)

WOOD: Time for a Lucky Strike Extra so we'll take a ^{hop} leap - skip and a jump out to Chicago where Orrin Tucker and wee Bonnie Baker are standing by to deliver the goods.

(SWITCH OF CUE TO CHICAGO)

TUCKER: Thanks, Barry --- Bonnie Baker and the Bodyguards are all wound up here in the Windy City to send you
"Where'd You Get Those Eyes".

("WHERE'D YOU GET THOSE EYES" BAKER AND BODYGUARDS)

TUCKER: There's your extra ---- now back to Barry Wood and the Parade.

(SWITCHBACK TO NEW YORK OF CUE)

(FADE IN STUDIO APPLAUSE)

sbl

8/31/40

("THE NEARNESS OF YOU" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Forward march --- and YOUR HIT PARADE swings back into action with the ninth ranking song of the week. It was written by Hoagy Carmichael --- the Indiana boy who made good in Tin Pan Alley --- and after three weeks his latest song runs as number NINE ---- ~~the week~~ ---- "The Nearness of You".

(MUSIC SWELLS AND FINISHES)

segue to

sbl

ATX01 0029053

8/31/40

("THE BREEZE AND I" WAIN, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: A genuine summer hit is this Latin-American song that's ^{taking} ~~bowling~~ ¹⁵ in on the ^{Parade} ~~top ten~~ for the eleventh consecutive week. Tonight it's very happy as the EIGHTH ranking song from Maine to California. Bea Wain, the Hit Paraders, and the Number EIGHT song "The Breeze and I".

(MUSIC SWELLS AND FINISHES)

segue to

sb1

("SAYS MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Just two summers ago this catchy tune was burning up the Survey records with a three-month run on the Hit Parade. Mark Warnow brings it back as a Lucky Strike Extra tonight and swings on down with "Says My Heart".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL # 2

sbl

ATX01 0029055

8/31/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - August 31, 1940

BARUCH: Say, Barry, you've seen pictures of Luckies' tobacco on magazine back covers, haven't you?

WOOD: Sure, I have, Andre ... It's beautiful, golden tobacco.

BARUCH: And it's just as good as it looks, Barry! And, folks, here's what that finer tobacco means to you. Obviously, the more you smoke, the more you want a mild, friendly cigarette. And Luckies' finer tobaccos are not only ripe and mellow but milder, naturally low in nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand.

sbl

ATX01 0029056

8/31/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 (Continued) - August 31, 1940

HUYSDAEL: You see, smokers, Lucky Strike analyzes tobaccos before purchase. So we make doubly, scientifically, sure of selecting the finer, friendlier tobaccos ... tobaccos naturally low in nicotine. If you're smoking more today, think this over: Luckies are a cigarette of proven mildness - mildness that means something. That's why millions of smokers from Coast to Coast have found out that it pays to take a tip from ... the "men who know tobacco best". So smoke the smoke tobacco experts smoke. Next time ask for friendly Luckies.

("LUCKY DAY" FADE FOR)

BARUCH: We pause for station identification. This is the
COLUMBIA BROADCASTING SYSTEM.

... STATION BREAK ...

sbl

ATX01 0029057

8/31/40

("LUCKY DAY" SWELLS AND FINISHES)

BARUCH: YOUR HIT PARADE carries on and here is Barry Wood with headline news of your favorite songs' ranking and rating.

WOOD: Five times on YOUR HIT PARADE and FIFTH in the national rankings tonight. That's the consistent story of the bellad of the birds. Bee Wain's ready so here go with the number FIVE song ... "When the Swallows Come Back to Capistrano".

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" . . WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

jmg:

8/31/40

WOOD: YOUR HIT PARADE swings back to Mrs. O'Leary's city -- and we listen to Orrin Tucker and Wee Bonnie Baker as they give out with the song that rates TENTH in this week's music poll. It's all yours, Orrin, so let's have that number TENER "Practice Makes Perfect".

(SWITCH TO CHICAGO ON CUE)

("PRACTICE MAKES PERFECT" TUCKER AND BAKER)

TUCKER: There's the number TEN song, now back to New York.

(SWITCH TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

Jmg:

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #8 - August 31, 1940

8/31/40

(ORCHESTRA - MUSIC ESTABLISH AND FADE)

VOICE: #1 Opening day at a Southern Tobacco Auction - today all roads lead to the big Tobacco Warehouse.

VOICE: #2 By bus ... car and buggy ... farmers in holiday mood and dress have come to town to watch while their tobacco is sold.

VOICE: #3 A red letter day in Tobaccoland.

(ORCHESTRA - MUSIC TO PEAK - FADE AND OUT ON CUE)

(SOUND: CROWD NOISE ESTABLISH AND FADE TO BACKGROUND)

VOICE: #1 Here in the great warehouse are thousands of baskets of golden tobacco - each basket to be sold individually.

VOICE: #2 In the huge warehouse men gather in excited groups ... farmers who raised the tobacco - buyers who'll buy it - auctioneers who'll sell it.

VOICE: #3 Excitement is at fever pitch ... everyone is waiting for the sales to begin. Listen ... the warehouseman calls out the price of the opening bid ...

VOICE: Let her go boys - some mighty fine tobacco - start'er at - 22

(CHANT OF AUCTIONEER AND FADE - HOLD B.G. - ALSO CROWD NOISE B.G.)

NARRATOR: The auctioneer asks for \$22 a hundred pounds ... and gets it ... from Company A. Quick as a wink, another bid makes it 23 dollars...23 dollars..and now 24...24 dollars bid. But the tobacco's not yet sold ... there are two dozen buyers on the line and anyone can bid ... the auctioneer is the master now - no words are spoken - words are too slow -- There goes a signal from Lucky Strike at 25 - 25. It's still anybody's fight ... and in comes a bid at 26 from the buyer for Company B. Twenty-six dollars bid - 26 ... and up it goes to 27 as an independent buyer joins the fray. Will he get it? Wait a minute, a buyer gestures - it's another bid ... the auctioneer steps up the

ATK01 0029060

NARRATOR: (Continues)

beat of the chant - 28 - 28 - he looks around - no more
signs - no bids - 28 - 28 - it's going to Lucky Strike -
listen

RIGGS: (CHANT UP AND "SOLD AMERICAN")

HOYSDAEL: There you see how tobacco is bought ... right out in the
open market in open competition where everyone can see
who buys what tobacco. And the people who do see it day
after day are the independent buyers, the auctioneers and
the warehousemen. They see that Luckies buy the finer
grades. And so, with these experts, with men who know
tobacco best, it's Luckies 2 to 1.

(FANFARE NUMBER THREE)

BARUCH: The top three songs of the week and here's Barry Wood with the Survey lowdown.

WOOD: Okay, Andy . . . First, the number three tune. This song drifted along in fourth place last week . . . but during the past seven days it caught the breeze with an open sail and scooted across the line in third place. Bea Wain sings your THIRD ranking song "Fools Rush In".

("FOOLS RUSH IN" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Jmg:

8/31/40

(PANFARE NUMBER TWO)

WOOD: Number TWO . . . a song that's been upsetting the ratings for nine weeks. Tonight it crept up three places and steamed in a surpriser as all-America's SECOND favorite song of the week . . . "Sierra Sue".

("SIERRA SUE" WOOD HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

8/31/40

(FANFARE NUMBER ONE)

WOOD: Number ONE ... and it's hats off and a ~~very~~ salute to
this four time winner. The Hit Paraders ^{slow} ~~lead~~ the way
with the country's musical leader ... "I'll Never
Smile Again."

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Jmg:

8/31/40

BARUCH:

With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy ^{the} finer tobacco -- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos -- the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

jmg:

ATX01 0029065

8/31/40

WOOD: (SINGS) Well, there it is ... now we've done the songs you've asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders, Orrin Tucker and Bonnie Baker. Till Next Saturday, this is Barry Wood - saying - so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS ... IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

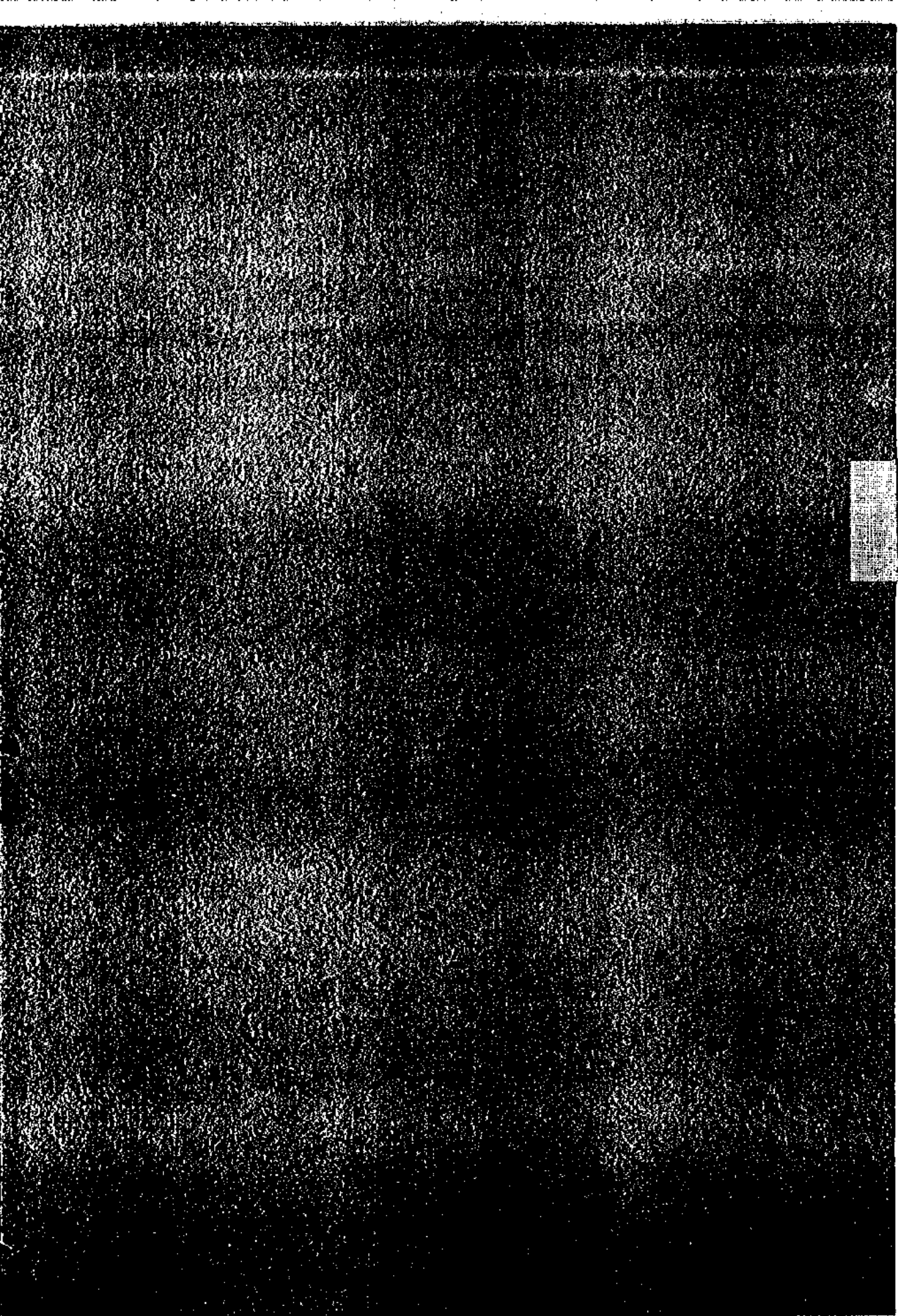
(SWITCH TO MADISON AVENUE STUDIOS)

ANNCR: Attention, please! The War Department is asking for recruits to help build American Defense. Go to your nearest Recruiting Station and find out what you can do to help strengthen our National Defense program.

WABC NEW YORK

jmg:

ATX01 0029066



ATX01 0029067

As Broadcast

REBROADCAST SUNDAY 9/8/40
12:00-12:45 A.M.

COLUMBIA BROADCASTING SYSTEM

9/7/40

YOUR HIT PARADE

AMERICAN TOBACCO COMPANY

SATURDAY, SEPTEMBER 7, 1940

9:00 - 9:45 P.M.

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

BARUCH: HAVE you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE ... the nation's ten favorite songs available for radio -- with Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra - Orrin Tucker and Bonnie Baker - and - your singing star Barry Wood - with the song that's Number NINE - "Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0029068

9/7/40

WOOD: Hello, everybody -- this is Barry Wood. We launched the show with ^{that} jived up ^{saying} ~~also~~ that's in NINTH position tonight -- "Practice Makes Perfect." That makes one down and nine to go on all-America's list of the ten leading songs of the week. Popular favor^{is} ~~is~~ our guide book and Your Lucky Strike Survey is the index.

BARUCH:^q That's right, Barry -- Each time a request is made to a band leader, a song is played on the air, a phonograph record or piece of sheet music is sold or a nickel is put in a juke box, a tally is registered on the Lucky Strike Survey. All the scores are counted, filed, and recorded by the Survey tabulators and at the end of the week we have an accurate, authentic record of all-America's taste in popular music ... the ten top tunes of the week -- YOUR HIT PARADE!

WOOD: Okay, Andy ... let's swing along with the three-week old Parader that shoots ahead three points this week to be the fourth ranking tune all over the country. The Hit Paraders and the Number FOUR song - "Blueberry Hill."

("BLUEBERRY HILL HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ATK01 0029069

("THE BREEZE AND I" HIT PARADERS, WAIN, AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Here's a ballad that's making its twelfth appearance on the Parade ... and an even dozen doesn't spell anything but success. ^{Mark Wainund plays} ~~the~~ the song that rates Number TEN this week ... "The Breeze and I."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

9/7/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - Sept. 7th, 1940

(ORCHESTRA - MUSIC ESTABLISH AND FADE)

VOICE #1: Tuesday, September third ... Greenville, North Carolina.
Opening Day in this great tobacco market!

VOICE #2: Greenville ... on the banks of the Tar River ... county
seat of Pitt County ... center of trade for the region.
Today tobacco is king!

VOICE #3: Ten big tobacco warehouses are ready for the sales to
begin.

(ORCHESTRA ... MUSIC TO PEAK - FADE AND OUT ON CUE:)

(CROWD NOISE ESTABLISH AND FADE TO BACKGROUND)

VOICE #1: We're in a huge tobacco warehouse, where more than three
thousand baskets of tobacco are ranged, row on row.

VOICE #2: Each of these baskets containing various grades and
quantities of tobacco is to be sold individually.
There stands the auctioneer who'll do the selling. He
faces the buyers. All around are the farmers who
raised this tobacco.

(CONTD)

ATX01 0029071

COMMERCIAL #1 - CONTD.

VOICE #3: Excitement runs high - waiting for the sales to begin.
Listen ... the warehouseman calls out the price of the
opening bid ...

VOICE: Here's some mighty pretty tobacco - start 'er at - 22
(CHANT OF AUCTIONEER AND FADE - HOLD B.G. - ALSO
CROWD NOISE B.G.)

NARRATOR: The auctioneer asks for \$22 a hundred pounds for this
fine, ripe loaf ... Yes, and gets the bid - 22 - from
Company A. But right off the bat a leaf dealer makes
it 23 dollars ... 23 ... 23 ... and a buyer for a
foreign company signals 24 ... 24 dollars bid. But
who'll get it - is a toss-up. There are over a dozen
buyers on the line, each competing with the others.
They do it by signals, swift and sure. The auctioneer's
quick eyes never miss ... There goes a signal from
Lucky Strike, making it 25 - 25 - dollars bid. But
Company B raises it to 26 ... Then Lucky Strike 27 ...
say, this is a fight ... The auctioneer looks at the
buyer for Company E ... He's taking a second there but
he signals 28 - 28 ... Another buyer bids it up to 29 -
will he get it? Hold on ... that American Tobacco
Company buyer signals again and the auctioneer steps up
his chant to 30 - 30 - he looks around at every buyer -
but there are no more signs - no more bids - 30 - 30 -
it's going to Lucky Strike - listen -
(CHANT UP AND SOLD AMERICAN) (CONTD)

9/7/40

COMMERCIAL #1 - CONTD.

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. Independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, on this opening day of the tobacco auctions at Greenville, North Carolina, the American Tobacco Company - which makes Luckies - paid 54% more than the average market price for the tobacco it bought there. No wonder, that with people who actually go to the auctions ... with independent buyers, auctioneers and warehouseman ... with men who know tobacco best, it's Luckies 2 to 1!

(ORCHESTRA - MUSICAL TAG)

ATX01 0029073

9/7/40

It's
 WOOD: ~~Time~~ Lucky Strike Extra time and Orrin Tucker
 is our extra special extra man. Tonight he and
 Bonnie Baker are way out in San Francisco,
 California --- and they're waiting to play a musical
 trump - the Parade heads West!

(SWITCH TO SAN FRANCISCO)

TUCKER: Thanks Barry .. *and the Bodyguards add* Bonnie ~~is~~ that special Bonnie *Baker*
 something on the musical lowdown of -- "What Every
Little Girl Should Know" ..

("WHAT EVERY LITTLE GIRL SHOULD KNOW" ... TUCKER & BAKER)

TUCKER: There's your extra from California. Now back to
 Barry Wood and YOUR HIT PARADE in New York.

(SWITCH TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

hvb

9/7/40

('FOOLS RUSH IN" WOOD & ORCHESTRA)

WOOD: Johnny Mercer could write a book with nothing in it but the titles of his song hits. Starting with "Lost" back in 1936, he's dreamed up such lyrical favorites as "Jeepers Creepers", "And the Angels Sing", "Day In - Day Out", and many others. His latest ~~adventure~~ ~~is a~~ ~~smash~~ ~~ballad~~ ~~on~~ which you've already pinned nine Hit Parade Survey stripes. Tonight, it's your fifth ranking song, ~~which is the~~ ~~Johnny Mercer and the Hollywood Bowl~~ ~~hit~~ -- "Fools Rush In" . . .

(MUSIC SWELLS AND FINISHES)

Segue to

hvb

9/7/40

("ALL THIS AND HEAVEN TOO" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN -- and tonight it's celebrating its fourth birthday on the parade. Bea Wain wishes luck to the Lucky Seven tune .. "All This and Heaven Too".

(MUSIC SWELLS AND FINISHES)

(~~APPLAUSE~~)

Segue to

hvb

ATK01 0029076

9/7/40

("RUNNIN' WILD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: A Lucky Strike Extra - and prepare yourself for
a healthy slice of rug-cutting^{as} rhythm. Mark
Warnow and the Orchestra follow through with ..
"Runnin' Wild" ..

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

hvb

9/7/40

WOOD: Now, the orchestra and I lend Andre Baruch a helping hand...

(ORCHESTRA AND WOOD SING 8 BARS OF "ARE YOU HAVING ANY FUN")

BARUCH: Well, Barry - and you boys in the orchestra - that is along the line of question I want to ask the folks. It's simply this -- Are you getting the full enjoyment out of smoking that you should get? .. the enjoyment of ripe mellow tobaccos that are milder-naturally low in nicotine content? Luckies, you know, assure you this real smoking enjoyment. For, as independent tobacco experts will tell you, Luckies are made of finer, riper, more mellow tobaccos .. And Luckies' finer tobaccos mean less nicotine. Here's the proof .. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them.

(CONTD)

hvb

ATX01 0029078

9/7/40

Commercial #2 --(CONTD)

RUYSDAEL: You see, smokers, each year Lucky Strike analyzes tobaccos before purchase. So our buyers have scientific facts to help them in selecting tobaccos that are not only ripe and mellow but milder -- low in nicotine. As a result, Luckies are a cigarette of finer tobaccos, with a naturally lower nicotine content -- a cigarette of proven mildness. So take this tip .. Smoke the smoke tobacco experts smoke. Remember -- with men who know tobacco best, it's Luckies 2 to 1!

Lucky Day _____ *Orch.*

Baruch: We pause for sta. ident.
 --STATION BREAK--

hvb

("LUCKY DAY"SWELLS AND FINISHES)

BARUCH: On with "YOUR HIT PARADE" -- and here's Barry Wood with the rankings and ratings.

WOOD: Out to San Francisco again where Orrin Tucker and Bonnie Baker fill in the slot marked SIX. It's an old favorite that hit the come-back trail to the championship after a lay-off of twenty years -----
"I'm Nobody's Baby."

(SWITCH TO SAN FRANCISCO ON CUE)

("I'M NOBODY'S BABY"TUCKER AND BAKER)

TUCKER: Okay, New York -- There's this week's Number SIX song.

(SWITCH TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

segue to

("THE NEARNESS OF YOU"WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: There's a one point rise in the music market for
this romantic favorite -- and tonight after a run of
four weeks it's the Number EIGHT song from coast to
coast --- "The Nearness of You."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("CHEEK TO CHEEK"WAIN, HIT PARADERS AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Bea Wain turns the corner into memory lane with one of Irving Berlin's all-time hits. Back in 1935, fresh from a triumphal debut in the picture "Top Hat," it had a brilliant career on YOUR HIT PARADE. It's back in the big time again, tonight as a visiting fireman - so here's Bea with that swell Lucky Strike Extra --- "Cheek to Cheek."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #3 - SEPTEMBER 7, 1940

WOOD: As Andre Baruch will tell you, from the very earliest days of the Indians' "Pipe of Peace", smoking's always been a friendly custom.

BARUCH: Yes, and today more than ever before, it's important to choose a friendly cigarette. That's because so many of us are smoking more -- more than we used to. So we think you'll be interested in why Luckies get along so well with millions of smokers all over the country...Now the biggest reason is the kind of tobacco Lucky Strike buys. You've seen pictures of it on magazine back covers...beautiful, mellow, golden leaf...And folks, it's just as good as it looks -- not only ripe and mellow but milder -- naturally low in nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand.

RUYSDAEL: And, folks, there's a good reason for this, too. You see, Lucky Strike scientifically analyzes tobaccos before purchase. So we have scientific facts to assist our buyers in selecting the finer, friendlier tobaccos...tobaccos naturally low in nicotine. If you're smoking more today, think this over: Luckies are a cigarette of proven mildness - mildness that means something. So smoke the smoke tobacco experts smoke. Next time ask for friendly Luckies.

(FANFARE NUMBER THREE.....)

BARUCH: Here they are -- the tip top tune trio of the week --
and Barry Wood to tell the story of their standings!

WOOD: Okay Andy -- we get under way with the third ranking
song. Joseph Carey's Nevada veteran rides the crest
after ten appearances on the Parade -- ~~the western~~
~~territory~~ number THREE in all forty-eight states...
"Sierra Sue"

("SIERRA SUE"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LUCKY STRIKE - REVISED
9/7/40

-17-

9/7/40

WOOD: Okay, Andy, we get under way with the third ranking song after ten appearances on the parade. Joseph Carey's Nevada veteran rides the crest .. Number THREE in all 48 States .. "Sierra Sue" ..

hvb

ATX01 0029085

(FANFARE NUMBER ONE.....)

WOOD: Number ONE --- it's beginning to look as though this ballad has a lease on first place. The Hit Paraders give us all-America's Number ONE song for the fifth time --- "I'll Never Smile Again."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Four times now, this tune has reaped honors with the top honors, and tonight you've made it an even five.

BARUCH:

With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobacco -- the cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos -- the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

WOOD: (SINGS) Well, there it is -- now we've done the songs you've asked us for.
(CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. Don't forget - Wednesday night your old Professor, Kay Kyser, on another station. Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders, Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood - saying - so long for a while.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS...IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

As Broadcast

COLUMBIA BROADCASTING SYSTEM

9/14/40

LUCKY STRIKE "YOUR HIT PARADE" - 281st program

SATURDAY, SEPTEMBER 14, 1940

REBROADCAST SUNDAY 9/15/40

9:00 - 9:45 P.M.

12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS --- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer tobaccos. With independent tobacco
experts - buyers, auctioneers, warehousemen - with men
who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio -- with Bea
Wain, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra - Orrin Tucker and Bonnie Baker - and
- your singing star Barry Wood - with the song that's
Number NINE - "Maybe".

("MAYBE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Jmg:

ATK01 0029090

9/14/40

WOOD: Hello everybody -- this is Barry Wood. The Parade swung into action ~~tonight~~ to the tune of "Maybe" -- a newcomer to the Big Ten that was written seventeen years ago. It was pulled off the shelf, given a 1940 finish, and here it is on the Parade ^{tonight} as America's Ninth favorite song ~~of the week~~. That's the way of the tune world -- songs come up and songs go down, but the Lucky Strike Survey has the record of them all.

BARUCH: That's right, Barry -- follow the musical mercury in the Survey barometer and you'll have all the tuneful facts. Every week a careful check is kept of the number of requests made to orchestra leaders, sales of phonograph records and sheet music, the songs you pay to play on the automatic coin phonograph machines and the tunes heard most often on the radio. The findings of the Survey are compiled ^{(to give us an} ~~and related end to the end~~ ^{of each seven days we have the)} accurate authentic record of all-America's taste in popular music -- the ten leading songs of the week --- YOUR HIT PARADE.

jmg:

9/11/40

WOOD: Okay, Andy -- and the Hit Parade marches on now with a tune that's steadily gaining in the race to fame. It picked up three laps this week and tonight is the FOURTH ranking song all over the country. Bea Wain sings "All This and Heaven Too".

("ALL THIS AND HEAVEN TOO" WAIN AND ORCHESTRA)

c

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

Jmg:

9/14/40

("THE BREEZE AND I" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a champion that definitely has America's seal of approval -- for it's tonight's oldest veteran with a thirteen week run to its credit. Mark Warnow and the Lucky Strike Orchestra present the Number TEN song -- "The Breeze and I".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL # 1

Jmg:

9/14/40

WOOD: Andre Baruch asks: how do you spell the most complete smoking enjoyment?

BARUCH: Millions of smokers spell it: L-U-C-K-I-E-S, Luckies. For, as independent tobacco experts will tell you, Luckies are made of finer, riper, more mellow tobaccos. And these finer tobaccos are not only ripe and mellow, but milder - naturally low in nicotine content. Yes, Luckies' finer tobaccos mean less nicotine. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them.

RUYSDAEL: You see, smokers, each year Lucky Strike analyzes tobaccos before purchase. So our buyers have scientific facts to help them select the tobaccos that are "Sold American". As a result, Luckies are a cigarette of finer, riper, more mellow tobaccos, with a naturally lower nicotine content. For proven mildness - mildness that means the fullest cigarette enjoyment - take this tip ... Smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1!

jmg:

ATX01 0029094

9/14/40

("LUCKY DAY")

WOOD: Time to sound off with a Lucky Strike Extra and Orrin Tucker is as sound a sender as you could want. Tonight he and Bonnie Baker are out in Los Angeles, just two shakes from the glitter and glamor. And Orrin's ready with stars in his eyes and a baton in his hand to deliver a swell Lucky Strike Extra.

(SWITCH TO LOS ANGELES ON CUE)

TUCKER: Thanks, Barry -- Bonnie puts the bee on a bouncing bit of business called -- "I Love Ya - I Betcha".

("I LOVE YA - I BETCHA" BAKER AND TUCKER)

TUCKER: There's our extra from Los Angeles -- now back to New York and YOUR HIT PARADE.

(SWITCH TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

jmg:

9/14/40

("BLUEBERRY HILL" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Parade moves on with a romantic favorite that's just midway along in the rankings and ratings after a month's experience in the Big Ten. The Hit Paraders take a chorus of the Number FIVE song of the week -- "Blueberry Hill".

(MUSIC SWELLS AND FINISHES)

segue to

Jmg:

9/14/40

("THE NEARNESS OF YOU" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a five week old winner that hops up a peg and lands right in the Lucky SEVEN Spot, which is a swell jumping off place for a tune with get up and go -- Bea Wain sings the Hoagy Carmichael ballad -- that's in SEVENTH place tonight -- "The Nearness of You".

(MUSIC SWELLS AND FINISHES)

segue to

jmg:

9/14/40

("YOU CAN'T PULL THE WOOL OVER MY EYES" . . . WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time out now for a recess in the march of the Big Ten tunes to welcome another Lucky Strike Extra --- we bring back a former Parader that was bowling down the musical pins in fine fashion during the summer of '36. Reading left to right it's yours truly, the Hit Paraders and "You Can't Pull the Wool Over My Eyes".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

Jmg:

ATX01 0029098

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - September 14, 1940

9/14/40

(SPECIAL MUSIC INTRO - MAJESTIC EXCITING - DIRECT
BLEND TO SUSPENSE MOOD)

(SOUND C W RADIO KEY - MATCH OSCILLATOR TO MUSIC COMES
OUT OF MUSIC - QUICK FADE UNDER FOR)

VOICE #1: Farmville, North Carolina - one million, eight hundred
and five thousand, nine hundred and seventy six pounds
of tobacco sold in Farmville warehouses this week.

(SOUND: OSCILLATOR AND MUSIC UP - QUICK FADE FOR)

VOICE:#2: Since season opened September third, three million, three
hundred and seven thousand, eight hundred and thirty two
pounds of tobacco have been sold in this great tobacco
market.

(SOUND OSCILLATOR AND MUSIC UP - QUICK FADE FOR)

VOICE #3: Tobacco is the big cash crop! Five hundred and forty
thousand, five hundred and forty six dollars have already
been paid to tobacco growers in this region, and the
season's just beginning!

(SOUND OUT)

(MUSIC UP BIG - FADE UNDER AND OUT ON CUE)

VOICE #3: How is the tobacco crop around Farmville sold?

VOICE #2: The tobacco is sold in five of North Carolina's largest
tobacco warehouses--the pride of Farmville!

VOICE #1: It is sold, basket by basket ... sold in open competition
to the highest bidder.

VOICE #2: Let's see how the sales go in Farmville ...

(CROWD NOISE AND CHANT ESTABLISH AND FADE TO B.G.)

NARRATOR: We're in a great tobacco warehouse. Thousands of baskets of tobacco are ranged in long rows on the floor. Each basket contains tobacco of a certain grade and quality, to be sold individually in open competition. There stands the auctioneer who chants each sale - opposite him the buyers. All around the farmers who raised this tobacco, watch excitedly. The warehousemen's about to call out the price of the opening bid on another basket ... Listen ...

VOICE: Here's some mighty pretty tobacco, boys - start 'er - at 23.

(CHANT OF AUCTIONEER AND FADE - HOLD B.G. -
ALSO CROWD NOISE - B.G.)

(MORE)

rdf/

NARRATOR: The auctioneer asks for 23 dollars a hundred pounds and Company A bids 23 right off the bat. ~~bid~~ in a split second Company B ups it to 24 - 24 dollars bid - ~~24-25~~. ~~Now~~ a leaf dealer bids 25 - 25. Over a dozen buyers are in this Battle Royal, each competing with all the others. They do their bidding by signals. The auctioneer's eagle eyes just caught ~~that~~ ^a signal from ~~the~~ Lucky Strike ~~buyer~~ - the price is up to 27 now, 27 dollars bid. ~~But~~ another buyer raises it to 28. ~~Now~~ a buyer for a foreign company moves in ... 29 - he bids - 29 - 29 ... Then Lucky Strike - 30 - Hear the auctioneer chant 30 - 30 - ~~30~~ - He looks around at the other buyers. No more signals - no more bids - it's going to Lucky Strike -- Listen -

(CHANT UP AND SOLD AMERICAN)

(MORE)

rdf/

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. Independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, the first week totals for the tobacco auctions at Farmville, North Carolina, show that the American Tobacco Company - which makes Luckies - paid 50% more than the average market price for the tobacco it bought there. No wonder, that with independent experts who watch these sales ... with independent buyers, auctioneers and warehousemen.. with men who know tobacco best, it's Luckies 2 to 1!

-- STATION BREAK --

(LUCKY DAY"SWELLS AND FINISHES)

rdf/

9/14/40

BARUCH: On with YOUR HIT PARADE --- and here's Barry Wood with a play by play description of the Lucky Strike Survey ratings.

WOOD: In the lingo of Variety we're off to Pix Town for a bit of Bonnie Baker-ing. So it's straight from N. Y. to L.A. where the SRO sign^s says that Orrin and Bonnie are doing big biz at the Paramount Theatre turnstiles. In other words, the Hit Parade wings out to Los Angeles where Orrin Tucker and Bonnie Baker give us the number EIGHT song - "Practice Makes Perfect."

("PRACTICE MAKES PERFECT".BAKER & BODYGUARDS)

TUCKER: There's your EIGHTH ranking song ---so back to New York.

(SWITCH TO NEW YORK ON CUE)

(FADE IN STUDIO APPLAUSE)

segue to

rdf/

("SIERRA SUE" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX -- still riding high in the saddle is
 this song of a girl of the golden west. Tonight
 after eleven weeks it's holding down the SIXTH
 position -- "Sierra Sue".

(MUSIC SWELLS AND FINISHES)

segue to

rdf/

9/14/40

("LA CUCARACHA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: To the shake of the maraccas, Mark Warnow and the Lucky Strike Orchestra rhumba along with a Lucky Strike Extra. -- It's that great rhythm that began its career as a sultry Mexican folk-song heard to the strumming of a lazy guitar -- it went places in the movie Viva Villa. Here it is now, in dance tempo, with rhythm throbbing and gourds rattling -- "La Cucaracha".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

rdf/

ATK01 0029105

9/14/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - September 14, 1940

WOOD: Do you remember - in our visit to a tobacco auction a few minutes ago - that fellow who shouted out:

VOICE: Here's some mighty pretty tobacco, boys - start 'er - at 23!

BARUCH: That man who makes the opening bid on each lot of tobacco sold at auction is the warehouseman. He's the operator and often the owner of the warehouse in which the auctions are held. It's the warehouseman's first duty to see that farmers and buyers alike receive the same fair and square treatment. As Connor W. Aycock, of the Banner warehouse in Durham, North Carolina, said recently, and I quote: "I pride myself on my record of being absolutely impartial. And when I choose a cigarette for my own personal enjoyment, I play no favorites either. Luckies buy the finest line of tobacco that comes into my warehouse. So I've smoked Luckies for 10 years".

(MORE)

Jmg:

ATK01 0029106

9/14/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - September 14, 1940 - (Continued)

RUYSDAEL: Mr. Aycock speaks for the vast majority of independent tobacco experts. Sworn records show that among these independent warehousemen, buyers, and auctioneers, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos are naturally milder - naturally lower in nicotine content. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, for a cigarette of finer tobaccos with a naturally lower nicotine content -- a cigarette of proven mildness - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

Jmg:

ATX01 0029107

9/14/40

(FANFARE NUMBER THREE)

BARUCH: The Big Three -- here is the high-hat trio of the
 three leading songs of the week -- and Barry Wood
 with the survey report.

WOOD: Okay, Andy -- we're off with the number THREE tune
 that's enjoying its seventh week in the big time.
 With the wind behind 'em, the swallows come in on
 the beam to find themselves in third place this week --
 Bea Wain sings -- "When the Swallows Come Back to
 Capistrano".

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" . . . WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Jmg:

9/14/40

(FANFARE NUMBER TWO)

WOOD: Number TWO -- Score this one as an upset -- because here's that old timer again with a hitch in its belt and a four point rise on the music exchange. Last week Number six, tonight it rates a happy second -- "I'm Nobody's Baby".

Hit Parade

("I'M NOBODY'S BABY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

9/14/40

(FANFARE NUMBER ONE . . .)

WOOD: Number ONE -- and tip your hats to the undisputed king of them all. The Hit Paraders give us the song that's leading the country for the sixth time -- and that makes it one of a handful of songs in HIT PARADE HISTORY that you've picked out to be six time winners. Here it is -- a real Hit Parade Champion -- "I'll Never Smile Again".

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

9/14/40

BARUCH:

With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobacco -- the cream of the Crop. Now here's what Luckies finer tobaccos mean to you as a smoker. Authoritative tests reveal that, for more than two years, Luckies have averaged less Nicotine than any other leading brand. Yes, Luckies are the cigarette of finer tobaccos -- the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

jmg:

ATX01 0029111

9/14/40

WOOD:

(SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for you when Kay Kyser, Ginny Simms, ~~Luella~~ ~~Whitely, Ish Kabibba~~, and the entire faculty hold another session of the College of Musical Knowledge. Right now, I'm saying good-night for Bea Wain, Mark Warnow, the Hit Paradeers, Orrin Tucker and Bonnie Baker. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH:

The famous tobacco suctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

Fade theme 20 seconds

WABC NEW YORK

Jmg:

COLUMBIA BROADCASTING SYSTEM

As Broadcast

9/21/40

LUCKY STRIKE "YOUR HIT PARADE" - 282nd program

SATURDAY, SEPTEMBER 21, 1940

REBROADCAST SUNDAY 9/22/40

12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer tobaccos. With independent tobacco
experts - buyers, auctioneers, warehousemen - with
men who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE -- the nation's
ten favorite songs available for radio -- with Bea
Wain, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra - and - your singing star Barry Wood -
with the song that's Number FOUR - "I'm Nobody's Baby".

("I'M NOBODY'S BABY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg:

ATX01 0029113

WOOD: Hello, everybody -- this is Barry Wood. We opened the show with a song that's crowding the big three ~~that~~ *Tonight* ~~that~~ *that* ~~that~~ in fourth place ... "I'm Nobody's Baby". It's a real hit, spending its ninth consecutive week on the Parade. You know, an eagle eye is kept on your favorite tunes and that's how we know what to play. That's the job done by the Sherlock Holmes of music ... the Lucky Strike Survey.

BARUCH: That's right, Barry ... the Lucky Strike Survey keeps check on the requests made to dance band leaders, the sales of sheet music and phonograph records, the number of times a song is played on the air, and even follows the doings of the automatic coin phonograph machines. The results are tallied, filed, and counted, and at the end of each seven days, we have the accurate record of America's taste in popular music ... YOUR HIT PARADE.

WOOD: Okay, Andy ... let's move along with a newcomer that's drifting the Hit Parade way for the first time tonight. It's a lazy tune that's filled with memories and echoes of Tahiti and "~~Nothing on the~~ *Pago Pago* ~~Country~~" land. The Hit Paraders give a send off to the Number EIGHT song ... "Trade Winds".

("TRADE WINDS" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

~~(MUSIC SWELLS AND FINISHES)~~

Jmg: segue to

9/21/40

("PRACTICE MAKES PERFECT" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a song that's taking a lesson from its title and getting right into the swing of things -- climbing steadily up the musical ladder. A regular gainer for five weeks, it picks up a pair of points and tonight it's your sixth ranking song. Bea Wain sings ... "Practice Makes Perfect".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL # 1

jmg:

9/21/40

LUCKY STRIKE "YOUR HIT PARADE"
Suggested Commercial #1

WOOD: And now ... Basil Ruysdael.

RUYSDAEL: Tonight I have something to tell you that I honestly believe is of major importance to everyone of you who smokes cigarettes. It is this fact ... Luckies' finer tobaccos mean less nicotine. Each year Lucky Strike analyzes tobaccos before purchase. So our buyers at the auctions can select tobaccos which are not only ripe and mellow but milder -- naturally lower in nicotine content. Yes, folks, authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them! So, for the enjoyment of finer tobaccos - for proven mildness - smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1!

jmg:

ATX01 0029116

("CAROLINA IN THE MORNING" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Time out for a Lucky Strike Extra ... and ^{the Hit Parade and I} reach way
back and way down and come up with a simmery,
end-of-summery, sunny tune from south of the Mason-
Dixon line. It's a great old favorite that makes a
swell Lucky Strike Extra ... "Carolina In The Morning".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

jmg:

9/21/40

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Each year swallows come to Capistrano, California on March 19th, and leave October 23rd -- the song about them came to the Hit Parade August 3rd, and eight weeks later it's still flying along in the top half of the big ten. Mark Warnow and the Lucky Strike orchestra play the number FIVE song ... "When the Swallows Come Back To Capistrano".

(MUSIC SWELLS AND FINISHES)

segue to

Jmg:

ATX01 0029118

9/21/40

("MAYBE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Every now and then you run across a song with a real
sock story behind it. We've got one tonight ... all
about a tune that's stepping on to the Parade for the
second time. (ORCHESTRA OUT - TENOR AND BARITONE
VOICES ACCOMPANIED BY A PIANO IN) It all began back
in 1923 in a night club, where two entertainers, Frank
Madden and Allan Flynn were going through their
routine -- doing the song they had written for their
act ... and if you had presented the right card and
gotten into this night spot of the not-so-dry spots
you would have ^{walked in on} ~~heard~~ something like this ...

(VOICES SING LAST EIGHT BARS OF "MAYBE" - APPLAUSE, CROWD EFFECT
AND PIANO; FADE FOR)

jmg:

9/21/40

WOOD:

You would have seen crowding around the piano a dozen or so wistful torchbearers persuading the boys to repeat their number by the effective means of offering them dollar bills. This happened so often that "Maybe" became known as the "buck" song. (STRINGS PICK UP MELODY VERY LEGATO) Other cabaret crooners picked it up and featured it in their acts, but it never attained hit proportions. Recently a publisher bought the rights to the song and began to push it -- and America took to "Maybe" the way a duck takes to water. After seventeen years the old "buck" song came into its own. (MUSIC STARTS TO BUILD) Last week it fell in line on the Hit Parade -- and here it is tonight the Number NINE song all over the country.

"Maybe".

("MAYBE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

Jmg:

9/21/40

("THE LADY IN RED" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for another Lucky Strike Extra -- and we take a rhumba ride into the tropics and listen to Bea Wain as she puts the torrid touches on that torrid tune of the Agua Caliente country -- "The Lady In Red".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL # 2

jmg:

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - September 21, 1940

9/21/40

(ORCHESTRA: SPECIAL MUSIC - WITH COLLEGE FOOTBALL IDEA)

WOOD:

Now here's ^{that} (Ted Husing, famous sports announcer.) He's going to show us that a tobacco auction is just as exciting as a football game.

(ORCHESTRA AND CHEERS UP AND FADE..HOLD BAND B.G. ...
CHEERS OUT)

HUSING:

Good evening, ladies and gentlemen! ... This is Ted Husing, bringing you now an inside picture of the opening tobacco auctions at Oxford, North Carolina, right in the rich central region of the state where the University of North Carolina garners a lot of that star football material... but say!

~~(ORCHESTRA OUT..REST OF CROWD)~~

You never saw a better struggle on the gridiron than what goes on in Oxford's nine big tobacco warehouses at auction time.

(CROWD SOUND AND CHANT UP -- FADE)

hml/

COMMERCIAL # 2 (CONT'D)

9/21/40

HUSING: We're inside a warehouse now -- The auctioneer's moving along beside that row of tobacco baskets. Grouped around him are over a dozen buyers - representing the different cigarette companies - foreign companies - and leaf dealers. And look at those excited farmers! They grew this tobacco - the higher the prices go, the more they benefit. The prices vary on each basket sold, for each contains a certain grade and quality. Now the warehouseman's about to call out the opening bid on another basket ... Listen ...

VOICE: More of that pretty tobacco, boys - start 'er - at 22.

(CHANT OF AUCTIONEER AND FADE - HOLD B.G. - ALSO CROWD NOISE - B.G.)

HUSING: The auctioneer asks for 22 dollars a hundred pounds. Company A bids 22 right off the bat. In a split second Company B ups it to 23 - 23 dollars bid - 23 - 23. A leaf dealer bids 24. Over a dozen buyers are in this scrimmage, each competing with all the others. They do their bidding by signals. Shouting out the prices would be too slow. The auctioneer's just caught a signal from the Lucky Strike buyer - the price is up to 27 now - 27 dollars bid. A foreign company raises it to 28 - say, they're mixing it hot and heavy. This is highest-quality tobacco - everybody wants it. Company B just signalled 29 ... highest price so far. Now Lucky Strike's back in there with a bid of 30 dollars. The auctioneer looks around at all the other buyers but..no more signals - no more bids - it's going to Lucky Strike - Listen -

hml/

(CHANT UP AND SOLD AMERICAN)

ATX01 0029123

RUYSDAEL: There you see how tobacco is bought - right out in the open market - in open competition. Everyone can see which Company buys what tobacco, and the price they pay. That's why so many independent tobacco experts agree that Luckies buy the finer tobaccos and records show that Luckies consistently pay higher prices to get those finer tobaccos. For instance, last Tuesday, the opening day of the tobacco auctions at Oxford, North Carolina, the American Tobacco Company - which makes Luckies - paid 1 1/4 per cent more than the average market price for the tobacco it bought there. No wonder, that with independent experts who watch these sales... with independent buyers, auctioneers and warehousemen... with men who know tobacco best, it's Luckies 2 to 1!

"LUCKY DAY".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification. This is the Columbia...Broadcasting System.

--- STATION BREAK ---

hml/

9/21/40

BARUCH: On with Your Hit Parade ... and here's Barry Wood with the inside Survey report on the national song standings.

WOOD: After a brilliant run of twelve weeks, the old Nevada song comes thru and lassoes the Lucky Seven position. This tune started on the Parade in June, a spring, summer, and now a fall favorite. So let's throw a couple of ten gallon hats in the air for the Lucky SEVEN song ... "Sierra Sue".

("SIERRA SUE"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

rdf/

9/21/40

("THE SAME OLD STORY" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Another newcomer comes bounding over the tune hurdles and makes its first bow on the Parade. Bea Wain introduces to the big time the youngster that's starting out in tenth place ... "The Same Old Story".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf/

9/21/40

("TOP HAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for another Lucky Strike extra ... but first - we're proud to announce that Mark Warnow has been awarded a plaque by the magazine "Song Hits" for being the best band leader of the month. Mark shows he's well worth the honor by leading the Lucky Strike orchestra in a very special arrangement of one of Irving Berlin's very special tunes... "Top Hat".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

rdf/

LUCKY STRIKE "YOUR HIT PARADE"

9/21/40

Commercial #3 - September 21, 1940

WOOD: Now we're going to hear a word of comment from Ted Husing about the tobacco auction he reported ...

HUSING: I just want to say this. No football quarterback ever called out his numbers as fast as that auctioneer did. And the way the bids kept going up and up was like real greased lightning!

BARUCH: Yes, folks, tobacco auctions move fast. But experts know the leaf so well, they can value it in a split second. And they see just who buys what tobacco. So every smoker will be interested in this fact ...

RUYSDAEL: Sworn records show that among independent buyers, auctioneers and warehousemen, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

em

ATX01 0029128

9/21/40

(PANFARE NUMBER THREE.....)

BARUCH: Here's the trio of tune mighties that lead the Parade
this week ... and Barry Wood with the facts and findings.

WOOD: Okay, Andy ... let's start off with an up and at 'em
tune that came on as number ten and after a half dozen
times on the Parade moved right up to third. It's real
success story for a song that's been pushing forward and
upward on all-America's favorite tune list. The number
THREE spot goes to the hit ballad ...

"All This And Heaven Too".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

em

ATX01 0029129

(FANFARE NUMBER TWO.....)

WOOD: Number TWO ... with an eye on the title and five HIT
 Parade service badges hung up in the trophy room, the
 song of a thrill and a hill picks up three places on
 the music poll. The spotlight falls on the ~~song~~ ^{ballad} that
 jumped from fifth to the second ranking ^{time} ~~was~~ of the
 week ... "Blueberry Hill".

("BLUEBERRY HILL" WOOD AND GIRLS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

em/

(FANFARE NUMBER ONE)

WOOD: In the long tuneful history of YOUR HIT PARADE only four songs have been crowned king seven times. Their musical majesties are "The Woodpecker Song", "Over The Rainbow", "Deep Purple", and "Once In A While". Tonight we hand the sceptre to another tune that's leading the leaders for the seventh week. The Hit Paraders usher into the hall of musical fame the country's Number ONE song ... "I'll Never Smile Again".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

em

9/21/40

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(PYRAMID TO)

c

em

ATK01 0029132

9/21/40

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for the College of Musical Knowledge with your old Professor, Kay Kyser, ^{who will have as guest professors} ~~Harry Simms, Harry Babbitt,~~ *those three masters of mystery & humor Bob's Harlow, Bela Lugosi, & Peter Lorre, Ishm Sully and the entire faculty* Right now, I'm saying good-night for Bea Wain, Mark Warnow and the Hit Paraders. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (SPEED) Riggs of Goldsboro, North Carolina.

(APPLAUSE OUT)

(SONG CREDITS ... IF ANY)

THIS is the COLUMBIA BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC NEW YORK

em

As Broadcast

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE" -

SATURDAY, SEPTEMBER 28TH, 1940

REBROADCAST SUNDAY 9/29/40
12:00-12:45 A.M.

9:00 - 9:45 P. M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -----"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette
of finer tobaccos. With independent tobacco experts -
buyers, auctioneers, warehousemen - with men who know
tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN".....ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio -- with Bea Wain,
the Hit Paraders, Mark Warnow and the Lucky Strike
Orchestra - a surprise guest star and - your singing star
Barry Wood - with the song that's number FIVE -
"Practice Makes Perfect."

("PRACTICE MAKES PERFECT".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

9/28/40

WOOD: Hello, everybody ... this is Barry Wood, and that was the song that's FIFTH in popularity tonight -- "Practice Makes Perfect". And that word "popularity" is very important around here .. in fact it's the pass-word to the Hit Parade.

BARUCH: That's right, Barry ... popularity is what counts ~~is~~ ~~determining a song's S.A. or song appeal~~ on the Lucky Strike Survey..the number of requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air, and even the songs people pay to play in the juke boxes. But say, Barry, you're spending your second week at the Roxy Theatre in New York -- the Survey ought to be a big help to you too.

WOOD: It is, Andre Baruch On the stage I've got to sing the songs that all the people like... from the lonely lighthouse keepers to the comouters on the five-fifteen. And the Hit Parade is the honest-to-goodness indicator of the songs they want. For instance, here's a ballad that's enjoying its second week in the song stratosphere. A Romeo and Juliet theme without a balcony - but guaranteed to do all right on anybody's park bench in 1940. Bea Wain sings the number TEN song... "The Same Old Story."

("THE SAME OLD STORY".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

9/28/40

segue to

("BLUEBERRY HILL"HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Hit Paraders take a tuneful turn to sing the song that you've kept on the parade for six weeks. Leaning on the ledge and leering at the big three from the Number FOUR spot, it's the romantic melody... "Blueberry Hill."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

hml/

ATX01 0029136

9/28/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - September 28, 1940

WOOD: And now ... Basil Ruysdael reads an Open Letter.

RUYSDAEL: To every Man or Woman who smokes: For your more complete enjoyment, consider these facts ... Luckies' finer tobaccos mean less nicotine. Each year we analyze tobaccos before purchase to help us in selecting leaf that is not only ripe and mellow but milder - naturally lower in nicotine. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them! So smoke the smoke tobacco experts smoke. Yes, be guided to finer tobaccos and proven mildness by this fact: with men who know tobacco best, it's Luckies 2 to 1!

hml/

ATX01 0029137

9/28/40

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

(FADE FOR ANNOUNCEMENT)

WOOD: Time for my Lucky Strike Extra ... and we turn back the clock to 1937 when America was thrilling to the sophisticated steps and debonair dancing of Fred Astaire in a picture called "A Damsel In Distress." George Gershwin wrote the score and among the tip top tunes, this one in particular was held on the Hit Parade eight times. So there are lots of happy memories of that stand-out combination of Gershwin and Astaire that come with this swell song ... "Nice Work If You Can Get It."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

ATX01 002913B

9/28/40

("OUR LOVE AFFAIR".....WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: When Judy Garland and Mickey Rooney together introduce a song, that's not only musical news but such stuff as hits are made of. In the new movie "Strike Up The Band" they do just that - and go to work on the song that's bowing in on the Parade for the first time tonight. Bea Wain picks up the newcomer, breaks the champagne bottle, and sends it off to a flying start in NINTH place..... "Our Love Affair."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

ATX01 0029139

9/28/40

("SIERRA SUE".....WOOD AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's that song again!... after thirteen weeks the old Nevada tune is still diggin' gold out of them thar musical hills. Tonight it hits pay dirt on Your Hit Parade and weighs in as the EIGHTH ranking song all around the country ... "Sierra Sue."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

9/28/40

("THAT'S A'PLENTY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for another Lucky Strike Extra ... and Mark Warnow's prepared a special platter of sharps and flats. So hold on tight and take a deep breath-because the Lucky Strike_o Orchestra is going to town with

"That's A'Plenty"

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

HML/

ATX01 0029141

9/28/40

-9-

(ORCHESTRA - SPECIAL MUSIC - CARNIVAL IDEA)

WOOD: Now here's that ace sports commentator of radio and newsreels, Ed Thorgersen, with an account of mighty exciting events down in South Boston, Virginia.

(MUSIC UP AND FADE - HOLD BAND B.G.)

THORGERSEN: Good evening, ladies and gentlemen. This is Ed Thorgersen speaking. Remember those pictures in your Movietone news a short while back of genial Jim Farley playing "Post Office" with a bunch of pretty girls. Well, those gals were Maids of Honor at the National Tobacco Festival, held in South Boston, Virginia, September 5th and 6th. Others in attendance were Carter Glass, Senator Byrd, Governor Price of Virginia. And the lovely movie star, Martha Scott, was crowned Queen of the Tobacco Festival.

(MUSIC UP - THEN FADE)

THORGERSEN: Well - last Tuesday, September 24th - South Boston, Virginia, really got down to work with the opening of the tobacco auctions in the town's ten big tobacco warehouses. And say, the auctions themselves are just as exciting as any sports event you ever saw. Suppose we step inside one of the warehouses and show you...

(MUSIC OUT - CROWD SOUND AND CHANT UP - FADE BUT HOLD B.G.)

rdf

ATX01 0029142

THORGERSEN: Here, in this warehouse, tobacco is Queen. See those rows and rows of shining leaf piled in baskets. Each basket contains a different grade and quality of tobacco. Each is to be sold individually for the highest price it will bring from the bidders.. Now the warehouseman's about to call out the price of the next basket. Listen...

(AUCTIONEER CHANT CLOSER - "SOLD COMPANY A" -
HALF DISTINGUISHABLE)

WAREHOUSEMAN: Another basket of the best, boys ... Start 'er at
23!

(CHANT OF AUCTIONEER UP AND PADE - HOLD B.G.)

THORGERSEN: Most of the buyers bid by signals - it's faster, that way. And the bids come like lightning - first a foreign company - then a leaf buyer - then a cigarette company - then another cigarette company. The price is already up to 26 - 26 dollars a hundred pounds. But Company B says 27. And right off the bat Lucky Strike ups it to 28. The price is high and that farmer who grew this tobacco - say, he looks tickled pink! Company B bids 29. But this is the "Cream of the Crop", as they say, and Luckies want it, and up that bid to 30 - 30 dollars. Is Company B still in the fight? Let's see... No, no, the tobacco's going to Lucky Strike at 30...Listen...

(CHANT UP AND SOLD AMERICAN)

rdf

9/28/40

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition... where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, on that opening day of the tobacco auctions at South Boston, Virginia, American paid for the tobacco it bought for its various brands, 43% more than the average market price and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG)

rdf

ATX01 0029144

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification ... This is the
Columbia Broadcasting System.

(STATION BREAK)

BARUCH: Back to Your Hit Parade and here's Barry Wood with the
rankings of the leaders.

WOOD: The tune with a past, that a few months ago came back
for a future, is tonight's title holder of the Lucky
Seven Spot. From out of limbo it went to the movie
"Andy Hardy Meets A Debutante," thence to the Hit
Parade, and tonight, after ten weeks in the big time,
it's the Lucky SEVEN Song "I'm Nobody's Baby."

("I'M NOBODY'S BABY" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

rdf

9/28/40

("TRADE WINDS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Let's go drifting and dreaming out across the blue Pacific and make a stop or two at the islands the writers call paradise ... for it's a song of the southern seas ... Mark Warnow pilots the Lucky Strike Orchestra in the number SIX tune... "Trade Winds."

(MUSIC SWELLS AND FINISHES)

rdf

MARIE GREEN PATTER

(ORCHESTRA INTRODUCTION)

CHORUS: This is the time on Your Hit Parade
~~Who~~^{PO} announce the extra to be played.

WOOD: And tonight we've got an extra to unfurl,
But tonight besides a tune we've got a girl.

CHORUS: We've got a girl We've got a girl.

WOOD: She's got the sort of voice you seldom find;
~~She~~^{It's a} versatile and personable kind;
For she's just as much at home in "Traviatt"
As she is in swinging out the sweet and hot.

~~CHORUS: She's got a voice. She's got a voice.~~

WOOD: So cast your eyes on
The song horizon
And you'll see what we mean;
~~and~~ If I'm not wrong
You'll like her song
~~Yes~~ ~~and~~ you'll like the girl ... Marie Green.

~~CHORUS: Marie Green...~~

CHORUS: For she's the girl we mean . .

hv

9/28/40

WOOD: Marie Green . . .

CHORUS: For she's the girl we mean . . .

WOOD: So here's the diamond horseshoe voice to sing
About a St. Louis woman and a diamond ring;
So listen as Marie and the Hit Paraders choose
To sing that Lucky Extra . . . "The St. Louis Blues."

("ST. LOUIS BLUES" GREEN AND HIT PARADERS)

COMMERCIAL #3

9/28/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - September 28, 1940

WOOD: Thanks, Marie Green - that was really super. Now here's Ed Thorgersen, who told you about the tobacco auctions at South Boston, Virginia. What did you think of them, Ed?

THORGERSEN: Well, I never reported a track event that was any faster - or a ball game that was more exciting -- Those experts certainly know tobacco.

BARUCH: Yes, Ed, they do! They're the one group of men in all the world best qualified to judge which cigarette buys the finer tobaccos. Sworn records show that among independent buyers, auctioneers and warehousemen, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. So, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

hv

ATX01 0029149

(FANFARE NUMBER THREE)

BARUCH: Here they are .. the high-hatted song champions of the week ... and Barry Wood with the thrilling story of song success.

WOOD: Okay, Andy ... let's get under way with the number THREE song ... and it certainly needs no introduction. A brief look at its biography tells us it's been on the Parade eleven weeks. Tommy Dorsey introduced it and the Hit Paraders sing it now ... "I'll Never Smile Again."

("I'LL NEVER SMILE AGAIN"HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hp

ATK01 0029150

(FANFARE NUMBER TWO ...)

WOOD: Number TWO ... Here's a surprise ... because the swallow song again spread its wings, flew high over the contestants, and zoomed right back among the leaders. Last week in fifth place, tonight it's all-America's choice for the second ranking song of the week. Bea Wain sings ... "When The Swallows Come^o Back to Capistrano."

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" ... WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hp

(FANFARE NUMBER ONE)

WOOD: The prize for the biggest upset of the year goes to the song that captures first place tonight. Written in 1923 as a waltz, it was recently converted into a fox-trot, started ridin' the popularity whirlwind and came on the Parade three weeks ago. This week, believe it or not, it shot up eight points to finish tonight as your number one song. You voted it in, so here it is ... the top tune in the country ... "Maybe."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hy

ATX01 0029152

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

CLOSING FIRST SHOW

WOOD: (SINGS) Well, there it is ... now we've done the songs you asked us for. (CHORUS) That's right, ladies and gentlemen, there it is. This is the end of Daylight Saving so next Saturday night we'll be on at nine o'clock Eastern Standard Time ... and we'll have with us the songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for you when Kay Kyser, Ginny Simms, Harry Babbitt, ~~Isabelle~~, and the entire faculty hold another session of the College of Musical knowledge. Right now, I'm saying good-night for Bea Wain, Mark Warnow, the Hit Paraders and Marie Green. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

Applause

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

(APPLAUSE)

hp

BARUCH:

The famous tobacco auctioneer heard ~~on~~^{ON} to-night's program was Mr. I. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM.

hp

ATX01 0029154

CLOSING REPEAT SHOW

WOOD: (SINGS) Well ~~there~~ it is ... now we've done the songs you asked us for. (CHORUS SINGS) That's right ladies and gentlemen, there it is. This is the end of Daylight Saving so next Saturday night we'll be on at nine o'clock Pacific time and seven o'clock Mountain Time. In the meantime don't forget -- Wednesday night on another station is class night for you when Kay Kyser, Ginny Simms, Harry Babbitt, ~~Ish Kabibble~~, and the entire faculty hold another session of the college of Musical Knowledge. Right now, I'm saying good night for Bea Wain, Mark Warnow, ~~and~~ the Hit Paraders, and Marie Green. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

BARUCH: The famous tobacco auctioneer heard on to-night's program was Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

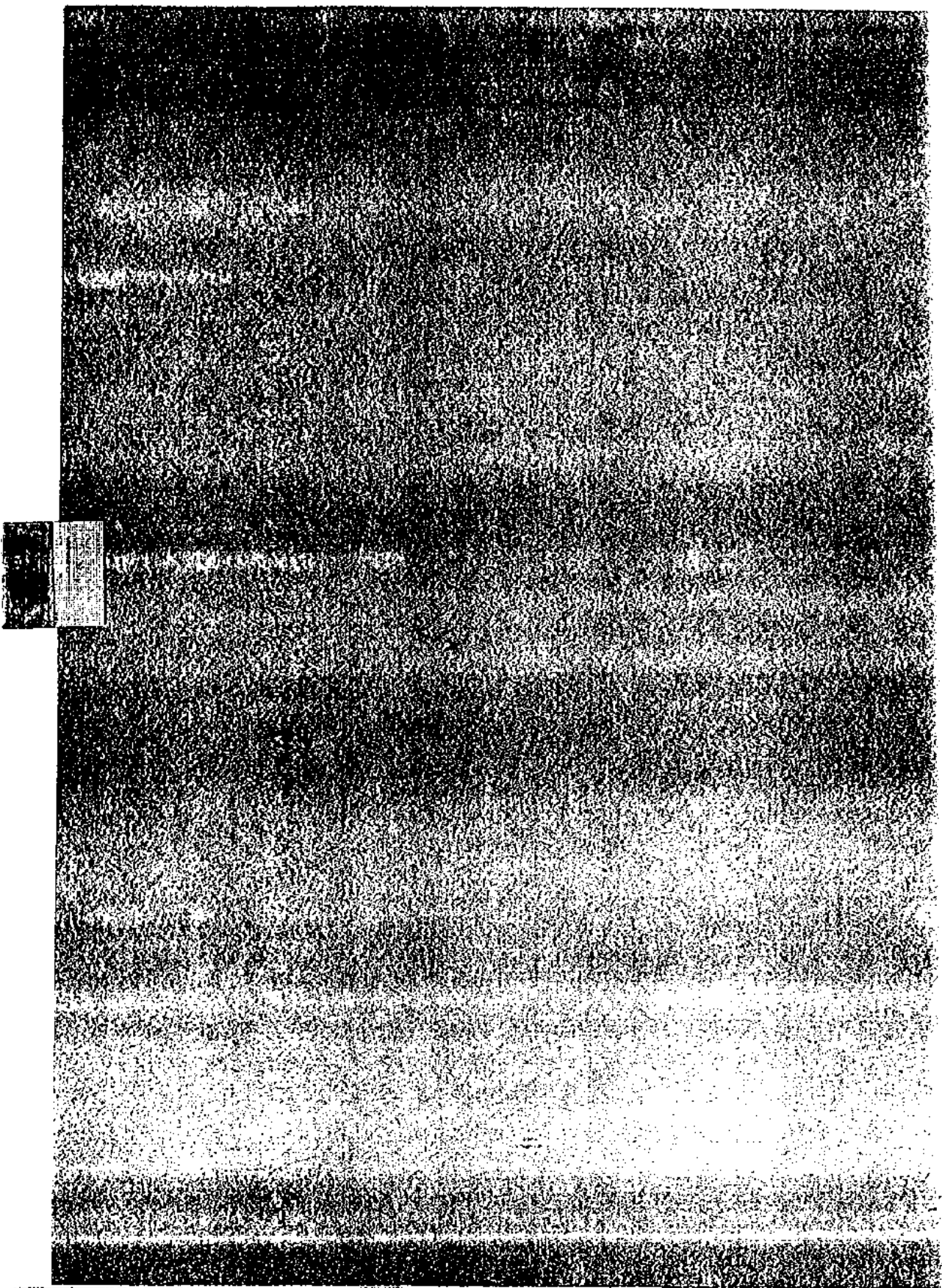
This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC ... NEW YORK

hp

ATX01 0029155



ATX01 0029156A

ALTERNATE FOR PAGE 14

WOOD: It's Lucky Strike Extra time and a red-letter play for a big time tune and a big time gal. The gal is Marie Green. Maybe you've heard folks talking about her - the coloratura soprano who swings through the air with the greatest of ease and hits "E" above high "C" without batting an eye or straining a pipe. She can sing any song from Brahms to blues, and has an obligato ready for anything the opera or Tin Pan Alley sends her way. That's the Marie Green we asked to come on the Parade tonight to do her special stuff with a great Lucky Strike Extra. So take the spot, Marie, and let's have that topper of the torches ...
"The St. Louis Blues."

(ST. LOUIS BLUES"GREEN, HIT PARADERS & ORCHESTRA)

hp

As Broadcast

10/5/40

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE" # 284

SATURDAY, OCTOBER 5th, 1940

9:00 - 9:45 P. M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette
of finer tobaccos. With independent tobacco exports -
buyers, auctioneers, warehousemen - with men who know
tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Bea Wain,
the Hit Paraders, Mark Warnow and the Lucky Strike
Orchestra - and Marie Green who returns again this week
as our guest star. And now here's your singing master
of ceremonies Barry Wood - with the song that's Number
FIVE - "I'm Nobody's Baby."

("I'M NOBODY'S BABY". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

ATX01 0029157

10/5/40

WOOD: Hello everybody this is Barry Wood. We weighed anchor tonight with the song that's up two spots to take fifth place "I'm Nobody's Baby." America, your taste in popular music changes like headlines, and like headlines your ten favorite songs each week are determined by a vast news-gathering service - the ~~Lucky~~ ^{Hit} Parade ~~Strike~~ Survey!

BARUCH: That's right, Barry the Survey tabs the tunes ... checking each week the requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air and even the songs you pay to play in the juke boxes. At the end of the week, the results are carefully tallied and filed, giving ^{an} ~~the~~ accurate, authentic record of America's taste in popular music.....Your Hit Parade.

hml/

ATX01 0029158

10/5/40

WOOD: ^{Right}
~~they~~ ^{those} Andre..... Now it's Bea Wain's turn to sing about
~~the~~ swallows who have been cruising around on Your Hit
Parade for ten weeks ... ~~and~~ It looks like they intend
to forget all about their home in California and stay
right here as a song leader. This week ^{again} in SIXTH place..
.... "When The Swallows Come Back To Capistrano."

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO". . . .WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

10/5/40

("TRADE WINDS"HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: We're off to shun a blizzard and it's all aboard for
Pago-Pago land - where we warm up with the EIGHTH ranking
tune of the week, that dreamy song of the tropical
seas....."Trade Winds."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

hml/

ATX01 0029160

10/5/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - October 5, 1940

WOOD: And now, ladies and gentlemen... Basil Ruysdael.

RUYSDAEL: We all recognize certain signposts in life... and in smoking, too, these signposts exist. One that many smokers are familiar with bears this inscription: With men who know tobacco best, it's Luckies 2 to 1. This fact points the road to greater smoking enjoyment for you. You see, Luckies' finer tobaccos mean less nicotine. Each year we analyze the leaf before purchase to help us in selecting tobaccos that are not only ripe and mellow but milder -- naturally lower in nicotine. Authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them! So be guided to finer tobaccos and proven mildness. ~~See,~~ smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

hml/

ATX01 0029161

10/5/40

("SOME OF THESE DAYS"ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

HOOD: Time for a Lucky Strike Extra and we go way back to the Turkey Trot era of 1910 when a ragtime tune became the hit of the day. But it was Sophie Tucker, the last of the Red Hot Mamas who picked it up, gave it that thrilling Tucker touch and put the song on all-America's all time Hit Parade. Here it is now with a 1940 varnish by Mark Warnow and the Lucky Strike Orchestra.....

"Some of These Days."

("SOME OF THESE DAYS"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(..APPLAUSE)

segue to

hml/

("AND SO DO I" WAIN AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Bea Wain is a one-gal welcoming committee tonight as she introduces a newcomer to the chosen musical ton. ~~and~~ That's a swell start for a swell tune that's coming in as the number NINE song all over the country.....
"And So Do I".

("AND SO DO I" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

("BLUEBERRY HILL". WOOD, HIT PARADERS & ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

WOOD: Still steaming along in the top bracket of your ten favorite songs is this "summer" ballad that fell into line on Your Hit Parade August twenty-fourth. Tonight it's holding its own as the FOURTH ranking song of the week ...

"Blueberry Hill."

("BLUEBERRY HILL". WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

hml/

10/5/40

(MUSICAL INTRODUCTION .. ESTABLISH AND FADE)

WOOD: Now here's that noted foreign correspondent and ^{radio} news analyst, Linton Wells. He's travelled 'round the world 12 times and visited every country on earth. Tonight he's going to describe for you one of our most picturesque institutions -- America's great tobacco auctions.

(SHEAK CHORUS & ORCHESTRA IN ON CUE .. OLD TIME SONG)

WELLS: ^{(Good evening, ladies and gentlemen} ^{speaking} ~~This is your reporter,~~ Linton Wells. Let's imagine we're in the little city of Henderson, North Carolina. It's September 16th - the night before the opening of the tobacco auctions. Here in a huge warehouse crowded with tobacco farmers from miles around, a group of local boys from Henderson are singing some of those famous old Southern songs.

(CHORUS UP .. HOLD AND FADE OUT .. CROWD NOISE IN ON CUE)

(C O N T D)

hvb

ATX01 0029165

WELLS: So the evening passes. By nine o'clock next morning, the warehouse is filled with excited crowds. And what a scene it is. Rows and rows of baskets are piled high with shining leaf. Each basket contains tobacco of a different grade and quality. Each is to be sold for what it will bring. ~~and look!~~ ^{Buy now} The auction's about to start. The warehouseman's going to call out the opening price on the first basket of tobacco. Listen-

WAREHOUSE-
MAN: Prime ripe tobacco, boys! .. start 'er at 22.

(CHANT OF AUCTIONEER UP AND PADE .. HOLD B.G.)

WELLS: Instantly that magic chant seems to galvanize the whole warehouse into action. The bids come like lightning and farmers stand on tiptoe to watch - as tobacco buyers make their swift, silent bidding signals. The price of the first basket - ~~it was~~ ^{which} started an instant ago at 22 - has already been bid up to 26 - 26 dollars a hundred pounds. And now the Lucky Strike buyer bids 27 - 27. But Company A signals 28 - then a leaf dealer shoots in a bid of 29 - 29 - that's high! The warehouseman shouts -

WAREHOUSE-
MAN: Come on American! It's the Cream!

(C O N T D)

hvb

ATX01 0029166

10/5/40

WELLS: Yes, and the Lucky Strike buyer signals 30 - 30 dollars. Again the auctioneer's keen eyes search the buyers. But no more signals - no more bids - it's going - going - to Lucky Strike - Listen-

(CHANT UP AND SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought - right out in the open market .. in open competition .. where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, on that opening day of the tobacco auctions at Henderson, North Carolina, American paid for the tobacco it bought, 47% more than the average market price and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(ORCHESTRA .. TAG)

hvb

ATX01 0029167

10/5/40

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification. . . .

This is the COLUMBIA .. BROADCASTING SYSTEM

-- STATION BREAK --

hvb

ATK01 0029168

10/5/40

BARUCH: On with Your Hit Parade .. and here's Barry Wood.

WOOD: Last week we brought you a special guest, and you folks did so much talking about her that we brought her back for a return engagement. It's Marie Green -- that coloratura soprano who glides through the air with the greatest of ease and hits "A" above high "C" without batting an eye or straining a pipe, *and* ~~she~~ has an obligato ready for anything from opera to swing .. ~~and~~ tonight we've asked her back to do her special stuff with a medley of grand old Southern songs. So, Marie, gather up the Hit Paraders and let's head for Dixie ..

("DIXIE MEDLEY" GREEN, HIT PARADERS, AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

APPLAUSE

hvb

10/5/40

("ONLY FOREVER" WOOD & ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: The Mayor's Committee goes down the harbor to say official hello to the song that's coming in for a first appearance on the parade of favorites. Bing Crosby and Mary Martin started ~~it~~ on its career by warbling it in the motion picture, "Rhythm On The River". ^{and} Tonight it's not only bowing in for its premiere performance on the parade, but it reaches ^s out and grab~~bed~~^s the Lucky Seven Spot ^{on the parade} .. ~~which is~~ ^{That's} a swell jumping off place for a tune with get-up-and-go. So here's the very Lucky SEVEN Song.. "Only Forever" ..

("ONLY FOREVER" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

APPLAUSE

Segue to

hvb

("SIERRA SUE" ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Let's git along across the plains and head for the high ranges of Nevada . . . and in no time at all you'll hear the echo of that tune that America's been calling for fourteen hit parade weeks. Put the echoes together and you have that hero of hits, the TENTH ranking song of the week . . . "Sierra Sue" ..

("SIERRA SUE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(Segue to)

hvb

("GREAT DAY" WOOD AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

So the Hit Parade and I again

WOOD:

It's recess time on Your Hit Parade ~~and we~~ dive
 into the trunk of old favorites again and pull out
~~our~~ *Lucky Strike Extra.* ~~The time of this one is~~
 1929 ~~in the place, New York City where~~ *in 1929* On a chilly
 winter evening ~~critics and first nighters~~
 witnessed the premiere of the musical comedy,
 "Great Day." The show is now a pleasant part of
 the past but the music is still very much a part
 of the present, for from Vincent Youman's star
 spangled score we pick as our Lucky Strike Extra
 the smash title song "Great Day."

("GREAT DAY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 3

mk

10/5/40

-17-

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - October 5, 1940

WOOD: Now here's Linton Wells who described those tobacco auctions at Henderson, North Carolina. Tell us, Mr. Wells, what impressed you most?

WELLS: Well, Barry, I've seen colorful auctions in many lands, but those like Henderson seem to have a combination of old-fashioned picturesqueness, with stream-lined modern efficiency, and the tobacco experts are like old-time craftsmen brought up to date.

BARUCH: As a matter of fact, Mr. Wells, many tobacco men are the sons and grandsons of tobacco men. They know the leaf from A to Z. And at the auctions they see who buys what tobacco. And folks, here's a fact that speaks volumes ... Sworn records show that among independent tobacco buyers, auctioneers and warehousemen, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. So, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

mo'k

ATK01 0029173

BARUCH: Here they are... the tip toe tune trio of the week,
and Barry Wood with the musical headlines.

WOOD: Okay, Andre it's number THREE coming up ...
and the song that goes with ^{that} ~~the~~ number is ^{the} ~~that~~
1923 waltz that foxtrotted on to the Parade four
weeks ago. Tonight, sailin_g with the breeze and
dashin_g across the line in third place is
"Maybe."

("MAYBE"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mo'k

10/5/40

-19-

(FANFARE NUMBER TWO)

WOOD: *the* Number TWO *Song* .. after twelve weeks on the Parade

Ruth Lowe's ballad is still garnering the votes

and bringing home the bacon. The Hit Parade, lead

the way and give us the ~~number one~~ song *that is in second place this*

week..... "I'll Never Smile Again."

("I'LL NEVER SMILE AGAIN". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mo'k

ATX01 0029175

10/5/40

-20-

(FANFARE NUMBER ONE)

WOOD: Number ONE a long shot comes scooting down the line to take the title. ^{3K's} ~~The horse~~ has been on the Parade seven times, ~~not gaining~~ steadily, and 1st week was in fifth place. But a lot happened along the musical stretch because tonight it upsets the odds and romps home the king of all. Bea Wain sings the number ONE song from Maine to California...
"Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc'k

ATK01 0029176

10/5/40

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

mo'k

ATX01 0029177

10/5/40

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night when Kay Kyser, Ginny Simms, Harry Babbitt, and the entire faculty hold another session of the College of Musical Knowledge. Right now, I'm saying good-night for Bea Wain, Mark Warnow, Marie Green and the Hit Parade. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)
(APPLAUSE)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs, of Goldboro, North Carolina.

This is the COLUMBIA.....Broadcasting System

-fade theme 20 seconds-

WABC NEW YORK

OCTOBER 12, 1940

"YOUR HIT PARADE"

NOTE: NO BROADCAST OF "YOUR HIT PARADE"
OCTOBER 12, 1940, BECAUSE OF PRESIDENT
ROOSEVELT'S CAMPAIGN SPEECH FROM 9:00-
9:45 P.M.

CUSTOMARY COURTESY ANNOUNCEMENTS WERE
MADE BY COLUMBIA BROADCASTING AND THE
LIST OF "YOUR HIT PARADE" SONGS FOR
WEEK ENDING OCTOBER 12, 1940, WAS
ANNOUNCED AT THE END OF MR. ROOSEVELT'S
SPEECH.

ATX01 0029179

As Broadcast

COLUMBIA BROADCASTING SYSTEM

10/19/40

LUCKY STRIKE "YOUR HIT PARADE" - 285th program

SATURDAY, OCTOBER 19, 1940

REBROADCAST SUNDAY 10/20/40
12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer tobaccos. With independent tobacco
experts - buyers, auctioneers, warehousemen - with men
who know tobacco best - it's Luckies two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Ben
Wein, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra - and now here's your singing master
of ceremonies Barry Wood - with the song that's Number
EIGHT - "Our Love Affair".

("OUR LOVE AFFAIR" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

10/19/40

WOOD:

Hello, everybody this is Barry Wood. We opened the show with a song that's coming back to Your Hit Parade after a month's vacation to be eighth ranking tune in the land - "Our Love Affair". ^{Ym Kuow} Last Saturday, the Hit Parade wasn't on the air, but the Lucky Strike Survey was in there clocking the winners just the same. Andre Baruch, let's have a brief resume of what happened.

BARUCH:

All right, Barry as usual the survey got the facts by checking the requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song was played on the air, and even the tunes played on the juke boxes. And here's the way the songs finished last week: Number ten "Now I Lay Me Down To Dream", nine "A Million Dreams Ago", eight "When the Swallows Come Back to Capistrano", seven "Call of the Canyon" six "Only Forever, five "Trade Winds", four "I'll Never Smile Again", three "Blueberry Hill", two "Practice Makes Perfect" and number one "Maybe". Those are the results of last week's Hit Parade Survey.

jmg:

ATX01 0029181

10/19/40

WOOD: Thanks, Andre -- and the Survey was on the job this week, as always. So let's shuffle along with the song that it's tallied among the first ten fourteen times -- in FIFTH place tonight ... "I'll Never Smile Again".

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

Jmg:

10/19/40

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Say, if you folks in Capistrano are looking for those swallows, we'd like you to know that this week they've plastered their nest with a host of votes and are staying on the Parade in the Lucky Seven position. Yes, ~~that~~ Lucky Seven spot goes to that twelve-week-old winner ... "When the Swallows Come Back to Capistrano".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

jmg:

ATX01 0029183

10/19/40

WOOD: And now, ladies and gentlemen ... Basil Ruysdael.

RUYSDAEL: In this age of specialization, one sure sign of intelligence is a willingness to benefit by the judgment of specialists. Now that term very fittingly describes the men who spend their lives buying, selling and handling tobacco. They know the advantages and disadvantages of each kind of leaf. And these tobacco specialists - the independent experts, not connected with any cigarette company - smoke Luckies by an overwhelming majority. If you will benefit by their experience and smoke Luckies yourself, you'll enjoy finer tobaccos that are not only ripe and mellow but milder - naturally low in nicotine. You see, each year, we analyze tobaccos before purchase, which helps our buyers select the finer tobaccos at the auctions. And authoritative laboratory tests reveal that, for more than two years the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands - less than any one of them. So for finer tobaccos and proven mildness smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

jmg:

ATX01 0029184

10/19/40

("I'M PUTTING ALL MY EGGS IN ONE BASKET" . . . WAIN AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ... ^{by} so Bea Wain and
the Hit Paraders ~~do a musical flashback to~~ ~~call out~~
~~songs and dance picture of four years ago.~~ In 1936 ^{the picture}
"Follow the Fleet"¹¹ set laughter and music running
through the country as Ginger Rogers and Fred Astaire
danced their way to greater movie fame. The story was
about a gop and a gal who made love on a quarter-deck
to Irving Berlin's hit melody ... "I'm Putting All My
Eggs In One Basket".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

jmg:

ATX01 0029185

10/19/40

("THERE I GO" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Hear ye! Hear ye! A newcomer comes hopping along
the musical lanes and tonight wins its Hit
Parade letter for the first time. Starting off
as number ESM is the swell new ballad ...
"There I Go."

(MUSIC SWELLS AND FINISHES)

segue to

hv

10/19/40

("BLUEBERRY HILL" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Just one jump away from the inner circle of the big three is this romantic melody that's celebrating its ninth week with the chosen ten. Bea Wain sings the FOURTH ranking song in the country ... "Blueberry Hill."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hv

10/19/40

("LITTLE GIRL"WOOD AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: It's time out time on Your Hit Parade while the
Hit Paraders and I give out with a Lucky Strike
Extra. Frank Henry, the guitar player in Guy
Lombardo's orchestra, wrote this tune nine years
ago, and since then, it's become a standard on
your all time Hit Parade so it's a pat on
the head for (SUNG) "Little Girl."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

hv

ATX01 0029188

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - October 19, 1940

10/19/40

- 10 -

(ORCHESTRA STARTS TRAVEL MUSIC - FADE -
BRING IN SOUND OF AUTO)

WOOD: Now climb in the car, folks, we're heading South
down U.S. Highway Number One - down through
Baltimore, Washington, Richmond - to that
important tobacco town: South Hill, Virginia!

~~(SOUND: BRAKES, CAR COMING TO A STOP)~~

BARUCH: All out, folks, and meet our host, Red Barber,
that famous Southern gentleman and baseball
announcer, who recently brought the country the
1940 World's Series over the air.

hv

ATX01 0029189

10/19.40

-11-

BARBER:

Hello, everybody ... This is the old Redhead. You're just in time for a real seventh inning rally in one of South Hill's six big tobacco warehouses. It's been a lively day here. The tobacco buyers have been pitching in those bids fast as lightning. And the auctioneer's been the fairest umpire in the world. A lot of tobacco's been sold -- the farmers are happy -- so let's ~~now right in~~ ^{look around} and see what's what!

(CHANT AND CROWD NOISE) On the floor is the line-up of baskets of tobacco and each basket that comes up for sale is like another batter stepping up to the plate. It's judged purely on its own merits - for each basket contains a different grade and quality of tobacco. The buyers do the bidding and the basket goes to the highest bidder. That's why there's such real competition on every single sale all day long. They're just starting down a new row of baskets now. The warehouseman's about to call out the price of the opening bid...
Listen:

hv

ATX01 0029190

WAREHOUSEMAN: Ripe as a nut, boys - start 'er at 21!

(CHANT LOUD - THEN FADE)

BARBER: So it's batter-r-r-up! And mighty fine tobacco
it is.

FARMER: (SHOUTING) Bid 'er up, boys - I raised that
tobacco - and you can't beat it!

BARBER: That was the farmer who grew it, talking it up
from the sidelines. And say - they are bidding
it up. The price is already up to 25 - 25 dollars
a hundred pounds. There are over a dozen buyers in
there, each ready to bid against all the others.
A leaf company buyer just signaled a bid of 26 -
26. And now Lucky Strike bids 27 - and an export
Company 28 - the price is getting high. Company
A bids 29. Will they get it?... (30) The answer's
no. Lucky Strike shoots in a bid of 30 and,
folks, it looks like Luckies will get the basket.
Yes, the auctioneer gives one final look around ...
then ...

(CHANT UP - SOLD AMERICAN)

hv

10/19/40

- 13 -

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, on the opening day of the tobacco auctions down there in South Hill, Virginia, the American Tobacco Company paid, for the tobacco it bought, 25% more than the average market price and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

-----STATION BREAK-----

hv

ATX01 0029192

BARUCH: On with Your Hit Parade ... and here's Sarry Wood with the ranking of the leaders.

WOOD: Sea Wain and the Hit Paraders do a bit of welcoming as they introduce another newcomer to the musical all-stars. Written by the composers of the "Woodpecker Song" it seems a pretty sure bet for a hike up the ladder to song fame. So pull in the gangplank, toot the whistle ... and let's ride away with the youngster that's number NINE this week ... "Ferryboat Serenade."

("FERRYBOAT SERENADE".....WAIN AND HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

Segue to

("ONLY FOREVER".....WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Keep your eye on this tune because it's plowing right along and heading for the championship. Bing Crosby and Mary Martin sang it in the motion picture, "Rhythm on the River" and tonight, after three weeks on the Parade, it's the number SIX song all around the country ..
"Only Forever."

(MUSIC SWELLS AND FINISHES)

Segue to

("SWEET GEORGIA BROWN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: In 1926, the old maestro Ben Bernie collaborated on a number that hit a very fancy high spot in the musical firmament ... Yowsah, yowsah. So lend thine ear, youse guys and youse gals as Mark Warnow and the ~~Lucky Strike~~ orchestra tear off the grand old Lucky Strike Extra ... "Sweet Georgia Brown."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

10/19/40

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #3 - October 19, 1940

WOOD: Say, Red Barber, come over here and tell us what a veteran baseball announcer thinks of a tobacco auction ...

BARBER: Well, a tobacco auction is as good an example of fair play as any ball game I ever saw. Each basket of tobacco is judged purely on its own merits and, coming from the South, I know those tobacco men are expert judges. They know the leaf inside out.

BARUCH: Yes, Red, and they also know inside out just what tobacco the different cigarette companies buy, ~~for~~ for they follow each sale. ~~So~~ So this fact says a lot ... Among independent tobacco experts - buyers, auctioneers and warehousemen Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ATX01 0029196

10/19/40

(PANFARE NUMBER THREE)

BARUCH: Here they are - hot off the press, the three top tunes that make the front page song news of the week - reported by your survey correspondent Barry Wood.

WOOD: Okay, Andre...we're shoving off for the balmy clime of the islands of the Pacific, where soft, gentle breezes tinkle melodies in the palm trees--and where we go humming to the strumming of the third ranking song of the week..."Trade Winds".

("TRADE WINDS" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

ATX01 0029197

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song...a nine-week-old Parader comes through with flags flying and takes a mighty big prize in the ratings. Bea Wain takes a turn with the tune that's in second place in America's fancy.. "Practice Makes Perfect".

("PRACTICE MAKES PERFECT". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

10/19/40

(FANFARE NUMBER ONE)

WOOD: Number ONE...in 1923 when this song was written, it received so many dollar-bill requests in the night clubs that singers used to call it the "Buck song". This week in 1940, it received so many votes all over the country that tonight we call it the number ONE song on Your Hit Parade. So it's hats off to the tune that's title-holder for the third time..."Maybe".

("MAYBE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

10/19/40

BARUCH: With independent tobacco experts--with men who know tobacco best--it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

C

nlv

ATK01 0029200

10/19/40

WOOD: (SINGS) Well, there it is--now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget--Wednesday night on another station is class night when ^{you old professor} Kay Kyser, Ginny Simms, Harry Babbitt, and the entire faculty hold another session of the College of Musical Knowledge. Right now, I'm saying good-night for Bea Wain, Mark Warnow and the Hit Paraders. Till next Saturday, this is Barry Wood --saying--so long for a while.

("HAPPY DAYS ARE HERE AGAIN". ORCHESTRA)

(APPLAUSE)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. Riggs of Goldsboro, North Carolina.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

-- fade theme 20 seconds--

WABC NEW YORK

nlv

ATX01 0029201

As Broadcast

COLUMBIA BROADCASTING SYSTEM

10/26/40

LUCKY STRIKE "YOUR HIT PARADE" - 286th program

SATURDAY, OCTOBER 26, 1940

REBROADCAST SUNDAY 10/27/40
12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDSⁿ ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer tobaccos. With independent tobacco
experts - buyers, auctioneers, warehousemen - with men
who know tobacco best - it's Luckies two to one.

("LUCKY STRIKE TIME" ORCHESTRA)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Bea
Wain, the Hit Paradeers, Mark Warnow and the Lucky
Strike Orchestra --- and now here's your singing
master of ceremonies Barry Wood --- with the song
that's number FOUR - "Maybe".

("MAYBE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmz:

ATX01 0029202

10/26/40

WOOD: Hello everybody this is Barry Wood. We launched the show tonight with a musical veteran that's enjoying its seventh term here on the Parade. ^{Yip} This week America went to the music polls and elected "Maybe" the fourth favorite song in the country. We know because our ballot checker-upper, the ^{Hit} ~~Music~~ ^{Yip} ~~Survey~~ Survey, was on the job countin' the votes.

BARUCH: That's right, Barry every week is election week in the music world ... and Your Hit Parade Survey tabs the winners. The votes that elect them are the requests made to band leaders, the number of times a tune is played on the air, the sales of sheet music and phonograph records, and the songs you pay to play in the juke boxes. At the end of the week, the returns come in, the Survey mathematicians carefully add up the results, and we have the accurate, authentic record of America's taste in popular music ... Your Hit Parade.

WOOD: Right Andre and it's the Lucky Seven Spot coming up. Tonight it goes to a song that came on the Parade August 24th - and that's a very natty record for a Lucky SEVEN Song. Bee Dain sings ... "Blueberry Hill".

("BLUEBERRY HILL" WAIN AND ORCHESTRA)

(MUSIC BLENDS AND FINISHES)

(APPLAUSE)

segue to

jmg:

10/26/40

("WHEN THE SWALLOWS COME BACK TO CAPISTRANO" . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Let's swing along with those swallows again. They left Capistrano three days ago on their yearly migration right on schedule, but tonight their musical brothers and sisters are still flying around the Parade as the TENTH ranking song of the week. Mark Warnow leads the orchestra, and the tune ... "When the Swallows Come Back to Capistrano."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

jmg:

ATX01 0029204

10/26/40

WOOD: Now here's a statement by Basil Ruysdael ...

RUYSDAEL: When I hear people in political arguments, well ... I let 'em argue. But when it's a cigarette argument, I'm often tempted to interrupt and say: "Pardon me but - all talk aside -- isn't the thing that really counts in any cigarette, the tobacco?" Well, we have it on one of the best authorities in the world -- the authority of an overwhelming majority of independent tobacco experts themselves -- that Luckies buy the finer tobaccos. We believe that finer tobaccos mean more smoking enjoyment. We know that finer tobaccos mean less nicotine. For authoritative laboratory tests reveal that, for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them. So for tobaccos that are not only ripe and mellow but milder -- naturally low in nicotine, why not smoke the smoke tobacco experts smoke.... Have you tried a Lucky lately?

jmg:

ATX01 0029205

10/26/40

("THE LADY'S IN LOVE WITH YOU" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time now for a Lucky Strike Extra about a year and a half ago Bob Hope got away from the clutches of Jerry Colonna and Yehudi long enough to make a movie called "Some Like It Hot". Shirley Ross was in it and she not only supplied the love interest but piped a pip of a number that rang the bell nine times on Your Hit Parade. Bea Wain brings it back now for a zippy Lucky Strike Extra ... "The Lady's in Love With You."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

jmg:

ATX01 0029206

10/26/40

("OUR LOVE AFFAIR" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

The world looks pretty okay ~~is~~^{is} this tune 'cause tonight it's three places closer to the top. Judy Garland and Mickey Rooney gave it a send-off in the motion picture "Strike Up the Band" and now we find it the FIFTH ranking song of the nation "Our Love Affair".

(MUSIC SWELLS AND FINISHES)

~~XXXXXXXX~~

segue to

jmg:

10/26/40

("I'LL NEVER SMILE AGAIN" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

You guessed it- "I'll Never Smile Again" - and it's putting the fifteenth notch in its survey belt tonight. That makes it one of six tunes in the history of Your Hit Parade to achieve such shining popularity. The Hit Paraders sing the Number EIGHT song of the week.... "I'll Never Smile Again."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

nlv

10/26/60

("THERE'S A GREAT DAY COMIN' MANANA". . . WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: This is old-home year on Broadway. Three shows are hit revivals and two of America's favorite entertainers-- Al Jolson and Ed Wynn--are back in sell-out musical comedies. The "Swanee" man Al Jolson is packing them in to "Hold Onto Your Hats", and from that show I've picked my Lucky Strike Extra--the rousing song of blue skies and sunny times.. "There's a Great Day Comin' Manana".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

Commercial #2 - October 26, 1940

(MUSICAL INTRODUCTION - ESTABLISH AND FADE)

WOOD: Now, friends, here's that noted Washington commentator-
Fulton Lewis, Jr. - to bring you the top of the news
as it looks from Smithfield, North Carolina.

(MUSIC UP THEN FADE INTO CROWD NOISE AND CHANT)

LEWIS: Good evening, ladies and gentlemen. This is Fulton
Lewis, Jr. I'm here tonight to bring you news of a
battle that's quite as intense, in its own way, as a
major political campaign. It's a battle for the
choice tobaccos that are grown here in this rich
region bordering the Neuse River. Acting as arbiter
is a gentleman guaranteed to out-talk any orator in
politics. Listen...

(CHANT UP - THEN FADE)

LEWIS: Among the tobacco buyers here at this auction in
Smithfield, are those representing the cigarette
companies--then there are two buyers for export
companies---seven who buy for leaf companies--over a
dozen in all. Now about the way this tobacco is sold-
It's all ranged on the warehouse floor in long rows
of baskets. Each basket represents a different grade
and a different quality. And each is sold individually-
sold to the highest bidder. But look! The
warehouseman's about to call out the price of
the opening bid on another basket....

114

ATX01 0029210

WAREHOUSEMAN: Ripe, mellow tobacco, gentlemen....Start 'er at 22!

(CHANT UP - THEN FADE)

LEWIS: The warehouseman asks for 22 dollars a hundred pounds and gets it. (1) Quick as a flash Company A bids 22 $\frac{1}{2}$ -
Now listen carefully and I think you can follow the bids as the auctioneer chants them out..(CHANT UP ON 23) Hear that -- 23 -- (2) --and now 23 $\frac{1}{2}$ - that was a bid by an export company. (2 $\frac{1}{2}$) The buyers bid by signals, you know (25) - it's faster that way--they let the auctioneer do all the shouting. (26) Say, it's up to 26 already! (27) This tobacco's shot right up in price, (28) and the farmer who grew it is standing over there tickled pink. (29) Now Lucky Strike bids- 29- 29 - 29. The auctioneer looks around- Company A isn't bidding any more (30) - but here's a leaf company with a 30 dollar bid. That's high. Will Lucky Strike top it? (31) Yes, 31 - 31 -. And it's going to Luckies.....Listen....

(CHANT UP - SOLD AMERICAN)

(CONT)

nlv

ATX01 0029211

10/26/40

RUYSDAEL: There you see how tobacco is bought-- right out in the open market...in open competition..where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, according to the latest report at the tobacco auctions this Fall at Smithfield, North Carolina, The American Tobacco Company paid for the tobacco it bought, 6/3 more than the average market price--and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with the independent experts who watch these sales--with buyers, auctimeers and warehousemen--with men who know tobacco best, it's Luckies 2 to 1!

niv

ATX01 0029212

10/26/40

-12-

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification....

THIS IS THE COLUMBIA BROADCASTING SYSTEM

....STATION BREAK.....

ATX01 0029213

10/26/40

BARUCH: On with Your Hit Parade ... and here's Barry Wood with a play by play description of the ratings of the Survey.

WOOD: Finiculi - finicula ... we're off on a musical buggy ride with the song that's up three spots in sixth place. It's a tune about a boat ... and tonight it's piloted by Bea Wain and the Hit Paraders -- so ~~(MUSIC SWELLS)~~ all aboard for the Number SIX song - "The Ferryboat Serenade."

("FERRYBOAT SERENADE".....WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

APPHAUSE
Segue to

("THERE I GO".....WOOD AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

WOOD: It's a one point rise in the music market for the
balled that's making its second appearance on the
parade. Starting last week as number ten, tonight
it's the NINTH ranking song in the country ... So
here I go with "There I Go."

(MUSIC SWELLS AND FINISHES)

~~(MUSIC)~~

Segue to

("ANCHORS AWEIGH".....MEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

you hit parade salute's Navy Day with a nucky stick & roll

WOOD:

During the month of October, 1775, the Continental Congress of the thirteen Colonies authorized ^{the first} Navy to protect our shores and our shipping. As the Colonies grew so did the Navy and all through the history of our country Uncle Sam's fleet has consistently covered itself with great glory. Each year, one day is set aside - ~~Navy Day~~ - to pay tribute to all the men of the sea, from ~~admiral~~ ^{admiral} to ~~captain~~ ^{captain} whose bravery and loyalty in the past have become legendary. ^{tonight} In honor of Navy Day, we ~~play~~ ^{play} ~~tonight~~ ^{tonight} a special extra America's most famous song of the sea ... "ANCHORS AWEIGH."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 3

10/26/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - October 26, 1940

WOOD: Now here's Fulton Lewis, Jr. - who reported that tobacco auction in Smithfield, North Carolina. He's famous for bringing us the inside news from Washington. So, Mr. Lewis, how about an inside tip on tobacco auctions.

LEWIS: Well, ^{Baruch} my inside tip would be this ... that the best judges in the world of which cigarette company actually gets the finer tobaccos are the auctioneers, the warehousemen and the other impartial observers at the auctions.

BARUCH: Yes, Mr. Lewis, those independent experts see who buys what tobacco. And being independent, they're as free to choose their own cigarette as you are. So it says a lot that, among independent tobacco auctioneers, warehousemen and buyers, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And remember - Luckies' finer tobaccos mean less nicotine. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So, smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ATX01 0029217

10/26/40

(PANFARE NUMBER THREE)

BARUCH: Here they are the top-hatted tune trio of the week
... and Barry Wood with the Survey lowdown.

WOOD: Okay, Andre there were shifts and shuffles this
week but here's one tune that weathered the musical
storm and pulled up from sixth place to end in the
money. On Your Hit Parade tonight after four weeks in
the big time it's the number three song from the Empire
State to the Golden Gate. Bea Wain sings ... "Only
Forever."

("ONLY FOREVER" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

by

ATX01 0029218

10/26/40

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song get out a grass skirt for that dreamy song of the islands which tonight comes up from third to end one spot out of first place. The Hit Paraders get out and get under a tropical moon as they chant the song that rates second this week ...

"Trade Winds."

("TRADE WINDS" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

10/26/40

(FANFARE NUMBER ONE)

WOOD: Number ONE Here's a jingle that's back as the
 leader after spending two weeks in second place. Ten
 times on Your Hit Parade and tonight the musical king
 of the week - that's the story of the number one song
 in America "Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

ATX01 0029220

BARUCH: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night when Kay Kyser, Ginny Simms, Harry Babbitt, and the entire faculty hold another session of the College of Musical Knowledge. Right now, I'm saying goodnight for Bea Wain, Mark Warnow and the Hit Parade. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

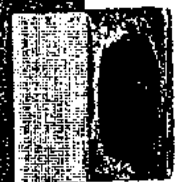
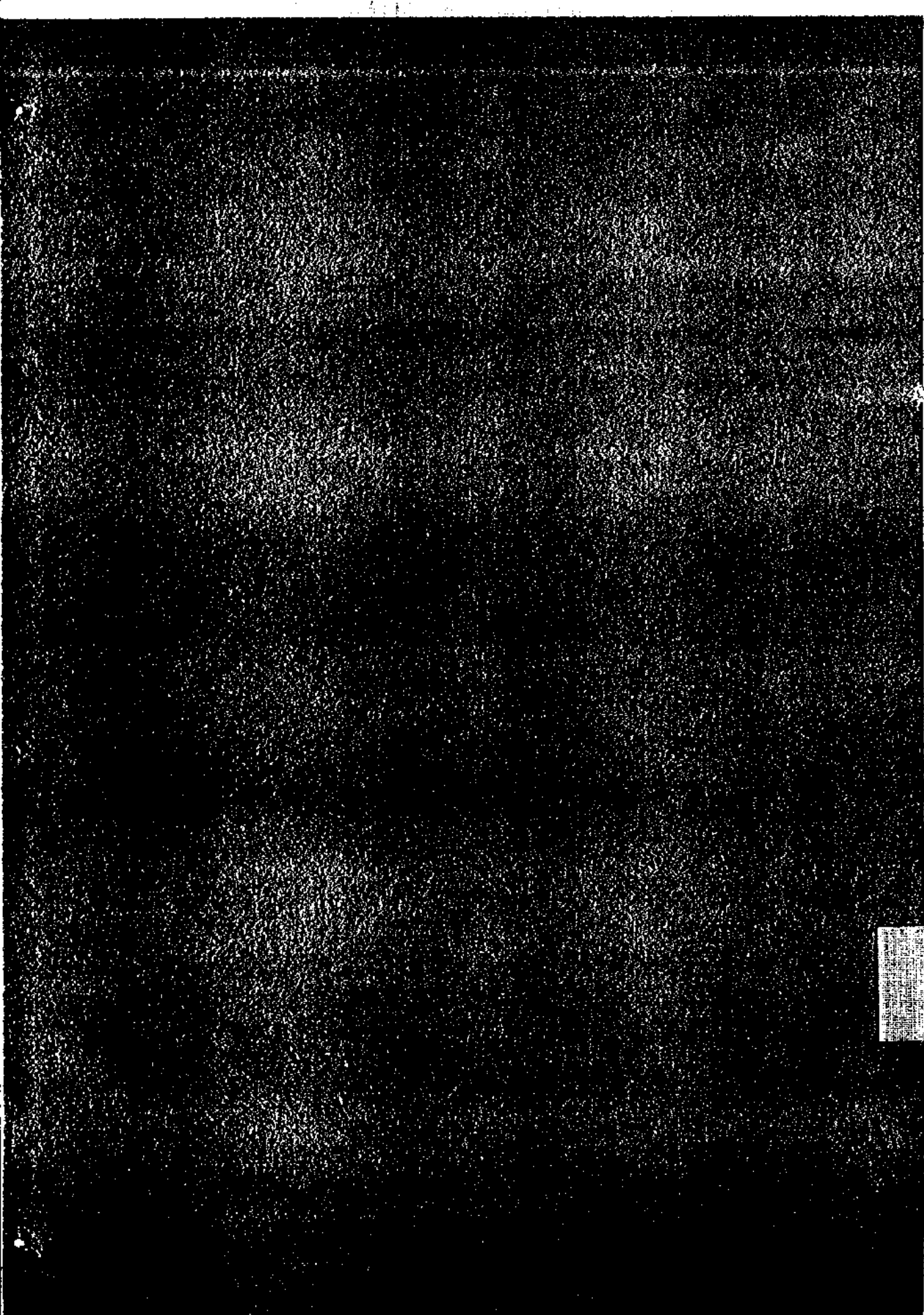
(SONG CREDITS, IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

Fade theme 20 seconds

hv

WABC...NEW YORK



ATX01 0029222

NOVEMBER 2, 1940

"YOUR HIT PARADE"

NOTE: NO BROADCAST OF "YOUR HIT PARADE"
NOVEMBER 2, 1940, BECAUSE OF
PRESIDENT ROOSEVELT'S SPEECH FROM
9:00 to 9:45 P.M.

CUSTOMARY COURTESY ANNOUNCEMENTS WERE
MADE BY COLUMBIA BROADCASTING AND THE
LIST OF "YOUR HIT PARADE SONGS" FOR
THE WEEK ENDING NOVEMBER 2, 1940 WAS
ANNOUNCED AT THE END OF MR. ROOSEVELT'S
SPEECH.

ATK01 0029223

as Broadcast

COLUMBIA BROADCASTING SYSTEM

11/9/40

LUCKY STRIKE "YOUR HIT PARADE" - #287

SATURDAY, NOVEMBER 9, 1940
9:00-9:45 PM, EST

REBROADCAST SUNDAY 11/10/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -----"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer tobaccos. With independent
tobacco experts - buyers, auctioneers, warehousemen -
with men who know tobacco best - it's Luckies two to
one.

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE -- the nation's
ten favorite songs available for radio -- with Bea
Wain, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra -- and now here's your singing master
of ceremonies Harry Wood -- with the song that's
number FOUR - "Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

ATX01 0029224

11/9/40

WOOD: Hello, everybody this is Barry Wood we opened the show with a twelve-week-old Parader that's in fourth place tonight ... "Practice Makes Perfect." And that makes one down and nine to go for the musical all-American. But first let's hear ^{Andre Baruch's} how we pick this tuneful team. ~~What's the story, Andre Baruch?~~

BARUCH: It's this way, Barry Each week the Hit Parade Survey keeps a careful check on the sales of sheet music and phonograph records, the number of times a song is played on the air, the requests made to dance band leaders, and the songs you pay to play on the juke boxes. The results are tallied and counted and we then have an accurate, authentic record of America's taste in popular music. Last week, Your Hit Parade wasn't on the air, but the Survey was doing its job just the same. And this is the way the songs finished: Number ten "Two Dreams Met," ~~number~~ nine "There I Go," eight "Our Love Affair," seven "I'll Never Smile Again," six "Blueberry Hill," five "Trade Winds," four "Ferryboat Serenade," three "Maybe," two "Practice Makes Perfect," and number one, "Only Forever." There's last week's Hit Parade.

hv

ATK01 0029225

11/9/40

WOOD: Thanks, Andre now let's get up to date with that
song of the sarong country that's in FIFTH place
tonight. Mark Warnow leads the orchestra in "Trade
Winds."

("TRADE WINDS" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

hv

11/9/40

("OUR LOVE AFFAIR" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Let's swing along with a love song that's chalking up its fifth appearance in tunesmiths' heaven. Judy Garland and Mickey Rooney introduced it in the movie "Strike Up the Band". From there, America picked it up, and tonight it's the EIGHTH ranking song in the country . . . ^{Our Wain Song} "Our Love Affair."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

hv

ATX01 0029227

11/9/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - November 9, 1940

WOOD: Now here's Basil Ruysdael:

RUYSDAEL: Tonight I have something to tell you -- something that has always been important to smokers but today is more important than ever before. Mildness, real mildness, is what all of us want in a cigarette, especially in these days when most of us are smoking more than we used to. But let me ask you this: what is real mildness? It is much more than just being mild to the taste. The only cigarette that can be truly mild in the actual smoking is one with a low nicotine content. Now, as independent tobacco experts will tell you, Luckies are made of finer, riper, more mellow tobaccos. And these finer tobaccos contain less nicotine. Yes, authoritative laboratory tests reveal that, for over two years, Lucky Strike has contained twelve per cent less nicotine than the average of the four other leading brands -- less than any one of them. That's because we analyze tobaccos before purchase to give you a truly mild cigarette -- with a mildness that means something. So take this tip ... smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

hv

ATX01 0029228

11/9/40

("YOU'VE GOT ME THIS WAY" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra and tonight instead of taking a hit of the past, we take a brand new song of the present. This summer your old professor Kay Kyser took time off between classes to make a movie called "You'll Find Out" which will have its world premiere at the Roxy Theatre here next Thursday. So in honor of Professor Kyser, Ginny Simms, Harry, Sully, Ish and all the members of the faculty, I'm going to do as my Lucky Strike Extra ~~the big song~~ ^{big song} ~~from~~ their new picture... "You've Got Me This Way."

(MUSIC SWELLS AND FINISHES)

APPLAUSE

segue to

hv

11/9/40

("NOW I LAY ME DOWN TO DREAM". . . . WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Back one ^{night} Saturday in October when the Hit Parade wasn't
 on the air... ^{this} three new songs came on the survey,
~~It~~ dropped off the following week and thus ^{was} ~~was~~ never
 played, ~~But tonight, one of them is back...~~ so although
 it isn't really a newcomer in the eyes of the Survey,
 to ~~Bas Wain and the Lucky Strike Orchestra~~ ^{tonight} it's an
 unofficial how-do-you-do ~~song~~. ^{for} So here's the song
~~that's coming back after three weeks to be~~ the tenth
 ranking tune in the land ^{Bas Wain sings}.... "Now I Lay Me Down to Dream."

(MUSIC SWELLS AND FINISHES)

~~segue to~~
Appause

rdf

11/9/40

("LOOKING FOR YESTERDAY" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: *Lets* Raise a cup of good cheer for a newcomer that's climbing on to the popularity bandwagon for the first time tonight. And the happy lot has fallen to me to sing the youngster that's starting off as your number NINE song ... "Looking for Yesterday."

(MUSIC SWELLS AND FINISHES)

segue to

hv

ATX01 0029231

11/9/40

("BOO HOO" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out again for another Lucky Strike Extra ...
and Bea Wain and the Hit Paradars take a musical
excursion back to the Spring of 1937 when a peppy
little number with a cry baby title held first place
on the Parade six consecutive times. A cracker-jack
record like that deserves a mention any day ... and
that's why tonight ^{Bea} ~~we~~ brings back the swell song ...
"Boo Hoo."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

hv

ATX01 0029232

11/9/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - November 9, 1940

WOOD: Say there, Speed Riggs ... come over here and tell us about your trip to your old stamping grounds. Did you sell any tobacco in North Carolina?

RIGGS: Yes, in Goldsboro, Durham, ^{Rocky Mount} ... Then I dropped over to Fuquay Springs and sold a few rows. There's an up-and-coming tobacco market! ^{Barry} They sold ^{over} ^{4 and a half million} ~~11,885,296~~ pounds of tobacco last year.

WOOD: Tell us about it, Speed.

RIGGS: Well, there's a man ^{right} ~~standing beside me~~ here who can describe it a whole lot better than I can. He's the famous sports commentator, Stan Lomax. ~~Go ahead,~~
~~Stan.~~

(MUSIC ... UP AND FADE - BRING IN CROWD)

LOMAX: Evening everybody. This is Stan Lomax. And here in this big tobacco warehouse, the warehouse owner has just told the crowd that Speed Riggs is going to take over and sell a few rows. Listen to the cheers.

VOICES: Atta boy, Speed Riggs! Sell 'em, Speed. ~~Let's hear~~
~~that old chant!~~

hv

ATX01 0029233

11/9/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - (continued)

LOMAX: Everybody in the warehouse - two or three hundred people - are watching every move Speed makes, waiting for that familiar chant. Now the warehouseman's about to call out the opening bid on the first basket of tobacco ... Listen:

WAREHOUSEMAN: Here you are, Speed, right healthy leaf ... start 'er at 22.

(CHANT)

LOMAX: The warehouseman asks for 22 dollars a hundred pounds and - quick as a flash - he gets the bid from a buyer for Company. But Lucky Strike instantly ups it to 23 - 23. You know, each basket of tobacco at auctions is sold individually this way. Each contains a different grade and quality of tobacco. Each goes to the highest bidder. And say - the competition's fierce! Hear that Speed Riggs chant.

(UP CHANT) (PAUSE)

LOMAX: The price of this basket has already risen to 29 - 29.

VOICE: Bid 'er up, Speed - that's my tobacco.

hv

ATK01 0029234

11/9/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - (Continued)

LOMAX: That was a farmer you just heard - now a leaf dealer signals a bid of 30 - an export company 31 - but this is fine tobacco - and the Lucky Strike buyer, yes, he bids 32 - 32. Speed Riggs' quick eyes glance from buyer to buyer - but ... it's going to Lucky Strike. Listen!

(CHANT UP AND "SOLD AMERICAN")

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, so far this season, according to latest reports at tobacco auctions in Fuquay Springs, The American Tobacco Company paid, for the tobacco it bought, 49% more than the average market price and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

(STATION BREAK)

hv

ATX01 0029235

("LUCKY STRIKE TIME".)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.....
THIS IS THE COLUMBIA BROADCASTING SYSTEM
.....STATION BREAK.....

BARUCH: On with Your Hit Parade... and here's Barry Wood with
the Survey report on the musical leaders.

WOOD: It's Lucky Seven coming up... and going tonight to a
milk-and-honey ballad that's spending its fourth week
on the parade. Keep your eye on this tune because
America seems to like it and it's moving right along
toward the top. Up two places this week to the Lucky
SEVEN spot....."There I Go."

("THERE I GO".WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

rdf

11/9/40

("BLUEBERRY HILL" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a song that came on to the Parade way back in the last week of August and it's stayed right here with us ever since. Tonight it's the number SIX tune on your list of favorite songs so let's turn the moonlight on the Hit Paraders as they take a musical stroll on "Blueberry Hill."

(MUSIC SWELLS AND FINISHES)

segue to

hv

("THE MARINES' HYMN" MEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time ... and we salute the United States Marines, who ~~tomorrow~~ celebrate their *Since the marine Corps was founded 165 years ago* 165th anniversary. ~~Since November 10, 1775, when the~~ *ago* ~~Marine Corps was first organized,~~ *tomorrow* ... these soldiers of the sea have been loyally serving Uncle Sam at home and abroad. Our extra tonight is their song ... the song they have made famous ~~around the globe,~~ on five continents and seven seas. ~~We~~ *we* pay tribute to the *Marines with their own* leathernecks with the ~~Marines'~~ Hymn...

"From the Halls of Montezuma."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

rdf

11/9/40

WOOD: Say, Speed Riggs, how was the tobacco selling down in that town of Fuquay Springs that we visited a few minutes ago?

RIGGS: Why, right good, Barry. That price you heard Lucky Strike pay in Fuquay Springs - 32 dollars a hundred pounds - ~~that~~ was a mighty good price for fine cigarette tobacco.

BARUCH: And, smokers, if you visit Tobaccoland, you'll see Lucky Strike at auction after auction, paying higher prices for finer tobaccos. Independent tobacco experts - auctioneers, buyers, and warehousemen - actually see the kind of leaf all the cigarette companies buy. So it says a lot that they themselves show a 2 to 1 preference for one cigarette - Luckies. You see, Luckies' finer tobaccos mean less nicotine, and that means mildness - real mildness. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So for mildness that means something - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

rdf

ATK01 0029239

(FANFARE NUMBER THREE)

BARUCH: Here they arethe title-holding tune trio of the week and Barry Wood with the Survey facts and findings.

WOOD: Okay Andre let's wind our way along the musical lanes with the song that's in third place tonight. This tune has had a long and colorful career that started back in 1923 when it was introduced as a waltz but today America's heart is in foxtrot time and it's the third ranking song in the country "Maybe."

("MAYBE". *Wain X* ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

11/9/40

(FANFARE NUMBER TWO)

WOOD: The number two song ... and toot the whistles for this hopping, skipping, jumping jingle that comes home in the money for the first time tonight. On the Parade only four weeks, it's been scooting along in such fine fashion that tonight it ends just one spot from the top. So take the wheel, Bea Wain and the Hit Paraders and let's have the number TWO song from the Port of New York to Los Angeles Harbor ...
"The Ferryboat Serenade."

("FERRYBOAT SERENADE" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

(FANFARE NUMBER ONE)

WOOD: Number one Last week Your Hit Parade Survey
 clocked this song as champ of them all and tonight
 after six weeks in the big time it's still king of
 the musical mountain. From the picture "Rhythm on
 the River" it became the rhythm America wanted and
 tonight it's the number ONE song in all the land ...
 "Only Forever."

("ONLY FOREVER".WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

raf

11/9/40

BARUCH: With independent tobacco experts --- with men who know tobacco best --- it's Luckies two to one. These men know that Luckies buy the finer tobaccos. And Luckies' finer tobaccos mean less nicotine. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

WOOD: (SINGS): Well, there it is --- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget --- Wednesday night on another network is class night for Kay Kyser's College of Musical Knowledge, and next Friday Lucky Strike begins its sponsorship of Information Please --- your local paper will give you the time and station. Right now, I'm saying goodnight for Bea Wain, Mark Warnow and the Hit Paraders. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina .

(SONG CREDITS, IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf

ATK01 0029243

As Broadcast

COLUMBIA BROADCASTING SYSTEM

11/16/40 sf

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

REBROADCAST SUNDAY 11/17/40
12:00-12:45 A.M.

SATURDAY, NOVEMBER 16, 1940

9:00 - 9:45 PM

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

BARUCH: Have you tried a Lucky lately?

BOONE: (CHANT 10 SECONDS ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer naturally milder tobaccos. With
independent tobacco experts -- buyers, auctioneers,
warehousemen -- with men who know tobacco best --
it's Luckies two to one.

(LUCKY STRIKE TIME))

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio -- with Bea Wain,
the Hit Paraders, Mark Warnow and the Lucky Strike
Orchestra -- and now here's your singing master of
ceremonies Barry Wood -- with the song that's number
EIGHT - "Our Love Affair."

("OUR LOVE AFFAIR" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0029244

WOOD: Hello, everybody...this is Barry Wood...we launched the show with the "Strike Up the Band" number ... "Our Love Affair," the song that America first sang and danced ^{on the} ~~to on~~ Your Hit Parade six weeks ago. Tonight the Survey checked its popularity and found it the eighth ranking song in the land. But that's only one of the ten songs that gets the seal of popular approval.

BARUCH: That's right, Barry...the Hit Parade Survey tabs the ten top tunes. Every week, a careful count is kept of the number of times a song is played on the air, the sales of sheet music, phonograph records, the requests made to band leaders, and the songs most played in the juke boxes. At the end of the week, the results are compiled, and we have the accurate, authentic record of America's taste in popular music...
... Your Hit Parade.

WOOD: Okay, Andre! ... Let's take a headlong dive into the musical woodpile and come up with the tune that's riding in fourth place after thirteen weeks in the big time. Bea Wain sings...."PRACTICE MAKES PERFECT."

"PRACTICE MAKES PERFECT".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

("TRADE WINDS".....~~THE PARADES AND~~ ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

East is East and West is West but in Tin Pan Alley
the strains shall meet...and that's what happens when
two songwriters dream up a melody of the South Sea
Islands. So here's Mark Warnow with the glossy balled
that's in FIFTH place this week... "Trade Winds."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

arc

LUCKY STRIKE - "YOUR HIT PARADE"
COMMERCIAL NO. 1 - 11/16/40

WOOD: And now here's Andre Baruch.

BARUCH: In the heart of the Blue Grass Region of Kentucky -
in the city of Lexington - stands one of the largest
tobacco warehouses in the world. It holds 2 million
pounds of tobacco at one time...2,000,000 pounds.
This great warehouse is operated by the famous tobacco
man, Floyd Greene Clay. Now Mr. Clay is recognized
as one of the highest authorities in Tobaccoland and
he is absolutely impartial, dealing with all cigarette
companies but not connected with any. So every smoker
can respect Mr. Clay's opinion on cigarettes. And
here's what he said ...

MAN: For 19 years now I've seen just what tobacco each
cigarette company buys and I know for a fact that Luckies
select the choicer grades of tobacco...the better
quality. That's the reason I've smoked Luckies, myself,
ever since 1928.

LUCKY STRIKE - "YOUR HIT PARADE"
COMMERCIAL NO. 1 - 11/16/40 (continued)

RUYSDAEL: There you have the honest impartial judgment of
Floyd Greene Clay, operator of one of the world's
largest tobacco warehouses. And he is typical.
Among independent tobacco experts - auctioneers,
buyers and warehousemen - Lucky Strike has twice as
many exclusive smokers as have all other cigarettes
combined. These experts know that Luckies buy the
finer, naturally milder tobacco - and pay the price
to get it! So smoke the smoke tobacco experts smoke.
Remember - with men who know tobacco best, it's
Luckies 2 to 1!

("THIS CAN'T BE LOVE" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra...and we go back to a cold winter night in New York town just two years ago when the very first first-nighters and the critical critics witnessed the premier of Rogers' and Hart's latest effort "The Boys From Syracuse." They all agreed it was a swell show and they all went home whistling a sure-fire hit song that soon came on the Parade and stayed ten weeks. Bea Wain and the Hit Paradars bring it back tonight...the smash song success...
"This Can't Be Love."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("WE THREE" WOOD, GIRLS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The guns go off to welcome a newcomer that's coming on the Parade for the first time tonight. As a matter of fact, it's not only coming on, it's jumping on, and landing mighty high on the ladder. In the number SIX spot tonight, is the new hit... "We Three."

(MUSIC SWELLS AND FINISHES)

segue to

("THERE I GO" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: This is the song that threw a Lucky Seven last week
and does a repeat tonight. It's a lush ballad
that we've handed to Bea Wain to sing ... and ^{Bea}~~she~~
goes to town with the double Lucky SEVEN song...
"There I go."

(MUSIC SWELLS AND FINISHES)

segue to

("DOWN ARGENTINA WAY" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out now for another Lucky Strike Extra ...
and tonight we're going to swing it the South
American Way. It's the tune with a twist and the
rhythm with a jump that Betty Grable ^{and Don Ameche} introduced in
~~the~~ ^{their} latest picture. So shake the maraccas and go
into your rhumba while the Hit Paradars and I sizzle
away with the title song of the motion picture ...
"Down Argentina Way."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL NO. 2

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL NO. 2 - 11/16/40

(MUSIC ESTABLISH AND FADE)

WOOD: Folks, Mr. F.E. Boone, the famous tobacco auctioneer, just got back from a trip down South. He had such an interesting visit that we're going to "reenact" a little scene from it. And here's that top hockey and football announcer, Dick Fishell, to describe what happened.

(MUSIC UP - FADE - BUT HOLD B.G.)

FISHBELL: Hello, everybody, this is Dick Fishell. We're in that well-known tobacco town of Wendell, North Carolina. A few miles from the state's capital of Raleigh, Wendell is in the heart of a great tobacco region. ~~(MUSIC OUT - CROWD IN)~~ With us is Mr. F.E. Boone who first sold tobacco in North Carolina way back in 1914. His name is well-known to tobaccommen everywhere, and the instant he stepped into this warehouse in Wendell, the buyers hailed him ...

VOICES: Hi there, F.E. ... Hello, Mr. Boone... Mr. Boone, step in here and sell a row.

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL NO. 2 - 11/16/40 (continued)

FISHELL: The farmers gather closer, there's excitement all around as Mr. Boone takes his place. The warehouseman's about to call out the opening bid on the first basket of tobacco Mr. Boone will sell. Listen...

WAREHOUSE-
MAN: Here's a basket of that "Cream of the Crop" tobacco, Mr. Boone...Start 'er at 22.

chant
FISHELL: The Lucky Strike buyer bids 22 right off the bat - 22 dollars a hundred pounds. But Company A bids 23 - then Lucky Strike 24 - and a leaf dealer signals 25 - 25. Hear it? (CHANT UP) You know, each basket of tobacco is sold individually this way - because each contains a different grade and quality. Each goes to the highest bidder. And say, the bidding is as fast as a hockey game. The price is already up to 29 - 29 dollars bid by Company A. But this is fine tobacco - the Lucky Strike buyer wants it. He signals 30 - 30. F.E. Boone's eagle eyes look for any signals from other buyers - any more bids? No - It's going to Lucky Strike. Listen.

(CHANT UP AND "SOLD AMERICAN")

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL NO. 2 - 11/16/40 (continued)

RUYSDAEL: There you see how tobacco is bought - right out in the open market...in open competition...where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer, milder tobaccos. According to latest reports for instance at tobacco auctions in Wendell, North Carolina, The American Tobacco Company paid 35% more per pound for the tobacco it bought for its cigarettes and other tobacco products -- yes 35% more than the average market price of all types of tobacco sold -- and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

("LUCKY STRIKE TIME"

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

This is the COLUMBIA...BROADCASTING SYSTEM

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

BARUCH: On with Your Hit Parade...and here's Barry Wood
with the rankings and ratings of the musical leaders.

WOOD: Here's a big time tune with a big time record. It
came on the Parade in late August, weathered the
seasons, and tonight in the middle of November it's
still breezing along with the leaders. The Hit
Paraders take a musical hike with the NINTH ranking
song..."BLUEBERRY HILL."

(MUSIC SWELLS AND FINISHES)

~~CONFIDENTIAL NO. 24~~

Signe

("DREAM VALLEY"WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCER)

WOOD: After wandering around ^{among} the musical stars, this
tune decided to come on the Parade. So here's
Bea Wain with the shiny newcomer that's starting
it's career in TENTH place. Bea Wain sings ...
"Dream Valley".

(MUSIC SWELLS AND FINISHES)

segue to

(COLLEGE MEDLEY)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra....Tonight we cover the college front with a musical toast to four of our great universities. The first part of call takes us out Gopher way to Minnesota University where the lads and lassies swing across the campus to the tune of the... "Minnesota Rouser".

("MINNESOTA ROUSER".....)

segue to

("DOWN THE FIELD".....)

WOOD: (OVER MUSIC): ^{My own school} Yale University!

("DOWN THE FIELD".....)

segue to

("FAR ABOVE CAYUGA'S WATERS"....)

WOOD: (OVER MUSIC) Cornell's ^{Alma Mater}

("FAR ABOVE CAYUGA'S WATERS"....)

segue to

("THE EYES OF TEXAS".....)

Wood - Texas U. !!

nlv

11/16/40

WOOD : (OVER MUSIC) Texas U:

("THE EYES OF TEXAS".....)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL NO. 3

nlv

ATX01 0029260

11/16/40

(ALTERNATE)

(COLLEGE MEDLEY.....)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra..Tonight we cover the college front with a musical toast to four of our great universities. The first port of call takes us out Gopher way, where the lads and lassies swing across the campus to the tune of the "Minnesota Rouser". From there we go to my old school - Yale- for "Down the Field". The next stop is Cornell, for their famous alma mater song.. "Far Above Cayuga's Waters". And then a swing down to Texas U for "The Eyes of Texas". So lead the way Mark Warnow--we're college bound.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL NO. 3

nlv

ATX01 0029261

11/16/40

HOOD: Say, Mr. Boone ... As a tobacco auctioneer for 26 years, maybe you can tell us why some tobaccos are so much more expensive than other tobaccos?

BOONE: Well, Barry, in buying tobacco - as in buying most things - you get what you pay for. The reason some tobaccos are worth more money, is that they're just naturally better. They're the finer, really milder leaf.

BARUCH: That's right, Mr. Boone, you get what you pay for. We want - and pay for - and get milder tobaccos. Lucky Strike continuously analyzes tobacco all during the growing season; finds out where and how much of the finer, naturally milder leaf is going up for sale; and then pays the price to get it. The result - Luckies are made of milder tobaccos and give you a naturally milder cigarette. Now, if like most of us, you're smoking more today - more than you used to - then mildness is more important to you than ever before. So next time you buy cigarettes, take a tip from the tobacco experts. Remember - with men who know tobacco best, it's Luckies 2 to 1!

(FANFARE NUMBER THREE)

BARUCH: Here they are....the triumphant tune trio of the week...
and Barry Wood with the official Survey score-card.

WOOD: Okay, Andre...Let's lead off with the song that's in
third place tonight...it's the 1923 veteran that waited
until 1940 to become a hit. And a hit it is, because
after ten weeks on the Parade it's still America's
THIRD favorite song of the week..."Maybe."

("MAYBE".....^{Wood}.....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

(FANFARE NUMBER TWO)

WOOD: The Number Two Song..Ship ahoy! For over the bouncing
main comes the song of the tin-lizzie of the sea. In
second place last week, it rides the popularity wave
again and steams home a winner. So it's Bea Wain and
the Hit Paradars coming up on deck with the SECOND
ranking song..."Ferryboat Serenade".

("FERRYBOAT SERENADE".....WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

11/16/40

(FANFARE NUMBER ONE)

WOOD: Number one...Make way for the champion that carries the banner for the third consecutive time. Bing Crosby and Mary Martin introduced it in "Rhythm On The River" and tonight after a Lucky seven weeks on the Parade, it's all-America's choice for the number ONE song...I'd like to sing--"Only Forever".

("ONLY FOREVER".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

ATX01 0029265

11/16/40

BARUCH: Smokers, let me remind you that Luckies pay higher prices to get the finer, the naturally milder tobaccos. Before Luckies buy tobacco, samples of the crop are analyzed, and our buyers are guided toward the genuinely mild leaf.. and they pay the price to get it. No wonder that with independent tobacco experts--with men who know tobacco best.....it's Luckies 2 to 1!

nlv

ATK01 0029266

11/16/40

WOOD: (SINGS) Well, there it is---now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget--Wednesday night on another station is class night for Key Kyser's College of Musical Knowledge, and Friday night is the time to stump the experts on Lucky Strike's newest program, Information Please--your local paper will give you the time and station. Right now, I'm saying good night for Bea Wain, Mark Warnow, and the Hit Parade. Till next Saturday, this is Barry Wood-- saying--so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

This is the COLUMBIA.....BROADCASTING SYSTEM

- fade theme 20 seconds-

WABC NEW YORK

nlv

ATX01 0029267

WOOD: Hello, everybody ... this is Barry Wood.... we kicked off tonight with the fourteen-week-old musical all-star that's in fifth place this week ... "Practice Makes Perfect." And that leaves nine more songs that America has picked to represent her on the Parade tonight. But before we put the ball in play, let's go into a huddle and listen to Andre Baruch call some Survey razzle dazzle

BARUCH: Well, Barry ... America picks the team and the Survey calls the signals. Every week, a careful check is made on requests to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air, and the tunes most played in the juke boxes. At the end of the week, the results, filed and counted, give us the accurate, authentic record of America's taste in popular music ... Your Hit Parade.

WOOD: Okay, Andre ... Now let's march on down the musical field to the tune of the big song from "Strike Up The Band." Bea Wain sings the number that rates EIGHTH place this week "Our Love Affair."

("OUR LOVE AFFAIR WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE) segue to

ds

As Broadcast

COLUMBIA BROADCASTING SYSTEM

11/23/40

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR HIT PARADE" - No. 289

REBROADCAST SUNDAY 11/24
12:00-12:45 A.M.

SATURDAY, NOVEMBER 23, 1940
9:00 - 9:45 PM

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the cigarette of finer, lighter, naturally milder tobaccos. With independent tobacco experts -- buyers, auctioneers, warehousemen -- with men who know tobacco best -- it's Luckies two to one.

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's ten favorite songs available for radio --- with Bea Wain, the Hit Paradeers, Mark Warnow and the Lucky Strike Orchestra ----- and now here's your singing master of ceremonies Barry Wood -- with the song that's number FIVE - "Practice Makes Perfect."

("PRACTICE MAKES PERFECT" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RTX01 0029268

11/23/40

("BLUEBERRY HILL" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: If the fabulous John Kieran, our "Information Please" expert were doing the announcing, he'd probably call this song a "natural elevation of earth bearing several species of ³vaccinium" ... but to us guys and gals it's called "Blueberry Hill." This week it's the TENTH ranking tune on the Parade and comes your way now with the special big-time treatment of the Hit Paradars..... "Blueberry Hill."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

ds

ATK01 0029269

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - November 23, 1940

WOOD: Now here's Basil Ruysdael.

RUYSDAEL: "Like father-like son" is often a true saying as applied to tobacco men. Take the case of James Alfred Walker of Durham, North Carolina. He says: "My father, who was also a tobacco buyer, gave me my first lessons in tobacco. Since 1919 I've been buying for my own account in nearly every important Bright tobacco market and I've seen - basket by basket - just what tobacco each cigarette company buys. I know that Luckies buy the finer tobaccos, regardless of price. So I've smoked Luckies myself for ten years now." (PAUSE) Well, smokers, Mr. Walker speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen. These experts who know tobacco from A to Z see Luckies buy the finer, the lighter, the naturally milder leaf - and pay the price to get it. So they smoke Luckies by an overwhelming majority. Why don't you smoke the smoke tobacco experts smoke? With men who know tobacco best, it's Luckies 2 to 1!

ds

ATX01 0029270

11/23/40

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . WOOD, HIT PARADERS AND
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... So turn back your
motion picture clock to the "Broadway Melody of 1936" ---
a star-studded musical, featuring such names as
Jack Benny, Eleanor Powell, Robert Taylor, Buddy Ebsen
and a host of others. So with an armful of memories
of a knockout movie, I'm doing that swell song
"I've Got a Feelin' you're Foolin'".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ds

ATX01 0029271

11/23/40

("DREAM VALLEY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Here's the new ballad that's making its second appearance on the Parade and this week climbs one step up the ladder of song success. Mark Warnow leads the Lucky Strike Orchestra in your choice for the ninth ranking song "Dream Valley."

(MUSIC SWELLS AND FINISHES)

segue to

ds

11/23/40

("WE THREE" WOOD, GIRLS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: This tune took a flying leap onto the Parade last week and started its career just a few places away from the exclusive quarters of the big three. Tonight the Survey tells us it's holding its own as the number SIX song in the country -- so here in sixth place is that swell ballad "We Three."

(MUSIC SWELLS AND FINISHES)

segue to

ds

ATX01 0029273

11/23/40

("WHY" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for another Lucky Strike Extra ... and we go back to the hectic winter before the hectic fall of 1929. The big musical show of the season was "Sons O'Guns," and in it Jack Donahue and Lilly Damita tripped the light fantastic over the tables and chairs and sang songs of love to each other. So in honor of a great show, and a couple of great performers, Bea Wain and The Hit Paradars team up to bring us the Donahue - Damita daily double of 1929 "Why."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

ds

ATX01 0029274

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #2 - November 23, 1940

(MUSIC ESTABLISH AND FADE)

WOOD: One week ago today, Sigma Delta Chi - the professional journalistic fraternity - presented its first annual award for news-writing to that ace Columbia commentator in the nation's capitol - Albert Warner. And, friends, here he is!

(APPLAUSE - MUSIC UP AND FADE)

WARNER: Good evening, everybody. Tonight, I'm here to give you a report on an American institution - the tobacco auction. On these auctions depends the prosperity of great sections of our Southland. And tonight, to show you just how this auction system works, we're going to make a visit - to the important tobacco town of Martinsville, Virginia.

(MUSIC UP TO PEAK AND OUT. FADE IN CROWD NOISES)

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #2 (CONTD) November 23, 1940

WARNER: To the great auction warehouses here come buyers representing all the major cigarette companies, the leaf companies and export companies. These buyers bid in open competition on each basket of tobacco that is offered for sale, for each basket represents a different grade and quality of tobacco. Each goes to the highest bidder. The farmers follow the sales with excited anticipation. Let's move in here and watch the next basket sold. The warehouseman has quickly estimated its value - and he's about to call out the price of the opening bid. Listen ...

WAREHOUSEMAN: Here's one in the groove, boys. Start 'er at 23!

WARNER: Quick as a flash, a leaf dealer bids 23 - 23 dollars a hundred pounds. Then the Lucky Strike buyer signals 24 - 24 dollars bid - and an export company 25 - Ladies and gentlemen, you're really seeing the inside of the tobacco business here. Everyone of these dozen or more buyers wants this leaf - for it's the best. And they're bidding it up! The price is already up to (29) 29 - 29 dollars - bid by Cigarette Company A. But Lucky Strike wants it. Hear the auctioneer chant 30 ... 30 - 30 dollars bid by Lucky Strike. The buyer for Company A hesitates - this price is high - but now he makes one more bid 31 - 31. Will Lucky Strike top it? Yes, Lucky Strike bids 32 and it's ...
(AUCTIONEER - "SOLD AMERICAN")

11/23/40

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #2 (CONTD) November 23, 1940

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer, lighter tobaccos. For instance, so far this season, according to latest reports, at tobacco auctions in Martinsville, Virginia, The American Tobacco Company paid 55% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 55% more than the average market price of all types of tobacco sold -- and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

ATK01 0029277

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

This is the COLUMBIA ... BROADCASTING SYSTEM

(STATION BREAK)

BARUCH: On with Your Hit Parade ... and here's Barry Wood with the tuneful story of the musical leaders.

WOOD: We sing along with a very Lucky seven-eleven combination. It's the Lucky seven spot coming up and the song that wins it is just eleven Parade weeks old tonight. So if you read between the numbers you'll see that this tune is one of the real hits of the year. I'd like to sing the Lucky SEVEN Song ... "MAYBE"

("MAYBE".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THERE I GO".....WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number four -- The ledgers of the Survey show a three point rise in the music mart for this romantic wedding of words and music. And tonight it's riding high just a ripple away from the domain of the royal three. Bea Wain sings the number FOUR song ... "THERE I GO."

(MUSIC SWELLS AND FINISHES)

segue to

(...Tennessee over Kentucky...)

(COLLEGE MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's Lucky Strike Extra time ... and we pick up where we left off last week and continue our trip around the college football front of America. Down in Knoxville undefeated Tennessee University went merrily on its winning way and this afternoon beat one of its traditional rivals Kentucky University, by a score of 33 to 0. Tonight down Tennessee way the boys will be celebrating and singing their great song ... "THE HILLS OF TENNESSEE." At Kentucky, next week's game will be the thing, and they'll march forward to the tune of the "KENTUCKY FIGHT" song. So here are the school songs of the Tennessee Vols and the Kentucky Wildcats.

(MUSIC SWELLS AND FINISHES)

segue to

(...Northwestern over Notre Dame ...
or Notre Dame over Northwestern ...)

("NORTHWESTERN ALMA MATER" and "NOTRE DAME VICTORY")

WOOD:

(OVER MUSIC) Further north, at Evanston, ^{Northwestern} ~~Notre Dame~~
and ~~Northwestern~~ ^{Notre Dame} battled again for football fame and
Northwestern came out the winner.

In honor of the victor and the loser, we sing the
traditional Latin words of the "NORTHWESTERN ALMA
MATER" and play the "NOTRE DAME VICTORY MARCH."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 3

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #3 - November 23, 1940

WOOD: Now here again is Columbia's news commentator, Albert Warner.

WARNER: Barry, I have one question I'd like to ask ~~me~~ Andre Baruch ... Andre, why do tobacco men value leaf such as Lucky Strike bought in Martinsville at 32 dollars a hundred pounds, when other tobaccos there were selling for ten to fifteen dollars less?

BARUCH: Well, Mr. Warner, as any tobacco expert will tell you, there's more to tobacco than meets the eye. The qualities that make tobacco more expensive are the same qualities that make it more enjoyable for you in smoking. First and foremost is mildness. Milder, finer tobaccos cost more money, of course. But Lucky Strike wants - and pays for - and gets that milder leaf. We know where it's grown, for we continuously analyze tobaccos all during the growing season. We also know how much of it is coming up for sale at each market. Then we pay the necessary higher prices for it. Remember - you get what you pay for and Luckies pay the price for real mildness - the natural mildness of finer, lighter tobaccos. So smoke the smoke tobacco experts smoke ... With men who know tobacco best, it's Luckies 2 to 1!

(FANFARE NUMBER THREE)

BARUCH: Here they are ... popular music's big three of the week ... and Barry Wood with the official reading of the Survey barometer.

WOOD: Right, Andre ... let's sail along to the rhythm of the "RHYTHM ON THE RIVER" song, for tonight after eight weeks on the Parade, this tune is still crashing through the pearly gates of popularity. Reading left to right, it's yours truly and the song that wins THIRD place honors ... "ONLY FOREVER."

("ONLY FOREVER".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD: The Number Two Song ... You can score this one in Your Hit Parade notebook as an upset, because a ten-week-old veteran comes up from fifth place to take another bow in the silver limelight. There's a bit of Tahitian magic wrapped up in the song that voodooos its way into SECOND place this week ... "TRADE WINDS"

("TRADE WINDS".....HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:

Number One ... And we crown a new king, for the
tuneful novelty jingle that was number two last week,
picked up the votes and tonight comes chuggin' across
the line in FIRST place. It's Bea Wain and the Hit
Paraders and all-America's number ONE song ...

Q "THE FERRYBOAT SERENADE."

("FERRYBOAT SERENADE.....WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

11/23/40

BARUCH:

Smokers, let me remind you that Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. Before Luckies buy tobacco, samples of the crop are analyzed and our buyers are guided toward the genuinely mild leaf ... and they pay the price to get it. No wonder that with independent tobacco experts - with men who know tobacco best -- it's Luckies 2 to 1!

ATK01 0029287

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for Kay Kyser's College of Musical Knowledge, and Friday night is the time to stump the experts on Lucky Strike's newest program, Information Please -- your local paper will give you the time and station. Right now, I'm saying goodnight for Bea Wain, Mark Warnow, and the Hit Paraders. Till next Saturday, this is Barry Wood - saying - so long for a while.

(LUCKY STRIKE TIME)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

ATX01 0029288

As Broadcast

COLUMBIA BROADCASTING SYSTEM

11/30/40

LUCKY STRIKE "YOUR HIT PARADE" - 290th program

SATURDAY, NOVEMBER 30, 1940

REBROADCAST SUNDAY 12/1/40
12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS ----- "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies buy the finer,
lighter, naturally milder tobaccos. With independent
tobacco experts --- with men who know tobacco best ---
it's Luckies two to one.

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Bea
Wain, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra --- and now here's your singing master
of ceremonies Barry Wood --- with the song that's
number SIX --- "Our Love Affair."

("OUR LOVE AFFAIR" WOOD AND ORCHESTR.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATK01 0029289

11/30/40

WOOD: Hello, everybody this is Barry Wood we launched the show with the eight-week-old Parader that's in sixth place tonight ... "Our Love Affair", and a quick look in ~~the~~ ^{the} notebook tells us that this weekk this number from "Strike Up The Band" jumped two big points in popularity. ^{You know} These songs travel fast --- some take the high road and some take the low --- but ye old Survey keeps an eye on them ^{all}.

BARUCH: That's right, Barry listen to the Survey because the Survey listens to America. Every week a careful check is kept on the requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air, and the tunes you pay to play in the coin phonographs. At the end of the week, the results are compiled and counted giving the accurate, authentic record of America's taste in popular music --- Your Hit Parade.

WOOD: Okay, Andre let's breeze along with the winner that's winding up its fifteenth term as a musical delegate-at-large in the song senate. Mark Warnow leads the Lucky Strike Orchestra in the EIGHTH ranking tune in the country "Practice Makes Perfect".

("PRACTICE MAKES PERFECT" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

jmg

("WE THREE" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Five! To celebrate its third week of Hit Parade
glory, this new ballad picks up its heels and moves up
one spot toward the top. It's the Hit Paraders, the
Orchestra, an echo, and a shadow making in all
the number FIVE song of the week "We Three".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

jmg

11/30/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - November 30, 1940

WOOD: Now here's Basil Ruysdael ...

RUYSDAEL: Did you know that many tobacco auctioneers spend their summers growing tobacco? One of these auctioneers, Billy Branch of Winterville, North Carolina, told us: "As a tobacco farmer I always try to grow the kind of tobacco Lucky Strike wants. Because, as a tobacco auctioneer, I know they pay top prices. Tobacco's got to be mild and light or Lucky Strike won't buy it. That's why I've smoked Luckies myself for 15 years now". (PAUSE) Well, smokers, Mr. Billie Branch speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen. These experts see Lucky Strike buy the finer, the lighter, the naturally milder leaf - and pay the price to get it. So they smoke Luckies by an overwhelming majority. With men who know tobacco best, it's Luckies 2 to 1 ... So Smoke the smoke tobacco experts smoke. Ask for Lucky Strike.

img

ATX01 0029292

11/30/60

("I GOT RHYTHM" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra and tonight we reach back to the winter of 1930 when George Gershwin's "Girl Crazy" was the big box office news along the main stem. Two stars were born in that show. ~~One~~ played the ingenue --- Ginger Rogers. And the Torch Queen --- Ethel Merman who sang the song hit of the season. Tonight, Bea Wain is bringing back for an extra-special extra the big song from that great show "I Got Rhythm".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

Jmg

11/30/40

("A NIGHTINGALE SANG IN BERKELEY SQUARE" . . WOOD, GIRLS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Ten A thrilling newcomer with a dramatic lyric comes striding on the Parade to take its first bow tonight. It's an English song that's a hit here in America because you voted it your TENTH favorite tune of the week "A Nightingale Sang in Berkeley Square".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

ATX01 0029294

("SO YOU'RE THE ONE" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Nine! Here's another new parader that wins its varsity letter on the team of tune successes for the first time. Beginning its career in NINTH place this week --- Bea Wain sings the light-rhythm ballad "So You're the One".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

11/30/40

("IT'S DE-LOVELY" WOOD, HIT PARADERS, AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time ^{to light up} ~~out~~ a Lucky Strike Extra. The master of the tricky rhyme --- Cole Porter --- gave America this one back in 1936 in the show "Red Hot and Blue". It was a swell musical comedy, featuring those two mighty men of the quip and the gag --- Bob Hope and "Schnozzle" Durante. From that swell score I've picked ~~from a Lucky Strike Extra~~ the dizzy, daffy, delirious tune sensation "It's De-Lovely".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

sbl

ATX01 0029296

11/30/40

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #2 - November 30, 1940

(MUSIC ESTABLISH AND FADE)

WOOD: Climb on that magic carpet, folks! We're taking you now on a little imaginary trip to Reidsville, North Carolina, where that well-known sports commentator, Burt Lee, is describing the scene at one of Reidsville's big tobacco auctions.

(MUSIC TO FINISH - CROWD NOISE AND CHANT)

LEE: Good evening, everybody, this is Burt Lee. We're seeing a mighty lively auction here in Reidsville. Reidsville's, you know, is one of North Carolina's important tobacco markets, and there are over a dozen buyers at this auction, representing cigarette companies, leaf dealers, and export companies. They bid on each basket of tobacco separately - for each contains a different grade and quality of leaf - but let's move right into the line now and show you how it goes. ~~say~~ The warehouseman's about to call out the price of the opening bid on a basket piled high with fragrant leaf. Let's listen ...

WAREHOUSEMAN: Look at these pretty center-cutters, boys ...
start 'er at 21!

(CHANT)

sbl

ATX01 0029297

LUCKY STRIKE "YOUR HIT PARADE"- 10 -
Commercial #2 - (CONTINUED) November 30, 1940

11/30/40

LEE: Say, that's like the opening kick-off in a football
game! ^{isn't it} Right away we see plenty of action. The opening
price of 21 dollars a hundred pounds is bid by a leaf
dealer - and now - an export company bids 22 - and
Lucky Strike 23! The bids are coming almost too fast
to follow. The price is at 27 ~~and~~ - 27 dollars -
~~27~~. Now Luckies up it to 28. ~~But~~ Cigarette
Company A's still in the fight - 29 they bid. But
Luckies bid right back there with 30 - and - it looks
as though nobody's going to try to top that. The
auctioneer's giving 'em all a chance to bid but, it's
going to Lucky Strike ... Listen...

(CHANT UP AND SOLD AMERICAN)

sh1

ATK01 0029298

11/30/40

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #2 (Continued) - November 30, 1940

RUYSDAEL: There you see how tobacco is bought - right out in the open market - in open competition - where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For instance, according to latest reports, at tobacco auctions in Reidsville, North Carolina, The American Tobacco Company paid 41% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 41% above the average market price paid for all the various types and grades of tobaccos sold there - and our best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer, milder tobaccos. No wonder that, with independent experts who watch these sales, with men who know tobacco best, it's Luckies 2 to 1!

ch1

ATX01 0029299

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification ...

THIS IS THE COLUMBIA BROADCASTING SYSTEM

... STATION BREAK ...

sb1

REVISED

-13-

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: Thanks, Andre - and I'm on the books for the Lucky Seven tune. After a brilliant run of twelve weeks this ~~tune~~^{song} is still hitting the high spots and grabs off seventh place tonight .. "Maybe."

("MAYBE" WOOD AND ORCHESTRA)

ATX01 0029301

("THERE I GO" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Perched high on a peak ~~and peering in the title~~, here's the romantic ballad that's just one place away from the bright and sunny kingdom of the big three. It came on the Parade October 19th and tonight it's the number FOUR song all around the country. So here goes with the lovely tune "There I Go".

(MUSIC SWELLS AND FINISHES)

segue to

sbl

... Alabama beats Mississippi State ...

(COLLEGE MEDLEY ORCHESTRA AND GLEE CLUB)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for another Lucky Strike Extra Off we go again on our musical trip to the college football front of America. Tonight we're heading Dixie way to Tuscaloosa, Alabama, where this afternoon Mississippi State College waged a battle of kicks, runs and passes against Alabama University. It was a wonderful game and the Crimson Tide of Alabama prevailed by a score of to So we're saluting these two great schools of the South as we play "Men of State" for Mississippi and sing "Yeah Alabama" for the winners.

("MEN OF STATE" ORCHESTRA)

("YEAH ALABAMA" GLEE CLUB AND ORCHESTRA)

segue to

sbl

...Mississippi beats Alabama ...

(COLLEGE MEDLEY GLEE CLUB AND ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for another Lucky Strike Extra ... Off we go again on our musical trip to the college football front of America. Tonight we're heading Dixie way to Tuscaloosa, Alabama, where this afternoon Mississippi State College waged a battle of kicks, runs and passes against Alabama University. It was a wonderful game and ^{the} Bobcats of Mississippi prevailed by a score of **13** to **0**. making them one of the few unbeaten teams in the country ... So we're saluting these two great schools of the South as we play "Men of State" for the winners and sing "Yeah Alabama" for Alabama U.

("MEN OF STATE" ORCHESTRA)

("YEAH ALABAMA" GLEE CLUB AND ORCH)

segue to

11/30/40

("BLUE AND GOLD" GLEE CLUB AND ORCH)

("ON BRAVE OLD ARMY" ORCHESTRA)

WOOD: (OVER MUSIC) At Municipal Stadium, Philadelphia ^{104,000}

thousand people packed the stands to watch Army and Navy play their traditional game. This afternoon they saw NAVY come out the victor to the tune 14 to 0. So it's hats off for the Kiddies and Cadets as we sing ^{just} the "Blue and Gold" for the Navy ~~and play "On Brave Old Army-Squad."~~

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 3

11/30/40

LUCKY STRIKE - "YOUR HIT PARADE"

COMMERCIAL #3 - NOVEMBER 30, 1940

WOOD: And now, Andre Baruch....

BARUCH: I wonder if you listeners realize how proud we are of the tremendous preference for Lucky Strike shown by tobacco men. If you yourself were a tobacco warehouseman, or an auctioneer, or an independent buyer, the odds are two to one you'd be a Lucky Strike smoker. The reason these tobacco experts smoke Luckies is because they know Lucky Strike wants, and pays for, and gets the finer, the lighter, the naturally milder tobacco. They see Luckies at auction after auction buying the cream of the crop, regardless of price. They know the natural mildness of Luckies' finer, lighter, tobacco means more smoking enjoyment. That's why with men who know tobacco best, it's Luckies two to one. Next time you buy cigarettes, try Lucky Strikes.

ATX01 0029306

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the big time ~~big~~ tune trio of the week ... and Barry Wood with the facts and findings of Your Hit Parade Survey.

WOOD: Okay, Andre ... The easy-to-lovesong Bing Crosby and Mary Martin introduced in their last motion picture again strikes a gold vein and stakes out a handsome place on the Parade. It's been on the list nine times and tonight it's the song America wants to fill the number THREE spot. I'd like to sing "Only Forever."

("ONLY FOREVER" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

11/30/40

(PANFARE NUMBER TWO)

WOOD: The Number Two Song Here's the Staten Island version of the "Volga Boat Song." On the Parade seven times, this week it pulled a lot of water and tonight comes home a winner. Bea Wain takes the wheel to sing the SECOND ranking song in the country ... "The Ferryboat Serenade."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0029308

(PANFARE NUMBER ONE)

WOOD: Number one ... This tune has been blowing around
 the Parade for eleven weeks and tonight for the
 first time takes the laurel branch for its own.
 So we crown a new king and hand the sceptre to
 that dreamy ballad of the southern Pacific ...
 "Trade Winds."

c

("TRADE WINDS"HIT PARADERS AND ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for Kay Kyser's College of Musical Knowledge, and Friday night is the time to stump the experts on Lucky Strike's newest program, Information Please -- your local paper will give you the time and station. Right now, I'm saying goodnight for Bea Wain, Mark Warnow, and the Hit Parade's... ~~And~~ ^A for Lucky Strike. This is Barry Wood -- saying -- so long for a while.

(LUCKY STRIKE TIME)

(APPLAUSE)

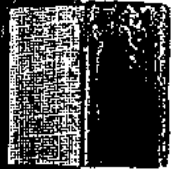
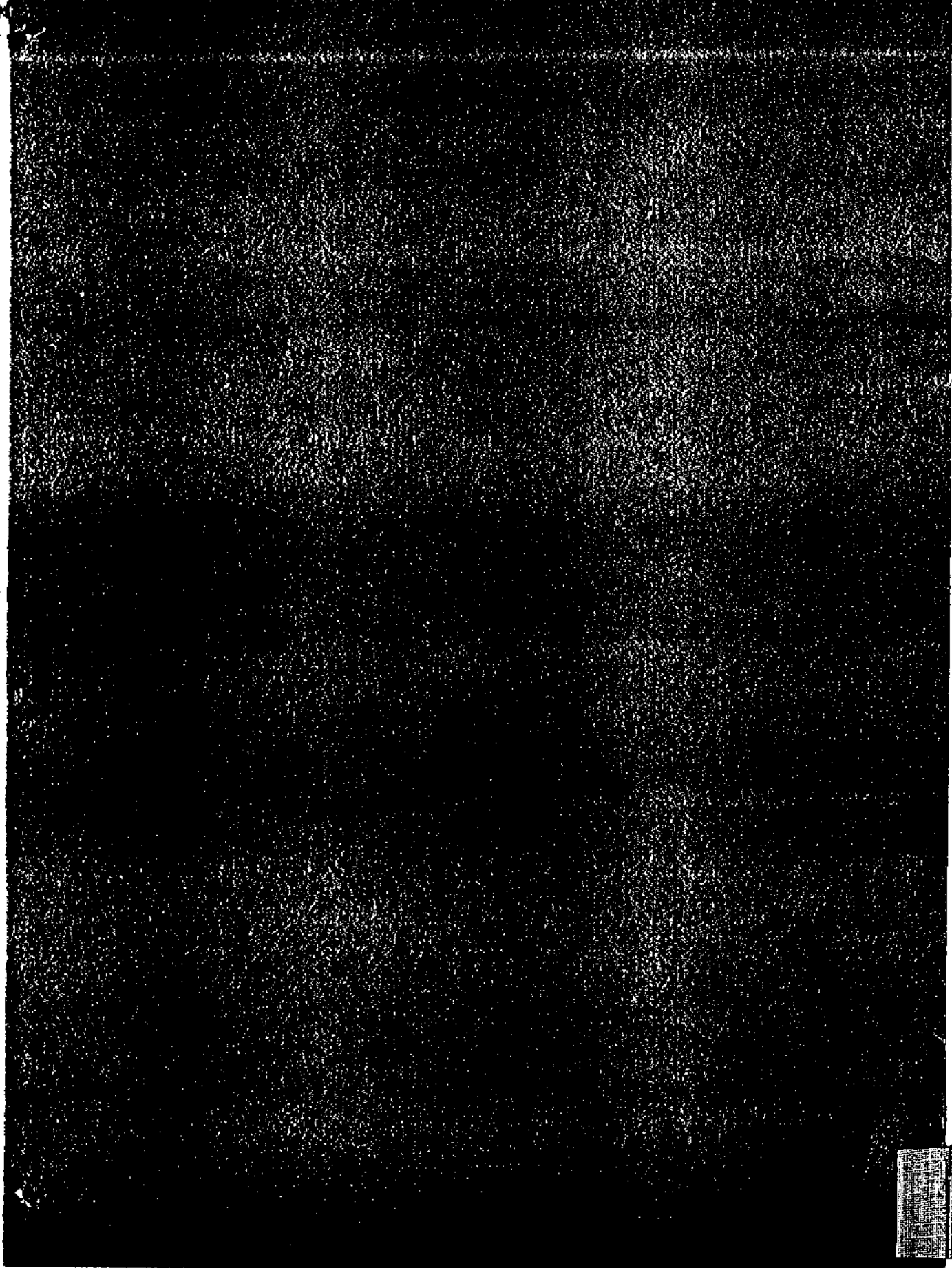
BARUCH: The famous tobacco auctioneers heard on tonight's program were ⁹⁵ ~~Mr. E. E. Boone of Lexington, Kentucky,~~ and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

This is the COLUMBIA.....Broadcasting System

-fade theme 20 seconds-

WABC NEW YORK



ATX01 0029311

As Broadcast

COLUMBIA BROADCASTING SYSTEM

12/7/40

LUCKY STRIKE "YOUR HIT PARADE" - 291st program

SATURDAY, DECEMBER 7, 1940
9:00-9:45 P.M.

REBROADCAST SUNDAY 12/8/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -----"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer, lighter, naturally milder
tobaccos. With independent tobacco experts ---
buyers, auctioneers, warehousemen -- with men who know
tobacco best -- it's Luckies two to one.

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE -- the nation's
ten favorite songs available for radio -- with Bea Wain,
the Hit Paraders, Mark Warnow and the Lucky Strike
Orchestra -- and now here's your singing master of
ceremonies Barry Wood --- with the song that's number
EIGHT --- "Our Love Affair."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

ATX01 0029312

12/7/40

WOOD: Hello everybody ... this is Barry Wood we opened the festivities with the song that's in eighth place tonight "Our Love Affair." You know, for the next couple of weeks the wires of the press will be humming with predictions for the 1940 football all-American. But every week at Hit Parade Survey headquarters they burn the midnight oil as they keep an eye on the tickers and add up your musical all-American.

BARUCH: That's right, Barry Your Hit Parade Survey picks the team of tune successes. This is done by keeping a careful check on the requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air, and the songs most played in the juke boxes. At the end of the week, the results are filed and counted giving the accurate, authentic record of America's taste in popular music ... Your Hit Parade.

WOOD: Okay, Andre and we swing back into action with the sweet-as-sugar ballad that's celebrating its thirteenth week in the big time. Bea Wain sings the number TEN song "Maybe."

("MAYBE" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hv

12/7/40

("TRADE WINDS" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Blow me down, it's the song of the breeze and tropical trees that comes strumming along for another bow in the limelight. The Hit Paraders chant away in fine Tahitian fashion with the SIXTH ranking song in the country
"Trade Winds."

(MUSIC SWELLS AND FINISHES)

segue to

hv

12/7/40

("JOHNNY ONE NOTE".WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra and tonight we turn the spotlight on a Gilbert and Sullivan of the Twentieth Century --- Rodgers and Hart. For more than fifteen years their sparkling words and music have been adding pep and punch to Broadway and musical America. In 1937 their contribution was the knock-out show "Babes in Arms" and from it I'm doing one of their catchiest tune sensations "Johnny One Note."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1.

hml/

ATX01 0029315

COMMERCIAL #1 -- DECEMBER 7, 1940.

WOOD: Ladies and gentlemen, here's an important announcement...

RUYSDAEL: Wilson, North Carolina - the world's biggest Bright tobacco market - closed last week. Reports for the whole season have now been tabulated. They show that the American Tobacco Company, as it consistently does, paid higher prices to get the finer, the lighter, the naturally milder tobaccos, ~~for Luckies~~. But before we give you the actual figures - let's take a little imaginary trip down to Wilson on a busy Fall day. Let's see just how tobacco is bought and sold through this great American institution; the tobacco auction!
(MUSIC - VERY IMPRESSIVE)

BARUCH: And folks, here's Bill Slater, Paramount News Reel sports commentator to act as our guide in Wilson ...
(MUSIC UP TO FINISH - FADE IN CROWD NOISE)

SLATER: Hello, everybody, this is Bill Slater. Here we are in one of Wilson's largest tobacco warehouses! The building's jam-packed with tobacco - and crowded with farmers. There are over a dozen buyers here from cigarette, leaf and export companies. They'll bid on each basket of tobacco separately, for each contains a different grade and quality. Listen, the warehouseman's about to call out the price of the opening bid on the first basket ...

hml/

(CONT'D)

ATX01 0029316

LUCKY STRIKE "YOUR HIT PARADE"

12/7/40

COMMERCIAL #1 (CONT'D) DECEMBER 7, 1940.

WAREHOUSEMAN: All right, boys, let's go ... start 'er at 23!

SIATER: 23 dollars a hundred pounds he asks - and 23 he gets from one of the leaf dealers in the line of buyers. And now Cigarette Company X bids 24 - 24 and Lucky Strike 25. The bids come very fast. The excitement is intense. Listen to that auctioneer! (26 - 29) The price is at 29 already - bid by an export company. But Luckies up it to 30 - 30. Now the auctioneer's giving 'em all a chance to top that bid - but - no, no - those other buyers are out of the bidding now ... It's going to Lucky Strike at 30 ... Listen ...

(CHANT UP AND SOLD AMERICAN)

(CONT'D)

hml/

ATK01 0029317

COMMERCIAL #1 (CONT'D) DECEMBER 7, 1940

RUYSMAEL: Yes, there you see how tobacco is bought - right out in the open market .. in open competition ... where everyone can see which company buys what tobacco, and the price they pay. And now here are the final figures, compiled for the whole season at Wilson, North Carolina. As usual² The American Tobacco Company paid higher prices to get the finer, lighter, the naturally milder tobaccos. At Wilson we paid 53% more per pound for the tobacco we bought for our cigarettes and other tobacco products - yes 53% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 !

(MUSIC TAG)

hml/

RTX01 0029318

("FRENESI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE A few months ago, that daring young man of swing, Artie Shaw, swapped his clarinet for a sombrero and took a jaunt down Mexico way. One night he heard a bistro band beating out ~~the rhythm of~~ a very spicy ~~rhumba~~ and he liked it so much that he brought it home with him. His record started the song's career which tonight reaches hit proportions as it jumps onto the Parade for the first time. Mark Warnow leads the orchestra in the NINTH ranking song "Frenesi."

(MUSIC SWELLS AND FINISHES)

segue to

hv

12/7/40

("A NIGHTINGALE SANG IN BERKELEY SQUARE" . . . WOOD, GIRLS & ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: The Lucky SEVEN song ... Climbing up the ladder to musical fame, the song of love in London town moves three places closer to the top. It came on as a newcomer last time in the number ten position and tonight it hits the spot in America's fancy and becomes the Lucky Seven Song of the week. I'd like to sing "A Nightingale Sang In Berkeley Square."

(MUSIC SWELLS AND FINISHES)

segue to

hv

ATX01 0029320

12/7/40

("I DOUBLE DARE YOU" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time so sit tight and hold onto your hats because Bea Wain and the Hit Paraders are all wound up to burn a fast one across the plate. It's the rocking rhythm of a 1938 hit that spent twelve weeks on the Parade bowling down the big numbers. Back it comes tonight with a 1940 finish so here's Bea with the sizzling song success "I Double Dare You."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BARUCH: We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

.... STATION BREAK

hv

ATX01 0029321

BARUCH: On with your Hit Parade with Barry Wood and the
up-to-the-Minute data of the surveys' rankings.

("DOWN ARGENTINA WAY". . . .WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The rhumba jumps and here's one that shakes its
way right on to your favorite song list to start
its Parade crusade mighty high in the ratings.
Betty Grable and Don Ameche introduced it in their
latest motion picture festival of Latin Lovers and
Pampas Moonlight . . . and this week it jockies into
position as a song leader. So we're heading for
B.A. where we pick up your choice for the number
FIVE song. . . . "Down Argentina Way."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

~~BARUCH: On with Your Hit Parade and here is Barry Wood.~~
~~with the up-to-the-minute data of the rankings of the~~
~~Survey.~~

Only Forever
WOOD: Number FOUR America went for this tune hook, line
and sinker because it's a real smash hit. It made its
first appearance October fifth and tonight after a
brilliant run of ten weeks it's been voted the FOURTH
ranking song in the country "Only Forever."

("ONLY FOREVER" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

hv

12/7/40

(COLLEGE MEDLEY HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for our Lucky Strike Football Extra ...
 Tonight we pay tribute to the oldest post-season
 football classic the celebrated Rose Bowl Game in
 Pasadena on New Year's Day. This year, the two teams
 to win the honor of playing there are undefeated, untied
 Stanford University and the leaders of the Big Six
 Conference, the Cornhuskers of Nebraska ~~to~~. So let's
 start the ball rolling by saluting Nebraska with one
 of their great school songs "The Scarlet and Cream."

("SCARLET AND CREAM" ORCHESTRA)

segue to

("HAIL STANFORD" CHOIR AND ORCHESTRA)

WOOD: (OVER MUSIC) The Cardinal alma mater "Hail
 Stanford."

(MUSIC SWELLS AND FINISHES)

segue to

("THE CARDINAL IS WAVING" ORCHESTRA)

WOOD: (OVER MUSIC). Stanford's marching song.... "The Cardinal
 Is Waving."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

COMMERCIAL 2

ATK01 0029324

12/7/40

WOOD: Andre Baruch, tell 'em about that man who's invested over a half a million dollars of his own money in tobacco.

BARUCH: He's an independent buyer named F.M. Valentine. And he bought a lot of that half a million dollar's worth of tobacco at the Wilson, North Carolina auctions, which we described a little while ago. Tobacco men there know him as a man with a real eye for the leaf - one who can buy profitably because he knows tobacco from A to Z. Now here's one comment Mr. Valentine has made about his business.

MAN: One way I can't make a profit at the auctions is ... bidding against Lucky Strike. You see, the tobacco they're after, they just keep bidding up, till they get it. But I sure do profit by the enjoyment I got out of that fine center leaf tobacco as a Lucky Strike smoker. I've smoked Luckies ever since 1918.

(MORE)

hv

ATX01 0029325

12/7/40

RUYSDAEL: Smokers, if you could visit the tobacco auction, you'd most likely see Lucky Strike paying 25 or 30 dollars a hundred pounds for a basket of tobacco, when right next to it was another basket selling for ten to fifteen dollars less. The reason - the tobacco Lucky Strike bought was finer, lighter, milder. So of course it cost more. Now at auction after auction, independent tobacco experts like Mr. Valentine see Luckies buy the finer, the lighter, the naturally milder leaf - and pay the price to get it. So they themselves smoke Luckies by an overwhelming majority. Why not profit by their experience? Remember, with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

hv

ATK01 0029326

(FANFARE NUMBER THREE)

BARUCH: Here they are the trio of musical headliners of the week and Barry Wood with the latest flashes from the Survey news room.

WCGD: Right, Andre let's push off with the tune that's having its premier performance in the magic circle of the big three. Last week it was right on the edge in fourth place, but tonight it flies high, wide and handsome as the number THREE song from Broadway to Sunset Boulevard the romantic ballad

"There I Go."

("THERE I GO" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

12/7/40

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song still steaming along with
 paddles chunkin' and whistles tootin' here's the
 tugboat barcarolle that's winding up its eighth
 week as a song leader. So heave ho, my hearties,
 we're off for the briny blue with the tune that
 rates second this week "The Ferryboat Serenade."

("FERRYBOAT SERENADE"WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

ATX01 0029328

(FANFARE NUMBER ONE)

WOOD: Number ONE And there's a big surprise in
store for the song-guessing specialists because
a four-week-old Farader scoots up from fifth
place to take the title for its own. I'd like
to sing the tune that tonight becomes America's
king of all music land the number ONE song
.... "We Three."

("WE THREE" WOOD, GIRLS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

12/7/40

BARUCH: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

WOODS(SINGS): Well, there it is - - now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the ten songs you want then. In the meantime don't forget -- Wednesday night on another station is class night for Kay Kyser's College of Musical Knowledge, and Friday night is the time to stump the experts on Lucky Strike's newest program, Information Please --- your local paper will give you the time and station. Right now, I'm saying goodnight for Bea Wain, Mark Warnow, and the Hit Parade. Till next Saturday, this is Barry Wood ---saying --- so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

- fade theme 20 seconds -
WABC.....NEW YORK

hml/

ATX01 0029330

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - 292nd Program

12/14/40

SATURDAY, DECEMBER 14, 1940

9:00 to 9:45 P.M.

REBROADCAST SUNDAY 12/15/40

12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS - - - "SOLD AMERICAN)

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer, lighter, naturally milder
tobaccos. With independent tobacco experts --- buyers,
auctioneers, warehousemen --- with men who know
tobacco best --- it's Luckies two to one!

(LUCKY STRIKE TIME.)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the
nation's ten favorite songs available for radio --
with Bea Weir, the Hit Paraders, Mark Warnow and the
Lucky Strike Orchestra --- and now here's your
singing master of ceremonies Barry Wood --- with the
song that's Number TEN --- "So You're the One."

("SO YOU'RE THE ONE". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0029331

12/14/40

WOOD: Hello, everybody...this is Barry Wood ... we opened the show with "So You're The One"... the song that returns after a week's absence to fill the number ten spot ... Every week, in over three thousand counties in forty-eight states America sings and dances her favorite popular songs. And the Hit Parade Survey covers the musical front and reports on the ten leaders.

BARUCH: That's right, Barry... The Survey tracks down the news of the tunes that America wants. Each week a careful check is kept on the number of times a song is played on the air, the sales of sheet music and phonograph records, the requests made to band leaders, and the tunes you pay to play in the automatic coin machines. At the end of the week the results are tallied and tabulated giving the accurate, authentic record of America's taste in popular music --- the ten top tunes of the week --- Your Hit Parade

WOOD: Okay Andre ... let's hop along with the musical Mexican jumping bean that last week jumped on the Parade and this week jumps up one place to be the EIGHTH ranking song in the country. Mark "arrow and the orchestra play... "Frenesi."

("FRENESI" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

~~segue to~~
47711111

rdf

12/14/40

("TRADE WINDS" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Five... you can zip on your sarong because we're steaming southwest to a warm and sunny part of the longitudes and latitudes. It's Tin Pan Alley's version of the music of the Islands that tonight picks up a point to end just half way up the ladder of your favorite ten. The Hit Paraders go native with your FIFTH ranking song of the week ... "Trade Winds."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0029333

("WHO" WAIN, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... Tonight we turn back the pages of musical comedy history to one of Jerome Kern's greatest --- "Sunny" --- According to Variety, ~~the showman's aim was, it was exactly 15 years ago this week that "Sunny" chalked up a new Broadway box office record that still stands.~~ ^{Sunny (1925)} The leading lady was the unforgettable Marilyn Miller, and the leading song was the musical highlight of that and many seasons to come. So we turn the spot on Bea Wain and the Hit Paradars as they break into song with a real Lucky Strike Extravaganza --- "Who."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

12/14/40

(SOUTHERN MUSIC - ESTABLISH AND FADE)

WOOD: Friends, here's that ace sports commentator, Ted Husing, to bring us some real tobacco auction thrills..

(MUSIC UP - THEN FADE - CROWD NOISE - CHANT)

HUSING: Hello, everybody. This is Ted Husing. Here we are on a little imaginary visit to the important Burley tobacco town of Shelbyville, Kentucky. And, say, talk about thrills! I think there are more of 'em - and more color - and more action at a tobacco auction than you'd find in any other kind of business. And now I'm going to show you. We're in a big tobacco warehouse crowded with farmers. There are over a dozen buyers from the cigarette and leaf companies - and among those buyers it's every man for himself. They bid on all this tobacco basket by basket - for each basket contains a different grade and quality. Now the warehouseman's about to call out the price of the opening bid on another basket. Let's listen ...

WAREHOUSEMAN: More fine tobacco, boys ... Start 'er at 20.

hml/

ATX01 0029335

LUCKY STRIKE "YOUR HIT PARADE" - 6 -
Commercial #1 - December 14, 1940
(CONTINUED)

12/14/40

HUSING: Right away there's action. That asking price of 20 dollars a hundred pounds was bid quick as a wink by one of the leaf dealers. And now a cigarette company bids 21-21 - and Lucky Strike 22. The bids come lightning fast - it's as hard to follow as a mix-up in a basketball game. The price is at 25 already - bid by that leaf dealer. But Luckies up it to 26 - 26. Now another cigarette company bids 27 - but Luckies are still trying to buy that tobacco! 28 - 28 dollars Luckies bid - and - I think those other buyers are out of the bidding now .. yes, it's going to Lucky Strike at 28 ... Listen ...

(CHANT UP AND SOLD AMERICAN)

hml/

ATX01 0029336

12/14/40

- 3 -

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition ... where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, according to latest reports, at tobacco auctions in Shelbyville, Kentucky, we paid 17% more per pound for the tobacco we bought for our cigarettes and other tobacco products - yes 17% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSIC TAG)

hml/

ATX01 0029337

12/14/40

("DOWN ARGENTINA WAY". . . .WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Your Hit Parade continues with the Lucky Seven
tune ... as Carmen Miranda would say it, here's
a song hit the "Souise" American way ... Betty
Grable and Don Ameche launched it in a recent
motion picture and tonight it rhumbas home as
your choice for the ~~Lucky~~ SEVEN spot. I'd like
to sing ... "Down Argentina Way."

(MUSIC SWELLS AND FINISHES)

~~request~~

APPLAUSE

hml/

ATX01 0029338

12/14/40

("I GIVE YOU MY WORD" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Nine ... with pomp and ceremony, the curtain goes up and a newcomer steps forward to take its first bow tonight. Bea Wain sings the ballad that comes from the limbo to the NINTH ranking spot ... "I Give You My Word."

(MUSIC SWELLS AND FINISHES)

segue to

hv

ATX01 0029339

12/14/40

("I WON'T DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike Extra On Saturday, the 20th of April, 1935, Your Hit Parade came on the air for the first time. And the fourth favorite song on that very important list was one of the feature dancing rhythms from Fred Astaire and Ginger Rogers reigning celluloid sell-out "Roberta." So that makes it a very special song and it's getting very special treatment from Mark Warnow tonight ... as he leads the orchestra in the tune terrific ... "I Won't Dance."

(MUSIC SWELLS AND FINISHES)

~~segue to~~ APPRAISE

(LUCKY STRIKE TIME.....)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification....

This is the COLUMBIA...BROADCASTING SYSTEM

.....STATION BREAK.....

hv

12/14/40

BARUCH: On with Your Hit Parade ... and here's your singing star
Barry Wood with the Survey lowdown on the rankings and
the ratings.

WOOD: Here's the romantic English success that came on the
Parade three weeks ago and it's been moving steadily
forward ever since. Last week the Lucky Seven Song,
tonight it's the SIXTH ranking tune from the Starlight
Roof to the Cocoanut Grove...

"A Nightingale Sang in Berkeley Square."

("A NIGHTINGALE SANG IN BERKELEY SQUARE" . . . WOOD, HIT PARADERS &
ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

hv

ATX01 0029341

12/14/40

("ONLY FOREVER" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: ~~Number Four~~ ... a glossy bit of singable sentiment ~~that~~
~~came on the Parade eleven weeks ago, again keeps its~~
~~head high and finishes in the top bracket of the big ten.~~
~~Bing Crosby and Mavy Martin sang it to each other in~~
~~"Rhythm on the River,"~~ and tonight Bea Wain sings it to
you as the number FOUR song in the land ... "Only Forever."

(MUSIC SWELLS AND FINISHES)

segue to

hv

("HAVE YOU GOT ANY CASTLES" . . . WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... and we're going back to the fall of '37 when Warner Brothers released a big musical picture called "Varsity Show." One of the tunes rang the big bell, and enjoyed a mighty long stay on the Parade. So the Hit Paraders and I go into close harmony with the song hit of a few seasons ago ...

"Have You Got Any Castles."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

hv

ATX01 0029343

12/14/40

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2 - December 14, 1940

WOOD: Now here's Basil Ruysdael with some remarks about ...
sidewalk superintendents, isn't it, Basil?

RUYSDAEL: That's right, Barry. A lot of us are sidewalk
superintendents -- we like to watch when a building is
being constructed. We want to see what's going on. We
want to be in on the know. And perhaps many smokers
feel the same way about what goes on at tobacco auctions.
They'd like to see who really gets the finer, milder
tobacco. Now if you could visit the tobacco auctions,
you'd most likely see Lucky Strike paying 25 or 30
dollars a hundred pounds for a basket of tobacco, when
right next to it a basket would sell for ten to fifteen
dollars less. The reason -- ^{well,} the tobacco Lucky Strike
bought was finer, lighter, ^{and} milder. So of course it cost
more. Now at auction after auction, independent tobacco
experts see Luckies ^{BUY} ~~pay~~ the finer, the lighter, the
naturally milder leaf - and pay the price to get it. So
they themselves smoke Luckies by an overwhelming
majority. Now you probably can't attend the auctions
yourself, but remember the conclusions reached by those
who do. With men who know tobacco best, it's Luckies
2 to 1. So smoke the smoke tobacco experts smoke.
Next time ask for Lucky Strike.

sbl

ATK01 0029344

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the top-hatted tune champs of the week ... and Barry Wood with the Survey Story of song success.

WOOD: Right, Andre ... let's go to bat with the five-week-old Parader that reached for the moon and got it. Crashing through a winner, here's the tail of the trio of America's tune favorites. The Hit Paraders sing the song that rates third place

"We Three".

("WE THREE" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

(FANFARE NUMBER TWO)

WOOD: The Number Two Song ... and the paddle-wheel polka
 breaks through again to keep its place among the leaders.
 Last week in second place, tonight it holds its own in
 the same position. Bea Wain and the Hit Paraders
 weigh anchor with ... "The Ferryboat Serenade".

("FERRYBOAT SERENADE" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

(FANFARE NUMBER ONE)

WOOD: Number One ... make way for the monarch, and it's a new
 leader that tonight sits on the throne of musicdom.
 On the Parade nine weeks, these past seven days America
 went to work and voted it the number ONE song in the
 country ... "There I Go".

("THERE I GO" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

BARUCH: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

WOOD: (SINGS) Well, there it is --- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday we'll be back with the songs you want then. In the meantime, don't forget --- Wednesday night is class night for Kay Kyser's College of Musical Knowledge, and Friday night is your chance to stump the experts on Information Please --- your local paper will give you the time and station. Right now, I'm saying good night for Bea Wain, Mark Warnow, and the Hit Parade. Till next Saturday, this is Barry Wood --- saying --- so long for a while.

(LUCKY STRIKE TIME)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

This is the COLUMBIA BROADCASTING SYSTEM.

sbl

-fade theme 20 seconds-
WABC NEW YORK

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - No. 293

12/21/40

SATURDAY, DECEMBER 21, 1940
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 12/22/40
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

AUCTIONEER: (CHANT 10 SECONDS -----"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer, lighter, naturally milder
tobaccos. With independent tobacco experts ---
buyers, auctioneers, warehousemen --- with men who
know tobacco best --- it's Luckies two to one!

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Bea
Wain, the Hit Paradeers, Mark Warnow and the Lucky
Strike Orchestra --- and now here's your singing
master of ceremonies Barry Wood --- with the song
that's number NINE --- "So You're the One."

("SO YOU'RE THE ONE". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0029349

12/21/40

WOOD: Hello, everybody ... this is Barry Wood ... we launched the show with the light and airy ballad that's in ninth place tonight ... "So You're the One." This week, Your Hit Parade Survey rode away with ^{Jackie and Jimmie} ~~Donna and Elton~~ and went shopping around the country to pick up your musical favorites. And tonight we've got your ten tuneful packages all tied up in the red and green of Lucky Strike and Christmas.

BARUCH: That's right Barry ... But there's a Yuletide rush at the Survey house 365 days a year. For every week, we keep a careful check on the number of requests made to band leaders, the sales in sheet music and phonograph records, the number of times a song is played on the air, and the tunes you hear on the juke boxes. At the end of the week the results are filed and counted, giving the accurate, authentic record of America's taste in popular music ... Your Hit Parade.

WOOD: Okay Andre ... Bea Wain and the orchestra untie the ribbon of the big time song that came to the Parade October fifth. Tonight, after an even dozen times in the hall of musical fame, it's the SIXTH ranking tune in the country... "Only Forever."

("ONLY FOREVER" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

12/21/40

("TRADE WINDS".HIT PARADERS AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: The Hit Paraders are off to swap a blizzard for a zephyr with the song that rates EIGHTH this week... so for one tropical moment you can shake the snowflakes ~~off~~ ^{out} your hair and give a musical thought to coconuts, palm trees and... "Trade Winds."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0029351

12/21/40

("TOY TRUMPET".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ... Here's the musical tale of a little boy who on Christmas day receives the present he's wanted all his young life --- a toy trumpet. Christmas night he dreams he's the greatest player in the world ... the star trumpeter of a military band, a Harlem swingtet and even a symphony orchestra. Let's watch that fabulous Christmas dream come to life in music as Mark Warnow plays Raymond Scott's story of "The Toy Trumpet."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0029352

Commercial #1 - December 21, 1940

(SOUTHERN MUSIC - ESTABLISH - AND FADE)

WOOD: Now here's that Movietone news-reel commentator, Ed. Thorgersen....He's going to show us who's the real star at a Southern Tobacco Auction. Take it away, Ed!
(MUSIC UP - THEN FADE - CROWD NOISE)

THORGERSEN: Thanks, Barry Wood - and ^{greeting, folks and gentlemen} ~~hello, everybody~~. Here we are on a little imaginary visit to a big tobacco warehouse in Farmville, North Carolina. And the big star of the auctions here is tobacco - and here's a truck-load of it now driving up ~~the road~~ in real style.
~~(SOUND OF TRUCK - THEN BRAKE - THEN VOICES YELLING: "HE, MR. JOES - HOW ARE YOU MR. THOMPSON", ETC. BEHIND ALL THIS)~~ Yes it's some of the most beautiful tobacco you ever laid your eyes on. And now the day has come for the farmer to see what price it'll bring at the auctions. He arranges the tobacco neatly in baskets. Each basket holds a different grade and quality of leaf. And each is sold individually to the highest bidder. Oh - oh - I think the sale's about to begin! Yes, it is. Let's hurry over. The warehouseman's just going to call out the opening bid on the first basket of fragrant leaf. Listen ...

WAREHOUSEMAN: Right pretty tobacco, boys....Start 'er at 21!

rdf

12/21/40

Commercial #1 - cont'd.

THORGERSEN: How will this first basket make out? Well - that opening price of 21 dollars a hundred pounds was bid lightning fast by one of the leaf dealers. And now a cigarette company bids 22 - 22 and Lucky Strike 23. Say, they're going for this basket. The price is at 28 already - 28 dollars bid by an export company. But Luckies up it to 29 - 29. Now another cigarette company bids 30. But Lucky Strike comes right back with a bid of 31 - and I think - yes it's going to Lucky Strike at 31. Listen...

(CHANT UP AND SOLD AMERICAN)

RUYSDAEL: There you see how tobacco is bought, right out in the open market... in open competition... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, during the 1940 season, at the Farmville, North Carolina auctions, The American Tobacco Company paid 49% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 49% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSIC TAG)

rdf

ATX01 0029354

12/21/40

("DOWN ARGENTINA WAY" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a shake-away song with a South American swing that rhumba-ed onto the parade three weeks ago. For the past seven days it must have been hitting a high spot in America's music favor... because tonight the records show it's up three places on the list. So it's yours truly and the orchestra and the FOURTH ranking song in the country ... "Down Argentina Way."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

ATX01 0029355

12/21/40

("WE THREE" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE ... this week it's the song of an echo and a shadow that you've voted to occupy the middle rung on the musical ladder. The Hit Paradars take the vocal with the six-week-old Parader that's in FIFTH place tonight ... "We Three."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

12/21/40

("YOU'VE GOT ME THIS WAY". WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time ... Tonight we toss an orchid to the dean of quips and queries of the College of Musical Knowledge --- your old professor, Kay Kyser. During summer school, Kay held classes in Hollywood and made his latest motion picture "You'll find Out." And from the professor's mad opus of spooks and spoofs I'm doing the big song of the show ... "You've Got Me This Way."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0029357

(LUCKY STRIKE TIME)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA ...BROADCASTING SYSTEM

...STATION BREAK...

rdf

BARUCH: On with Your Hit Parade ,... and here's your singing star Barry Wood with the Survey standings of the musical leaders.

WOOD: The Parade swings along with a ^{ballad} ~~song~~ by Bea Wain --- You know Bea was just voted the songstress of the month by "Song Hits" magazine. So it's a bouquet in her direction as she sings the tune that takes the TEN position this week ... "I Give You My Word."

("I GIVE YOU MY WORD".WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

rdf

("FRENESI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Lucky SEVEN Song ... and we're heading south of the border to the land of painted pottery and chili con carne ... for it was down in sunny Mexico that this song was born. Tonight marks its third appearance on the 'arade and it's the Lucky tune that moves into the Lucky SEVEN Spot. Mark Warnow leads the orchestra in "Frenesi."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

(CHRISTMAS MEDLEY.CHOIR AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for our Lucky Strike Holiday Extra ... in just a few days the white-bearded man of the reindeer and jingle-bells will drop down the chimney for his annual visit. And here on the Parade there's a candle in the window and a wreath on the door as we get in the spirit of the season. Mark Warnow raises his baton and we ^{present} ~~start~~ our ^{annual salute to Christmas} Christmas medley with "Santa Claus is Coming to Town"

(MUSIC SWELLS AND FINISHES)

APPLAUSE

COMMERCIAL 2

rdf

12/21/40

Commercial #2 - December 21, 1940

WOOD: Now Basil Ruysdael ^{is} "just supposing" that we gave each one of you five thousand dollars.

RUYSDAEL: Yes, just suppose we did give you five thousand dollars. And we told you to go down to a tobacco auction such as we visited a few minutes ago in Farmville, North Carolina - and buy cigarette tobacco. Would you know what tobaccos to bid on - and how much to offer? Well - I'm afraid it would be tough sledding for you - and your five thousand dollars. You see, tobaccos vary greatly in price - and you've really got to know the leaf from A to Z to bid on it successfully at the auctions. For example, at that Farmville auction you heard Lucky Strike pay 31 dollars per hundred pounds for a basket of tobacco. Yet perhaps next to it was a basket selling for ten to fifteen dollars less. Would you be able to tell what made the tobacco Lucky Strike bought, worth so much more? Of course, any tobacco expert could tell you the reason - that the more expensive tobacco was finer, lighter, naturally milder. At auction after auction, Luckies buy that milder leaf - and pay the price to get it. That's why the independent experts - the ones not connected with any cigarette company - smoke Luckies 2 to 1. Why not profit by their experience? To make sure of a cigarette of finer, lighter, naturally milder tobaccos - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ATX01 0029362

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the tip-top tune trio of the week ..
and Barry Wood and the Survey facts and findings.

WOOD: Right, Andre ... and we shove off with the new
romantic hit that's spending its fourth week on
the Parade. It came straight from a London musical
comedy to the big ten and tonight it climbs up among
the winners. I'd like to sing the song that jumped
from sixth place to be the THIRD ranking tune in the
country ... "A Nightingale Sang in Berkeley Square."

("A NIGHTINGALE SANG IN BERKELEY SQUARE" . . . WOOD, HIT PARADERS
AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

ATX01 0029363

(FANFARE NUMBER ONE)

WOOD: Number ONE ... last week's title-holder keeps its head high and its banners flying and finishes on top of the musical tree. Ten weeks on the Parade, tonight it's the first ranking song from Broadway to Hollywood ... "There I Go"

("THERE I GO" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mg

BARUCH: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday, we'll be back with the songs you want then. In the meantime don't forget -- Wednesday night is class night for Kay Kyser's College of Musical Knowledge, and Friday night is your chance to stump the experts on Information Please -- your local paper will give you the times and stations. Right now, I'm saying ^{many Christmas to you all} ~~Goodnight~~ for Bea Wain, Mark Warnow, and the Hit Paraders. Till next Saturday, this is Barry Wood -- ^{with our wishes} ~~saying~~ -- so long for a while.

(LUCKY STRIKE TIME)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM
(Fade theme 20 seconds)

md

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

12/28/40

YOUR HIT PARADE - NO. 294

REBROADCAST SUNDAY 12/29/40

DECEMBER 28, 1940

12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT 10 SECONDS -----"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are the
cigarette of finer, lighter, naturally milder tobaccos.
With independent tobacco experts --- buyers, auctioneers,
warehousemen --- with men who know tobacco best --- it's
Luckies two to one!

(LUCKY STRIKE TIME)

BARUCH: Lucky Strike presents YOUR HIT PARADE --- the nation's
ten favorite songs available for radio --- with Bea
Wain, the Hit Paraders, Mark Warnow and the Lucky
Strike Orchestra --- and now here's your singing
master of ceremonies Barry Wood --- with the song
that's number FIVE --- "Down Argentina Way."

(DOWN ARGENTINA WAY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sb

ATX01 0029367

WOOD: Hello, everybody ... this is Barry Wood ... We launched the show with the rhumba favorite that's in fifth place tonight ... "Down Argentina Way." A look at the book tells us that Your Hit Parade Survey has been keeping track of this tune ever since it hit the picturepalaces and this is its fourth week on the Parade.

BARUCH: That's right, Barry ... leave it to the Survey and you'll get the inside story on America's song successes. Every week, a careful check is made on the number of times a tune is played on the air, the sales in sheet music and phonograph records, the requests made to band leaders, and the songs you pay to play in the automatic coin machines. At the end of the week the results are tallied and tabulated giving the accurate, authentic record of America's taste in popular music... Your Hit Parade.

WOOD: Okay Andre ... let's hit the musical trail with an up-and-coming tune that's moving forward fast. Bea Wain sings the four-week-old Parader that ranks EIGHTH this week ... "So You're The One."

("SO YOU'RE THE ONE" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

sb

("WE THREE" HIT PARADERS AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Number FOUR ... the ballad song of a lonely Romeo strolls up from fifth place to get a better view of the title. On the Parade seven weeks, tonight it's the tune that rates FOURTH all around the country. The Hit Paradars do the honors with ... "We Three".

(MUSIC SWELLS AND FINISHES)

segue to

sb

("GOOD NEWS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Extra ... and Mark Warnow and the Orchestra get into the glow of the season with a gay and cheery tune of the 1920's. The title song of a musical comedy that ran for over a year, it comes back tonight with a holiday trimming... and what could be better than Christmas and New Years, laughter and music, and ...

"Good News".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

sb

12/28/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial No. 1 - December 28, 1940

(ORCHESTRA - MUSIC ESTABLISH AND FADE)

VOICE # 1: We take you back to the opening day at the tobacco auctions in Greenville, Tennessee.

VOICE # 2: Today all roads lead to the big tobacco warehouse.

VOICE # 3: By bus...car and buggy...farmers in holiday mood and dress have come to town to watch while their tobacco is sold.

VOICE # 1: A red letter day in Greenville!

(ORCHESTRA - MUSIC TO PEAK - FADE AND OUT ON CUE)

(SOUND: CROWD NOISE ESTABLISH AND FADE TO BACKGROUND)

VOICE # 2: Here in the great warehouse are thousands of baskets of tobacco -- each basket containing a different grade and quality of leaf - each basket to be sold individually to the highest bidder.

VOICE # 1: In the huge warehouse men gather in excited groups... farmers who raised the tobacco - buyers who'll buy it - auctioneers who'll sell it.

VOICE # 3: Excitement is at fever pitch...everyone is waiting for the sales to begin...And here's that ace sports commentator, Red Barber, to bring you a bid-by-bid description of the sale.

sb

ATX01 0029371

12/28/40

BARBER: Good evening, everybody. We're just in time to hear the warehouseman call out the price of the opening bid... Listen!

WAREHOUSEMAN: Let her go boys - some mighty fine tobacco - start 'er at - 22!

(CHANT OF AUCTIONEER AND FADE - HOLD B.G. - ALSO CROWD NOISE B.G.)

BARBER: The auctioneer asks for 22 dollars a hundred pounds ... and gets it ... from Cigarette Company A. Quick as a wink, another bid makes it 23 dollars...23 dollars... and now 24...24 dollars bid. But the tobacco's not yet sold...there are over a dozen buyers on the line and anyone can bid...the auctioneer is the master now - no words are spoken - words are too slow - There goes a signal from Lucky Strike at 25 - 25. It's still anybody's fight ... and in comes a bid at 26 from the buyer for an export company. ~~Twenty six dollars bid -~~ ~~26~~ and up it goes to 27 as a leaf company buyer joins the fray. Will he get it? Wait a minute, the Lucky Strike buyer gestures - it's another bid...the auctioneer steps up the beat of the chant to 28 - he looks around - no more signs - no bids - 28 - 28 - it's going to Lucky Strike - listen.

(CHANT UP AND "SOLD AMERICAN")

sb

ATX01 0029372

12/28/40

RUYSDAEL: There you see how tobacco is bought - right out in the open market ... in open competition... where everyone can see who buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, according to latest reports, at tobacco auctions in Greenville, Tennessee The American Tobacco Company paid 33% more per pound for the tobacco it bought for its cigarettes and other tobacco products - Yes, 33% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies .2 to 1!

(MUSICAL TAG)

sb

ATX01 0029373

("FERRYBOAT SERENADE"WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Still riding the tide after eleven weeks of musical fame and glory, the marine mazurka keeps these paddle-wheels turning and comes home a song champ. It's Bea Wain and the Hit Paradars who take a trip across the musical bars with the sixth ranking song in the land ... "The Ferryboat Serenade."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sb

12/28/40

("I GIVE YOU MY WORD" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the smooth-as-silk love song that's
enjoying its third big week of musical fame
and fortune. I'd like to join Mark Warnow
and the Orchestra in the tune that takes TENTH
place this week ...

"I Give You My Word."

(MUSIC SWELLS AND FINISHES)

segue to

sb

ATX01 0029375

("LATIN FROM MANHATTAN" WAIN, ~~HIT PARADES~~ AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's Lucky Strike Extra time ^{and} . . . Bea Wain ~~and~~
~~the Hit Parade~~ takes us on a musical flight back to
1935, when Hollywood heaped out a healthy portion
of romance and rhythm in the movie "Go Into Your
Dance." One of the danciest tunes from the star-
studded score was a lyrical novelty that rode
around on the band-stands for many a moon . . .
and here it is now with that special Wain touch . . .

^{Wain}
^ "Latin from Manhattan."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sb

(LUCKY STRIKE TIME.....)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

.....STATION BREAK

sb

B.KUCH: On with Your Hit Parade ... and here's your singing star Barry Wood with the Survey biographies of the song leaders.

WOOD: The time has come, the walrus said, to take a jaunt to the flotsam and jetsam country and pick up a little warm weather and lazy music ... So we're sailing southwest for the next song on the Parade, and listen to the Hit Paraders as they play musical beach-combers with the NINTH ranking song of the week ... "Trade Winds."

("TRADE WINDS" (HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

sb

("ONLY FOREVER ". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Lucky Seven Song ... and it's one of the
 Parade's oldest veterans ~~steps~~.
 It came from the motion picture "Rhythm on the
 River" and it's been cruising on the favorite
 ten for thirteen weeks. ^{live with jazz} ~~Mark Wood leads the~~
~~Orchestra in~~ tonight's Lucky SEVEN tune ...
"Only Forever."

(MUSIC SWELLS AND FINISHES)

segue to

sb

12/28/40

("THERE'S A GREAT DAY COMING MANANA". . . . WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... nowhere are the happy effects of this happy season felt more than along Broadway ... where the lights are gleaming and the holiday crowds are packing into the hit shows. One of the biggest hits is "Hold Onto Your Hats" starring that great mammy man, Al Jolson ... and one of the biggest tunes in the show the Hit Paraders and I are doing for our extra tonight ... so let's welcome in the New Year with ...

"There's a Great Day Coming Manana."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

sb

ATK01 0029380

12/28/40

LUCKY STRIKE "YOUR HIT PARADE"
Commercial No. 2- December 28, 1940

WOOD: There's an old saying ~~that~~ "You pays your money and you takes your choice!" How about it, Basil Ruysdael?

RUYSDAEL: ^{Well,}
A In buying tobacco, you take your choice if you pay your money ... which is just another way of saying that you get what you pay for. It's a matter of record that Luckies want ... and pay for ... and get the finer, lighter, the naturally milder leaf. On these broadcasts we have quoted you price figures for auction after auction, just as we did a few minutes ago in describing the Greenville, Tennessee tobacco market to you. Just as important as these tabulations, we think, is the fact that independent tobacco experts prefer Lucky Strikes. At thousands of auctions, these buyers, warehousemen, and auctioneers see who pays the price to get the finer, lighter, naturally milder tobaccos. And, for their own smoking enjoyment - they choose Luckies by an overwhelming majority - 2 to 1 in fact. Why not profit by their experience? For a milder, better cigarette, ask for Lucky Strike.

sb

ATK01 0029381

(PLATE NUMBER THREE)

BARUCH: Here they are ... the trio of tune-triumphants
of the week ... and Barry Wood with the rankings
and ratings of the winners.

WOOD: Right, Andre ... and let's tee off with number
THREE ... "a London song success that America has
taken to its heart and made a reigning musical
king of the day. Five weeks on the Parade,
tonight it's your choice for third place. I'd
like to sing ... "A Nightingale Sang in Berkeley
Squares."

("A NIGHTINGALE SANG IN BERKELEY SQUARE" . . . WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sb

(FANFARE NUMBER TWO)

WOOD: ~~The~~ Number TWO ~~Song~~ ... Here's a real upset
 and a big surprise in the song sweepstakes ...
 'cause last week's lucky seven ^{was} ~~song~~ hit a
 mean stride and jumped up five places on the
 list. It's the ~~song~~ ^{hit} Artie Shaw brought back
 with him from Mexico that tonight comes through
 to finish ~~as the~~ SECOND ^{Place} ~~ranking song of the week.~~
 Mark Warnow leads the orchestra in "Frenesi."

("FRENESI" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sb

12/28/40

(FANFARE NUMBER ONE)

WOOD: Number ONE ... The title goes again to the swell
 ballad that came to the Parade October nineteenth,
 and tonight celebrates its third week in first place.
 Bea Wain sings the number ONE song from Coney Island
 to Catalina . . . "There I Go."

("THERE I GO" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ds

ATK01 0029384

12/28/40

BARUCH: Are you smoking more today? Then - more than ever before - you want a cigarette that's really mild -- with the natural mildness of finer, lighter tobaccos. So remember: Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

WOOD: (SINGS) Well, there it is -- now we've done the songs you asked us for. (CHORUS SINGS) That's right, ladies and gentlemen, there it is. Next Saturday, we'll be back with the songs you want then. In the meantime don't forget --- Wednesday night is class night for Kay Kyser's College of Musical Knowledge, and Friday night is your chance to stump the experts on Information Please -- your local paper will give you the times and stations. Right now, I'm wishing you all a Happy New Year from Bea Wain, Mark Warnow, the Hit Parade and myself. Till next Saturday, this is Barry Wood -- saying -- so long for a while.

(LUCKY STRIKE TIME.)

(APPLAUSE)

BARUCH: The famous tobacco auctioneers heard on tonight's program were Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina and Mr. F.E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC .. NEW YORK

ds

ATX01 0029385