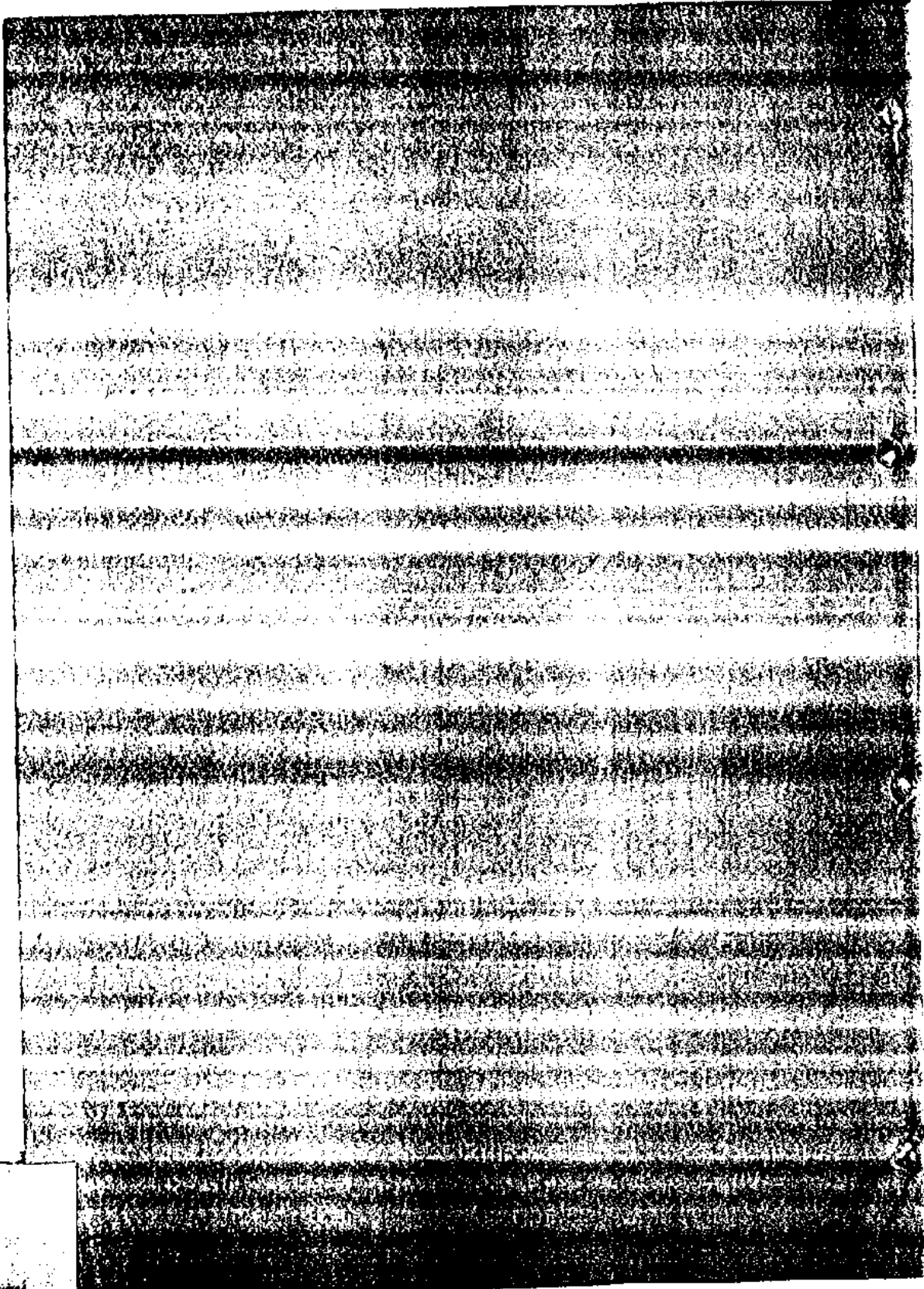


RADIO
CONTINUITY

LOCKY STRIKE
YOUR HIT
PARADE

0799583-006

JAN. - JUNE
1941



JANUARY

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO CO.
YOUR HIT PARADE NO. 295

REVISED
1/4/41

SATURDAY, JANUARY 4, 1941
9:00 - 9:45 PM

REBROADCAST SUNDAY 1/5/41
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 that may be played on coast to coast networks - 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 "Practice Makes Perfect" - number 10.

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0026734

BARRY WOOD: Hello everybody - this is Barry Wood. We launched the show with our ~~song that is~~ ^{song} Number Ten ^{on} tonight's Hit Parade, "Practice Makes Perfect." ^{You know} ~~was~~ a lot of people have asked us what was going to happen to the Hit Parade because of the ASCAP - BMI situation, and the answer is we're still doing business at the same old stand. The Lucky Strike Hit Parade Survey is still going out to check the number of times a song is played on the air; the amount of sheet music sold; the number of records sold; the songs requested most of dance band leaders; and the music played most often in the juke-boxes. The tabulations of America's most popular songs ^{will continue to be made each week} ~~are going to be made~~, and we give you the top ten tunes that may be played on coast to coast networks. And that's "YOUR HIT PARADE." So here we go with "The Same Old Story." - Number Seven.

("THE SAME OLD STORYHIT PARADERS AND ORCHESTRA")

(MUSIC SWELLS AND FINISHES)

SEGUE TO

1/4/41

("PERFIDIA". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a newcomer that hails from south of the border land and starts its Hit Parade career far along on the musical ladder. The title song of a Mexican motion picture that was made early in 1939, it crossed the Rio Grande into U. S. territory, and tonight makes its way to the Parade as a full-fledged hit. Mark Warnow leads the Orchestra in this week's Number SIX song -- "Perfidia."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

ATX01 0026736

1/4/41

("I DREAMT I DWELT IN MARBLE HALLS". . .WAIN, HIT PARADERS, & ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra -- a little over two years ago Bea Wain took a right hand turn off Tin Pan Alley and cooked up a modern arrangement of a song from the opera "The Bohemian Girl." The arrangement was a stand-out and the phonograph record was a sell-out -- and that's why Bea chose it tonight as our very first extra of the brand new year -- "I Dreamt I Dwelt In Marble Halls."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0026737

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - January 4, 1941

1/4/41

(MUSIC ESTABLISH AND FADE)

WOOD: Now we're going to reenact for you a scene from one of last Fall's tobacco auctions in Kinston, North Carolina, as described by that ace sports commentator, Dick Fishell, and his roving microphone.

(MUSIC UP - THEN OUT - CROWD NOISE - SOUND OF HAND TRUCKS B.G.)

FISHELL: Hello, everybody, this is Dick Fishell. I'm standing at the entrance of a big tobacco warehouse, and past me the warehouse employees are hauling big baskets of tobacco to be placed in rows on the warehouse floor. (VOICES B.G.) Over here by the doorway a lot of farmers are gathered together joking and talking. Now let's go inside. (VOICES UP AND FADE OUT) The sale's about to begin for the day. And an excited hush is spreading over the entire warehouse as the auctioneer takes his stand by the first basket of tobacco. Each basket is sold individually, you know, because the baskets vary widely in grade and quality. Listen, the warehouseman's about to call out the price of the opening bid.

arc

ATX01 0026738

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 CONTINUED

1/4/41

WAREHOUSEMAN: Gentlemen, here's a basket of the best center cutters.
Start 'er at 25!

(CHANT)

FISHELL: Does that chant of the auctioneer sound like mumbo-jumbo to you? Well, it's a kind of telegraph-English every tobacco expert follows perfectly. What you're listening to is the auctioneer calling out the opening price of 25 - 25 dollars a hundred pounds - which was bid right away by the buyer for an export company. A cigarette company makes it 26 - and Lucky Strike 27 - and now a leaf company buyer signals 28 - 28. Hear it? This is fine mild tobacco and they all want it. Just while I said that, the bid's shot up to 31 - 31 dollars bid by Cigarette Company A but Lucky Strike tops that with 32. The auctioneer looks around at every other buyer while he chants 32 - 32 but none of 'em are going to try to up it any more. It's going to Lucky Strike. Listen ...

(CHANT UP - SOLD AMERICAN)

arc

ATX01 0026739

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 CONTINUED

1/4/41

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, here are the season totals for the tobacco auctions at Kinston, North Carolina ... The American Tobacco Company paid 59% more per pound for the tobacco it bought for its cigarettes and other tobacco products - Yes, 59% 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)

arc

ATX01 0026740

("SO YOU'RE THE ONE".....WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Five weeks on the Hit Parade and still going strong -
that's the record of the bouncing little rhythm song
I'd like to sing now. Mark Warnow gives the downbeat
and we steam along with "So You're the One" -
Number Four.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I HEAR A RHAPSODY".....WAIN, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a tune all of you know now and one you're
certainly going to know better. The beautiful ballad
based on orchestra leader Dick Gasparre's theme.
Bea Wain and the Hit paradars are going to sing ...
"I Hear A Rhapsody." Number Five.

(MUSIC SWELLS AND FINISHES)

APPLAUSE
SEGUE TO

1/4/41

("LA CUCARACHA" WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time -- and the Hit Paradars and I are donning boleros and sombreros and sporting our best Spanish accent as we give you a great Latin-American folksong. The theme of the movie "Pancho Villa", it's been a rhumba favorite for many a day -- so off we go with that catchy, crazy tune colossal -- "La Cucaracha."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

md

1/4/41

(LUCKY STRIKE TIME . . .)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

-- STATION BREAK --

md

ATX01 0026744

BARUCH: On with Your Hit Parade -- and here's your singing
star Barry Wood, ~~with the Survey standings of the tune-~~
~~success.~~

WOOD: Up to the bat for a swat at song success comes a
tuneful bit of words and music that's in the big
league in a big way. Bea Wain sings "Keep in Eye On
Your Heart" - Number Nine.

("KEEP AN EYE ON YOUR HEART".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU WALK~~ED~~ BY".....WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: "Out with the old year, in with the new" the saying goes, and here on the Parade we're falling in line with the season and turning the spot on ^a~~another~~ musical first nighter. I'd like to sing "You Walk~~ED~~ By" - Number Eight.

(MUSIC SWELLS AND FINISEES)

SEGUE TO

1/4/41

("ARKANSAS TRAVELER" and "OH SUZANNAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Double -- and that means Mark Warnow's going to cover both ends of a musical double feature that takes us south and southwest of the Mason-Dixon line. They're two old-timers of the Wells Fargo days all dressed up in a 1941 Warnow finish--so hold on tight because we're pushing off with "The Arkansas Traveler" and "Oh Suzannah."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

md

RTX01 0026747

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - January 4, 1941

1/4/41

WOOD: Now here's Andre Baruch ... with a word of explanation.

BARUCH: Yes, Barry, I want to explain one point about the Kinston, North Carolina tobacco auction that was described a few minutes ago. Now you no doubt recall that we heard a basket of tobacco "Sold American" at 32 - 32 dollars a hundred pounds. Well - right beside it on that warehouse floor might have been another basket of tobacco which was sold to another buyer for, say 23 dollars. That's a difference of nine dollars per hundred pounds. And, of course, the question you'll all be interested in is: what made the tobacco Lucky Strike bought worth so much more money?

RUYSDAEL: Well - the answer's easy. You see, most everybody today wants a mild smoke. So, of course, the finer, the lighter, the naturally milder tobaccos are bid up higher. Now, at auction after auction, Lucky Strike pays more - nine dollars more, twelve dollars more, fifteen dollars more per hundred pounds - whatever it takes to buy that finer, milder leaf. Remember - in buying tobacco, as in buying anything else, you get what you pay for. And Lucky Strike pays the price for finer, lighter, milder tobaccos. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

ds

RTX01 0026748

(FANFARE NUMBER THREE)

BARUCH: Here they are - our top-hatted tune trio of the week -
and Barry Wood with the report on our song leaders.

WOOD: Right, Andre, we're off in a cloud of notes and bars
with the four week old Parader that tonight hits the
musical glory road and brings home the bacon. Bea
Wain sings the romantic ballad "I Give You My Word." -
Number Three.

("I GIVE YOU MY WORD".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD: The Number TWO song -- and a Mexican entry in the tune derby steams down the final stretch to come home in the pesos. Five weeks on the Parade and last week in second place, to night it keeps the banner flying as the second ranking song in the land. Mark Warnow leads the Orchestra in "Frenesi."

("FRENESI"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ds

(FANFARE NUMBER ONE . . .)

WOOD: Number ONE -- And another gold star for first place honors goes to the tune that came to the Parade back in October, 1940. Tonight it celebrates its fourth week on top of the heap of your favorite song list. So it's yours truly and the Number ONE song from the Statue of Liberty to the Golden Gate -- "There I Go."

("THERE I GO" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ds

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 two to one!

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, Ladies and gentlemen, that's all for now -- but next Saturday night 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".

Right now, I'm saying goodnight 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. 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

ds

As Broadcast

COLUMBIA BROADCASTING SYSTEM

1/11/41

LUCKY STRIKE - "YOUR HIT PARADE" - 296th program

SATURDAY, JANUARY 11, 1941

REBROADCAST SUNDAY 1/12/41

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, 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 that may be played on coast to coast networks ... determined by Your Hit Parade Survey -- a careful seven day check on sales in sheet music and phonograph records, requests made to band leaders and the songs most played on the radio and in the juke boxes ... Now here's your singing master of ceremonies, Farry Wood with ^{this song} "So You're the One" ... Number FOUR!

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATX01 0026753

1/11/41

REVISED

WOOD: Hello, everybody - this is Barry Wood - we got under way with the six-week-old Parader that's our number FOUR song tonight "So You're the One". The cast of our show includes as usual Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra. Also, tonight's the night Lucky Strike inaugurates its weekly salute to our armed forces, with a big musical review to be held every Saturday night at this time in the different Army, Navy and Marine encampments throughout the ~~country~~^{nation} ... a series of Hit Parade Parties that we hope will contribute much to the entertainment of America's young men in training. Our first party belongs to the Army ... so hold tight because a little later we're going to switch over to Fort Myer, Virginia, where Eddie Duchin and his orchestra, with Jerry Lester as master of ceremonies are putting on a real honest-to-goodness show for the boys ... at their first Hit Parade Army Party! But right now, Bea Wain and Mark Warnow swing Your Hit Parade into action with the romantic ballad that's a newcomer tonight - "May I Never Love Again" - Number TEN!

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

sbl

ATX01 0026754

1/11/41

("PERFIDIA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Down in sunny Mexico they paint beautiful pottery, eat spicy food and write lovely songs -- and one of the best of them made its way to Your Hit Parade last week and tonight keeps its place on our list. Mark Warnow leads the orchestra in "perfidia". Number EIGHT.

(MUSIC SWELLS AND FINISHES)

segue to

jmg

ATX01 0026755

1/11/41

("THERE'LL BE SOME CHANGES MADE". . . .WOOD, HIT PARADERS AND ORCHESTRA
(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... and
tonight we've chosen one of America's ~~personal~~
song favorites. A gay and happy number for any
ear and any set of dancing feet, ~~it's a real~~
~~hit~~... So the Hit Paraders and I are putting
our heads together and breaking into song with ...
"There'll Be Some Changes Made."
(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0026756

1/11/41
REVISED

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - January 11, 1941

(MUSIC - INTRODUCTION)

WOOD: A few short weeks ago, the little town of Springfield, Kentucky, was filled with hustle and bustle. - It was a red-letter day - the annual opening of the tobacco auctions! And here's that noted sports commentator, Ted Husing, to reenact the scene for us ...

(MUSIC TO END - CHANT AND CROWD SOUND)

HUSING: Hello, everybody. This is Ted Husing. They've got a big turn-out here in Springfield, for the opening of the local auctions. And say, there's as much excitement as when Brooklyn plays the Giants - in Brooklyn! You see, to these Kentucky tobacco farmers, the sales at auction mean more than any pennant race to a baseball fan. So they've come here to Springfield from many miles around - they and their families, dressed in their Sunday best. And now they're gathered in this big warehouse to watch the auctioning of their own crops of golden-brown Burley tobacco. ^{and} ~~see~~ - the auctioneer ^{is going to} is starting on a new row! The warehouseman is estimating the value of the first basket with an eagle eye! He's about to call out the opening bid! Listen ...

WAREHOUSEMAN: Stand back - give the buyers room! Twenty dollars!

(CHANT)

sbl

ATX01 0026757

1/11/41

REVISED

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (Continued) - January 11, 1941

HUSING: Everybody watches the dozen or more buyers. That opening price of 20 - 20 dollars a hundred pounds - was bid lightning fast by a cigarette company buyer. And now a leaf company buyer signals 21 - and the Lucky Strike buyer 22 - 22! Each basket of tobacco is sold on its own merits - sold individually - because the grade and quality of leaf may vary greatly. The bid's up to 26 already - and now 27 dollars bid by a cigarette company - then 28 by a leaf company - that's high - but Lucky Strike makes it 29 - and - yes - that's the top price for this basket. Listen ...

(CHAFT UP - SOLD AMERICAN)

11/11/41

REVISED

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 -(Continued) - January 11, 1941

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 so far this season, at tobacco auctions in Springfield, Kentucky, The American Tobacco Company has paid 28% more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 28% 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)

1/11/41

(COMMERCIAL CURTAIN . . .)

SEGUE TO

("ARMY LIFE")

BARUCH: Tonight tens of thousands of young men are in camps throughout the country being trained for national defense. These men are important to the future of America and, for their entertainment, Lucky Strike is inaugurating this evening a Hit Parade Party -- a two hour, big time variety program which will be presented each week at a different Army, Navy or Marine encampment. Every Saturday during Your Hit Parade we'll switch over and pick up a part of these shows -- the ~~general~~ ^{War Department} ~~approval~~ ^{authorization} of this broadcast does not constitute United States Army endorsement of our product.

WOOD: Tonight the first Lucky Strike Hit Parade Army Party has already been going on for about a half hour at Fort Myer, Virginia, down near Washington, D. C. Heading our two hour show is Jerry Lester, master of ceremonies, and with him as guest star is Eddy Duchin and his band. So let's head for Your Hit Parade Army Party and Jerry Lester at Fort Myer, Virginia.

(SWITCH TO FORT MYER ON CUE)

(APPLAUSE)

(FADE FOR)

rdf

1/11/41

LESTER: Hello, America ... this is Jerry Lester bringing you Your Hit Parade Army Party from Fort Myer, Virginia. Our show's been moving along in fine style for quite a while ... and the cast and I are having a great time playing to over 1700 of Uncle Sam's finest. The boys are going strong...They've rigged up a stage for us in the tamberk ring of the Riding Hall and from it we're presenting our show ... from singers to dancers ... from magic to music ... and speaking of music, here's our big guest star of the night ... Eddy Duchin.

APPLAUSE

DUCHIN: Thanks, Jerry ... It's really swell being here and playing for the first Hit Parade Army Party. And now we'd like to chip in with a little music ...

"The Same Old Story"-- Number NINE on "Your Hit Parade."

("THE SAME OLD STORY" DUCHIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LESTER: Thank you, Eddy Duchin. And now while our Hit Parade Army Party swings along here at Fort Meyer ... Your Hit Parade continues on the air from New York. We'll see you later in the program. It's all yours, Barry Wood.

(SWITCH TO NEW YORK ON CUE)

md

1/11/41

-10-

WOOD: Okay, Jerry -- and now the Parade moves along to the
 catchy rhythm of "Practice Makes Perfect" -- Number
 SEVEN.

("PRACTICE MAKES PERFECT". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

arc

ATX01 0026762

1/11/41

("MARY HAD A LITTLE LAMB" - "PETER PETER" - "THREE BLIND MICE" . . .
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Triple -- and we're going on a tuneful jaunt with Mother Goose. Mark Warnow has arranged three kiddie car classics for the agenda tonight, and he's leading us to happy days with "Mary Had a Little Lamb," "Peter Peter,"^{Pumpkin Patch} and "Three Blind Mice."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

md

ATX01 0026763

1/11/41

"LUCKY STRIKE TIME"

(FADE FOR ANNOUNCEMENT)

BARUCH:

We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

*** STATION BREAK***

1/11/41

BARUCH: On with Your Hit Parade, and here's your singing star -- Barry Wood.

WOOD: Here's the swell combination of words and music that sails along in fine lyrical fashion. Bea Wain and the Hit Paraders take a stand on the stage and go into close harmony with the ~~new~~^{swell} ballad -- "I Hear a Rhapsody" -- Number FIVE!

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

1/11/41

("YOU WALKED BY" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's a two point rise in "Your Hit Parade"
notebook for this tune as it celebrates its
second week in the big time. I'd like to
sing "You Walked By" -- Number SIX

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ARMY LIFE")

WOOD: Time for a Lucky Strike Extra ... and once again it's forward march to Your Hit Parade Army Party at Fort Myer, Virginia, the headquarters of the Third Cavalry and the 16th Field Artillery.

There in the Riding Hall not far from the Post Administration Building and the Parade grounds, our party host Jerry Lester is waiting to introduce Eddy Duchin and his musical extra. So off we go to Fort Myer.

(SWITCH TO FORT MYER ON CUE)

(FORT MYER)

(APPLAUSE)

(FADE FOR)

LESTER: Hello, again ... this is Jerry Lester ... our show is going great guns and the next item on the program is the star of the night, Eddy Duchin ... Eddy's all warmed up to shake a couple of sharps and flats and knock out an extra special musical treat in that extra special Duchin manner ... "Lamento Esclavo"

("LAMENTO ESCLAVO" DUCHIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

1/11/41

LESTER:

Thanks, Eddy ... and now before our Hit Parade Army Party rolls on here at Fort Myer, I'd like to tell you that next week's party is from the Marine Barracks at Quantico, Virginia, and our featured guests will be Tommy Dorsey and his Orchestra. Until then this is your host Jerry Lester. ^{the lucky Lester} And now back to Your Hit Parade in New York.

(SWITCH TO NEW YORK ON CUE)

COMMERCIAL 2

ATX01 002676B

1/11/41

WOOD: ^(Onag, Jan - 5AM) Folks, you know how it is when you buy a car, Any car will ride you around. But, if you want the best, you've got to put real cash on the line.

BARUCH: Yes, and the price of tobacco, "f.o.b. the auctions", can count for a whole lot, too. For example, at that Springfield, Kentucky, auction, a few minutes ago, you heard a basket of tobacco sold to Lucky Strike for 29 dollars a hundred pounds. Yet perhaps next to it was a basket selling for ten to fifteen dollars less. Tell 'em the reason, Basil Ruysdael.

RUYSDAEL: That's easy, Andre. You see, in buying tobacco, as in buying most things - you get what you pay for. The finer, the lighter, the naturally milder tobaccos cost more money. And Lucky Strike wants - and pays for - and gets that milder leaf. Independent tobacco experts - auctioneers, warehousemen and buyers - will confirm this fact. They see who buys what tobacco, and the prices paid. And because ^{time after time,} they see the lighter, naturally milder leaf go to Luckies, these independent experts smoke Luckies themselves, by an overwhelming majority. Why not profit by their experience in selecting your cigarette? For real mildness - the natural mildness of finer, lighter tobaccos - smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

rdf

ATX01 0026769

(FANFARE NUMBER THREE)

BARUCH: Here they are -- the three top tunes of the week --
and Barry Wood with the Survey report on song success.

WOOD: Right, Andre -- and it's number THREE coming up -- and
the tune that fills the bill is the easy-to-remember
love song that first dropped in on the Parade the
fourteenth of December last. It started at the bottom,
worked slowly up the line, and last week came home in
the money. Tonight, it's holding its own as your choice
for the third ranking song in the land -- "I Give You
My Word" ...

("I GIVE YOU MY WORD" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

(FANFARE NUMBER THREE)

BARUCH: Here they are -- the three top tunes of the week --
and Barry Wood with the Survey report on song success.

WOOD: Right, Andre -- and it's number THREE coming up -- and
the tune that fills the bill is the easy-to-remember
love song that first dropped in on the Parade the
fourteenth of December last. It started at the bottom,
worked slowly up the line, and last week came home in
the money. Tonight, it's holding its own as your choice
for the third ranking song in the land -- "I Give You
My Word" ...

("I GIVE YOU MY WORD" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

(PANFARE NUMBER TWO)

WOOD: The Number TWO song -- and here's a real Hit Parade
 veteran that America is still singing and dancing to -
 and still keeping one of the favorite melodies of
 the moment. A regular member in the hall of musical
 fame for thirteen weeks, tonight it finishes in
 second place on the list. Bea Wain sings "There I Go".

("THERE I GO".WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

1/11/41

(FANFARE NUMBER ONE)

WOOD: Number One -- roll out the purple carpet and stand up
 and cheer for a new king of all-music land is making
 its way to the throne. Mark Warnow leads the
 Orchestra in the seven week old Parader that tonight
 becomes the number ONE song from Times Square to
 Noð Hill -- "Frenesi."

("FRENESI". ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

1/11/41

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 Two to One!

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade ... and we'll also hear from Your Hit Parade Marine Party at the Marine Barracks in Quantico, Virginia. In the meantime, don't forget Wednesday night Kay Kyser and Friday night "Information Please". Right now, I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders 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. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina. The ~~general public approval~~ ^{War Department authorization} of this broadcast from Fort Myer, Virginia, did not constitute United States Army endorsement of our product.

md

(SONG CREDITS IF ANY)

THIS IS THE COLUMBIA... BROADCASTING SYSTEM
- fade theme 20 seconds -
WABC... NEW YORK

ATX01 0026774

As Broadcast

COLUMBIA BROADCASTING SYSTEM

1/18/41

LUCKY STRIKE - "YOUR HIT PARADE" - 297th program

SATURDAY, JANUARY 18, 1941

REBROADCAST SUNDAY 1/19/41
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 that may be played on coast to coast networks -- determined by Your Hit Parade Survey - a careful seven day check on sales in sheet music and phonograph records, requests made to band leaders and the songs most played on the radio and in the juke boxes -- Now here's your singing master of ceremonies, Barry Wood with the song that's Number FIVE - "So You're the One".

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATX01 0026775

1/18/41

WOOD:

Hello, everybody -- this is Barry Wood -- we hit the musical trail with the seven week old Parader that's our Number FIVE song tonight -- "So You're The One".

Tonight's bill of fare includes Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, and our group of Hit Parade songs and extras. And as a special treat we'll be listening in on a part of Your Hit Parade Party - that big time, two hour musical show that Lucky Strike is presenting each Saturday night in the different Army, Navy and Marine reservations.

Tonight, the show is playing at the Marine Barracks at Quantico, Virginia -- ^{and} topping the swell cast is Tommy Dorsey and his band and our party Master of Ceremonies Jerry Lester. During the broadcast we're going to switch over to Quantico and ~~take a look in on~~ ^{have a look in on} the big party. Yes, we'll hear them all later in the program --

^{but} what comes now is Mark Warnow and the Orchestra playing the Number TEN song on "Your Hit Parade" this week -- "Perfidia".

("PERFIDIA" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

jmg

("YOU WALK BY" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the lovely melody that brings a touch of Spring to the winter and warms up those icy blasts. It joined ^{our 4th Parade} ~~our tureful gathering~~ three weeks ago and tonight finds it occupying a very important spot ^{- Number 6} ~~on the Parade~~. Bea Wain steps up to sing -- "You Walk By" -- ~~Number SIX~~.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

jmg

1/18/41

3-A

WOOD: Now Basil Ruysdael wants to know: are you good at digging up facts?

RUYSDAEL: Lots and lots of level-headed Americans have dug up this fact about smoking: that in a cigarette, it's the tobacco that counts. And they've reached another conclusion, too: that the best authorities in this matter are the ones most likely to be impartial. I mean, the independent tobacco experts - auctioneers, buyers and warehousemen. They're not connected with any cigarette company. Yet they smoke Luckies by an overwhelming majority. Why? Well - at the auctions, these independent experts are daily observers of who buys what tobacco. They see the grades - the quality - and the prices paid. They know who pays to get the finer, the lighter, the naturally milder leaf. And sworn records show that over twice as many of them smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Remember that fact the next time you buy cigarettes. For a cigarette of finer, lighter, milder tobacco, smoke the smoke tobacco experts smoke. Ask for Lucky Strike.

arc

ATX01 0026778

1/18/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE")

BARUCH: In the past few months thousands of young men have answered the call to the colors. Right this minute they are training in service encampments all over the country and our hats go off to them. It's for these boys that Lucky Strike offers each Saturday night in a different army, navy or marine encampment a Hit Parade Party - a big two hour fun-packed variety entertainment - and through the medium of Your Hit Parade broadcast, the opportunity for you to join in with them and hear a portion of their show. Tonight is a Hit Parade Marine Party night - with Jerry Lester and the entire cast playing to the men at the Marine Barracks at Quantico, Virginia - the home of the First Marine Brigade, situated forty miles southeast of Washington, D.C.

WOOD: Right, Andre - and the headliner of the evening is the famous king of the trombone - Tommy Dorsey. Right now, he and Jerry Lester are waiting for us. So we're pulling up stakes and carrying you back to old Virginny - to Jerry Lester and Your Hit Parade Marine Party.

(SWITCH TO QUANTICO ON CUE)

(QUANTICO)

(APPLAUSE) (FADE FOR)

img

ATX01 0026779

LESTER:

Hello, America ... this is Jerry Lester. ^{you lucky folks} We're all here at the Marine Barracks at Quantico, Virginia .. having a whale of a time on the stage of the brand new theatre opened for the Marines about a month ago ... And when I say Marines, I mean that out in front of us are over two thousand up-and-at-'em soldiers of the sea. Our show's been rolling along at a great pace -- featuring our regular cast and starring ... but here he is ... that sentimental gentleman of swing -- Tommy Dorsey!

DORSEY:

Thanks, Jerry -- it's really a treat for the band and me to be a part of your show here at Quantico. For a Lucky Strike Extra, we'd like to deliver our version of that famous ~~Spanish~~ ^{Latin} song -- "Ay Ay Ay."

(AY AY AY DORSEY AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LESTER:

You know these leather necks are having a time here
Terrific, Tommy, ~~we~~ we'll be looking forward to more of that Dorsey stuff later in the program. I'll be seeing you, folks, in a little while. And now on with the Marine Party at Quantico and back to Barry Wood and Your Hit Parade in New York.

(SWITCH TO NEW YORK ON CUE)

jmg

1/18/41

WOOD: Nice going, Jerry and Tommy -- see you later on.

("IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: ~~and now~~ The Parade swings along with a newcomer that rises from the multitude of musical potentials and steps into the kingdom of "Your Hit Parade" - I'd like to sing the new balled that's our Number NINE song - "It All Comes Back To Me Now".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

1/18/41

("THE SAME OLD STORY" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

The Hit Paradars gather around to chant away with the
~~song~~ ^{song} that's been cruising on the Parade for many a
happy day. So merrily we glide along with ^{the} Number SEVEN
~~of our Hit Parade~~ -- "The Same Old Story"

(MUSIC SWELLS AND FINISHES)

~~segue to~~

sbl

ATX01 0026782

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - January 18, 1941

8-A

1/18/41

(MUSICAL FANFARE)

WOOD: Now, friends, here's something for every smoker to really pay attention to ...

BARUCH: Listen to the latest reports from Southern tobacco markets selected at random.

(SOUND: TELEGRAPH KEY)

VOICE #1: Greensburg, Kentucky. Latest reports here show that so far this season the American Tobacco Company has paid 22 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 22 percent above the average market price paid for all the various types and grades of tobacco sold in Greensburg.

(TELEGRAPH KEY)

VOICE #2: Mount Sterling, Kentucky! Latest reports show that on the same basis, The American Tobacco Company has paid 26 percent above the average market price for tobacco in Mount Sterling!

(TELEGRAPH KEY)

arc

ATX01 0026783

1/18/41

8-B

VOICE #3: Greenville, Tennessee! Here, on the same basis,
American has paid 38 percent more, according to latest
reports - yes 38 percent more for tobacco in Greenville!

(TELEGRAPH KEY - FADE OUT)

RUYSDAEL: Week after week - and year after year - reports like
these from markets all over Tobaccoland show that the
American Tobacco Company consistently pays more for
the tobacco it buys for its cigarettes and other
tobacco products - yes, more - much more than the
average market price for all the various types and
grades of tobacco sold. We pay these higher prices
to get the finer, the lighter, the naturally milder
tobaccos - and the best we buy goes 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!

arc

ATX01 0026784

1/18/41

("LUCKY STRIKE TIME" . . .)

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

This is the COLUMBIA BROADCASTING SYSTEM.

--- STATION BREAK ---

sbl

ATX01 0026785

1/18/41

BARUCH: On with Your Hit Parade and here's your singing star,
Barry Wood.

WOOD: We carry on with the up and coming love ^{ballad} ~~song~~ that's
checking off its second week as a member of
"Your Hit Parade" musical forum. Bea Wain joins the
orchestra to sing our Number EIGHT song --
"May I Never Love Again".

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

sbl

ATX01 0026786

1/18/41

("ARMY LIFE")

WOOD: It's Number FOUR coming up - and we're heading back to Virginia to get it. For there at Quantico, one of the largest Marine Bases in the country, Jerry Lester, Tommy Dorsey, and the rest of the Party troupe are dishing out a plentiful portion of laughter, music and fun for all. At the moment, Jerry is standing by to introduce Tommy Dorsey and his band. So it's all aboard for Your Hit Parade Marine Party at Quantico -- and Jerry Lester.

(SWITCH TO QUANTICO ON CUE)

(QUANTICO)

(APPLAUSE) (FADE FOR)

sbl

ATX01 0026787

1/18/41

LESTER: Hello again - this is Jerry Lester - we're still kickin' that gong around, and the order of the day is for Mr. T. Dorsey to come out of his corner and punch away on his sliding trombone. What's it going to be, Tommy?

DORSEY: Well, Jerry, it's going to be Frank Sinatra doing the vocal, and the rest of us throwing some breaks and fill-ins around the Number FOUR song on the Parade this week - "I Give You My Word".

("I GIVE YOU MY WORD" SINATRA DORSEY AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LESTER: Thanks, Tommy - Our Marine Party here at Quantico steams along. For there's plenty of magic, music and laughs still to come. But before we switch you back to Barry Wood, I'm here to tell you that next week we'll be coming to you from Fort Dix, New Jersey - and our guest stars will be Charlie Barnett and his band. Till then, this is your host, Jerry Lester - and now back to Your Hit Parade in New York.

(SWITCH TO NEW YORK ON CUE)

sbl

. ATX01 0026788

("POLLY WOLLY DOODLE" & "LITTLE BROWN JUG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Double - and that means that Maestro Mark Warnow is going to lead the lads in a festival of musical favorites. So it's downbeat ho! as we strike up the band and hit ~~the~~ ^{our} ~~tuneful~~ stride with "Polly Wolly Doodle" and "The Little Brown Jug".

(MUSIC SWELLS AND FINISHES)

~~COMMERCIAL #2~~

(MUSICAL CURTAIN)

1/18/41

WOOD: Okay, Jerry -- we'll see you next week.

("WISE OLD OWL" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Now it's time for a Lucky Strike Extra - and the song that jumps into the spot is a catchy tune novelty that in Hollywood lingo has "comph". The Hit Paradars and I gang up to give you a Lucky Strike Extravaganza - "The Wise Old Owl".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #3

1/18/41

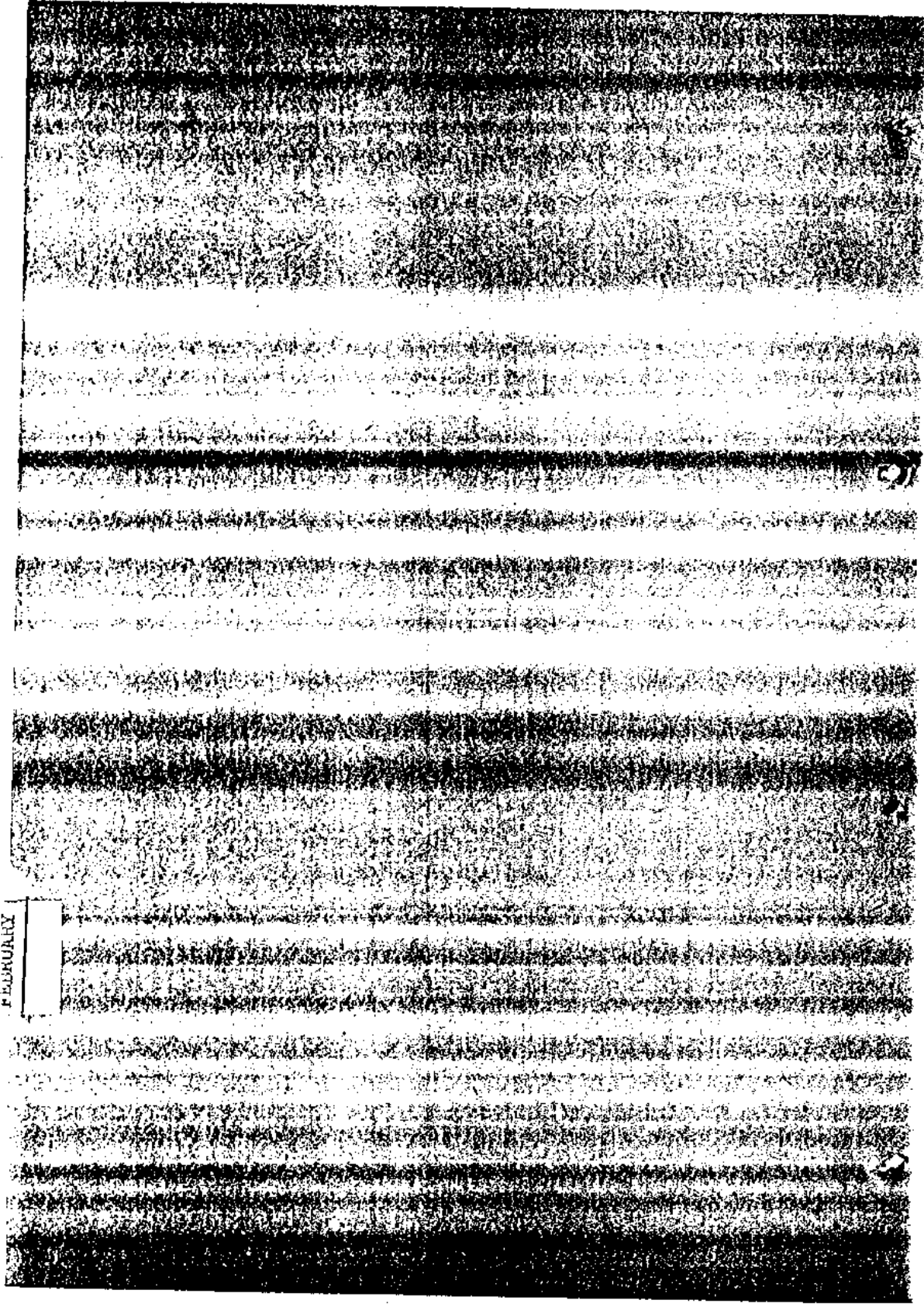
13-B

WOOD: Now Basil Ruysdael asks us to put two and two together.

RUYSDAEL: Folks, good common sense says that, in buying tobacco at the auctions, as in buying anything else, you get what you pay for. That's why the actual market reports Lucky Strike is bringing you from tobacco towns all over the South, are important to you as smokers. Now take that report from Greenville, Tennessee, which was one of those we heard a few minutes ago. This report indicated that, so far this season in Greenville, 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 tobacco sold there - and the best we bought will go to Lucky Strike. Now just why does Lucky Strike consistently pay well above the average market price? It's because the finer, the lighter, the naturally milder tobaccos cost more. But we want - and pay for - and get - this finer, lighter, milder leaf. Why not profit by these tobacco facts in selecting your cigarette. With men who know tobacco best, it's Luckies 2 to 1. So, next time ask for Lucky Strike.

arc

ATX01 0026791



FEBRUARY

As Broadcast

COLUMBIA BROADCASTING SYSTEM

2/1/41

YOUR HIT PARADE - No. 299
THE AMERICAN TOBACCO COMPANY

SATURDAY, FEBRUARY 1, 1941
9:00 - 9:45 P.M. EST

REPEAT BROADCAST SUNDAY 2/2/41
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 that may be played on coast to coast
networks -- determined by Your Hit Parade Survey - a
careful seven day check on requests made to band
leaders, songs most played on the radio and in the
juke boxes, and a survey of sales in sheet music and
phonograph records ... Now here's your singing master
of ceremonies, Barry Wood, with the song that's Number
NINE on "Your Hit Parade" this week ...
"There'll Be Some Changes Made".

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA) ✓

(MUSIC SWELLS AND FINISHES)

sbl (APPLAUSE)

ATX01 0026793

2/1/41

WOOD: Hello, everybody ... this is Barry Wood ... we raised the curtain on tonight's festivities with our number nine song ... "There'll Be Some Changes Made". Coming your way during the next forty-five minutes will be Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, and Your Hit Parade tunes and extras. And besides, we'll all be eavesdropping on a part of Your Hit Parade Party - the bang-up two hour variety entertainment that Lucky Strike is holding each Saturday night in a different Army, Navy, and Marine encampment. Tonight, the Party troupe is throwing around fun and frolic at the U.S. Naval Training Station at Newport, Rhode Island ... and heading the cast are Jack Teagarden and his band and our Party master of ceremonies, Jerry Lester. They're all on the bill of tonight's Parade ... so let's whistle off to work as Bea Wain sings your choice for the FOURTH ranking song this week ... "There I Go".

("THERE I GO" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

sbl

2/1/41

("PERFIDIA" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the swell melody that first saw light of day as the theme song of a Mexican motion picture. A big Latin hit, it came up across the border, picked up some English lyrics on the way, and in no time at all came riding to Your Hit Parade. This is its fifth visit to the hall, and tonight we find it our Number SEVEN song of the week ... "Perfidia".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

sbl

ATX01 0026795

2/1/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - February 1, 1941

(FOOTBALL MUSIC - WHISTLE - AND CHEERS - FADE)

WOOD: Remember that Army-Navy football game last Fall and Michigan-Minnesota, Cornell-Penn ^{and} all the other headliners? Well, around that same time down in Tarboro, North Carolina, another great annual Battle was taking place.

BARUCH: Yes, the Battle of the Bids at the Tarboro tobacco auctions ... and, folks, here's Red Barber, the ^{famous} radio sports announcer, to give us a play-by-play description. Take it, Red.

(MUSIC UP AND OUT - FADE IN CHANT - CROWD NOISE)

(MORE)

sbl

RTX01 0026796

2/1/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (Continued) - February 1, 1941

BARBER: Hello, everybody. This is the Old Redhead. You're tuning in right in the middle of some of the fastest action I ever saw. Just listen to those bids ...
(CHANT UP) 23 - 24 - 25 - (CHANT DOWN) You know, they average 360 sales an hour - one every ten seconds! Let me explain the rules of this game. There are thousands and thousands of pounds of tobacco in this big warehouse. It's all neatly piled in baskets. And since these baskets of tobacco may vary greatly in grade and quality, they're sold one at a time. Now, believe me, those farmers really talk it up when the price rises. Look there at that next basket they're going to sell. The farmer has lifted his little daughter up to stand on top of the basket and everybody's cheering. Listen to the warehouseman as he calls out the opening bid ...

WAREHOUSEMAN: Here's a right pretty little girl, boys, and some right pretty tobacco that her father grew. Now step down, honey, and we'll sell this leaf. 23 dollars!

(CHANT)

sbl

ATX01 0026797

2/1/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (Continued) - February 1, 1941

BARBER: 23 - 23 dollars a hundred pounds is the opening bid by
 the warehouseman. So the auctioneer chants it out -
 23 - while he looks from buyer to buyer to see which
 one will bid 24. Well, right away he catches a signal
 from the buyer for a leaf company. So he chants that
 out - 24 - 24. And now the Lucky Strike buyer signals
 one dollar more. Hear the auctioneer chant 25? There
 are over a dozen buyers here and any one of them may
 buy this leaf. It goes to the highest bidder. The
 price is up to 27 already - bid by that leaf company
 buyer. And Lucky Strike bids 28 - another cigarette
 company signals 29 - and an export company 30 - but
 Lucky Strike tops 'em all with 31 - 31 - and - I think -
 yes, it's going to Luckies ... Listen ...

(CHANT UP - SOLD AMERICAN)

sbl

ATX01 0026798

2/1/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (Concluded) - February 1, 1941

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 tobacco auctions in Tarboro, North Carolina, The American Tobacco Company paid 50 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 50 percent 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)

sbl

ATX01 0026799

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE")

BARUCH: Today, throughout the country, thousands of young Americans have entered training encampments and are preparing for the armed services. These men deserve and receive all our wholehearted support and admiration. And for their entertainment, Lucky Strike is offering each Saturday night in a different service reservation a Hit Parade Party - a thrilling two-hour show of comedy, magic and music. Tonight, we're presenting a Hit Parade Navy Party ... with the entire cast playing to the men at the United States Naval Training Station at Newport, Rhode Island. And by way of Your Hit Parade broadcast, we'll be listening in on a portion of their show.

WOOD: Right Andre ... and right this minute the fun is going on at Newport, led by Jerry Lester and tonight's musical stars - Jack Teagarden and his band. So hold on tight because we're riding to Rhode Island ... to Your Hit Parade Navy Party at Newport.

(SWITCH TO NEWPORT ON CUE)

(NEWPORT)

(APPLAUSE)

(FADE FOR)

2/1/41

LESTER: Hello, America ... this is Jerry Lester, your Lucky Jester ... bringing you Your Hit Parade Navy Party from Newport. That applause you just heard came from 1,500 hale and hardy Blue Jackets ... all packed in to the Training Station Auditorium ... and believe me, we're having one terrific time ... Our show's been steaming along for over a half hour ... and coming up right now is a real high spot of the evening ... so let's pipe aboard our extra special guest .. that famous young man with a horn ... Jack Teagarden.

TEAGARDEN: Thanks, Jerry ... and it's a real treat to be here at the Newport Naval Training Station ... and now the band and I would like to throw in our share of music and play our Lucky Strike Extra of the night ... "Dark Eyes".

("DARK EYES" TEAGARDEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LESTER: That was swell, Jack ... we'll be knocking on your door a little later in the program. That's all for the moment, everybody ... we'll see you again in a few minutes. And now on with the Navy Party at Newport, and back to Barry Wood and Your Hit Parade in New York.

(SWITCH TO NEW YORK ON CUE)

sbl

ATX01 0026801

2/1/41

WOOD: Okay, Jerry ... we'll be back with you in a little while. .

segue to

("YOU WALK BY" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: And now the Parade moves along with the SIXTH ranking song of the week ... "You Walk By".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

2/1/41

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Bea Wain steps up to sing the lovely tune that's celebrating its fourth birthday as a welcome guest at Your Hit Parade headquarters. Mark Warnow raises his baton and we glide along with our number EIGHT song of the week ... "May I Never Love Again".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

2/1/41

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Bea Wain steps up to sing the lovely tune that's
 celebrating its fourth birthday as a welcome guest
 at Your Hit Parade headquarters. Mark Warnow raises
 his baton and we glide along with our number EIGHT
 song of the week ... "May I Never Love Again".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

ATX01 0026804

2/1/41

(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 your singing
star - Barry Wood.

sbl

ATX01 0026805

2/1/41

WOOD: It's a hat in the air and a carpet rolled out as the Parade marches on with a newcomer. The Hit Paraders rally 'round and we give you the haunting refrain of our number TEN song of the week ...
"High on A Windy Hill".

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND ORCH.)

(MUSIC SWELLS AND FINISHES)

segue to

2/1/41

("ARMY LIFE" ...)

WOOD: We're on our way back to the U.S. Naval Training Station at Newport, Rhode Island ... where Jerry Lester, Jack Teagarden, and the rest of our Party gang are heaping out a healthy helping of music, singers, and laughs. They're on the stage of the Naval Station Auditorium and we're all off to ~~join and~~ listen to Jack Teagarden do our next Hit Parade song. So climb aboard and let's sail to Your Hit Parade Navy Party ... at Newport, Rhode Island.

(SWITCH TO NEWPORT ON CUE)

(NEWPORT)

(APPLAUSE)

(FADE FOR)

LESTER: Hello, again ... this is Jerry Lester ... we're still flying high, wide and handsome with the fourth edition of Your Hit Parade Party. And coming up out of the boiler room now is Jack Teagarden and his band putting the this and that on the number FIVE song of the week ... "So You're the One".

("SO YOU'RE THE ONE" TEAGARDEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

ATX01 0026807

2/1/41

LESTER: Thanks, Jack^{son}... and our Hit Parade Navy Party carries on here at Newport ... with plenty of Party still to come. Before we switch you back to Barry Wood, I want to tell you that next week we'll be coming to you from Fort Devens, Massachusetts -- and our guest stars will be Ozzie Nelson and his band. Till then, this is your Party host, Jerry Lester, your Lucky Jester -- and now back to Your Hit Parade in New York.

(SWITCH TO NEW YORK ON CUE)

WOOD: That was swell, Jerry -- We'll see you next week.

(SAILORS HORNPIPE AND YANKEE DOODLE. . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: And now a Lucky Strike double -- and a salute to the boys in training up at the Newport Naval Station. Mark Warnow is ready to rock and roll with the "Sailors Hornpipe" and "Yankee Doodle."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

2/1/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO song -- and it's the tune sensation
 from south of the Rio Grande that's chalking up its
 ninth week here on the Parade. Mark Warnow leads the
 Orchestra in the Number TWO song in the U.S.A. ---
 "Frenesi".

("FRENESI" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

BARUCH: Here they are - the top three songs of the week - and
 Barry Wood with the final counting of the Survey.

WOOD: Right, Andre - and the song that moves into third
 place is the romantic ballad that came to the Parade
 eight weeks ago. Last week number four, tonight it
 winds up a busy seven days and finishes all-America's
 THIRD ranking song. I'd like to sing
 "I Give You My Word".

("I GIVE YOU MY WORD" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

2/1/41

(FANFARE NUMBER ONE)

WOOD: Number ONE -- a five week old Parader that's been
 shooting up the list fast and furious tonight rings
 the bell and comes in the king of them all. Bea Wain
 and the Hit Paraders break into song with the number
 ONE tune all around the country - "I Hear a Rhapsody".

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sbl

ATX01 0026812

2/1/41

- 21 -

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 two to one!

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade ... and we'll also hear a portion of Your Hit Parade Party from Fort Devons, Massachusetts. In the meantime, don't forget Wednesday night Kay Kyser and Friday night "Information Please." Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders and myself. 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. L.A. (Speed) Riggs of Goldsboro, North Carolina. The United States Navy authorization of this broadcast from Newport, Rhode Island, does not constitute the United States Navy endorsement of our product. (SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA...BROADCASTING SYSTEM
- fade theme 20 seconds -
WABC ... NEW YORK

md

ATK01 0026813

AS BROADCAST

COLUMBIA BROADCASTING SYSTEM

2/8/41

YOUR HIT PARADE - #300
The American Tobacco Company

REPEAT BROADCAST SUNDAY 2/9/41
12:00-12:45 A.M.

SATURDAY, FEBRUARY 8, 1941
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, 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 that may be played on coast to
coast networks -- determined by Your Hit Parade
Survey -- a careful seven-day check on requests made
to band leaders, songs most played on the radio and
in the juke boxes, and a survey of sales in sheet
music and phonograph records ... Now here's your
singing master of ceremonies, Barry Wood, with the
song that's number FOUR this week ...

"So You're The One."

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0026814

2/8/41

WOOD:

Hello, everybody ... this is Barry Wood. We got under way with the catchy favorite that's moved up to fourth place this week ... "So You're The One." Tossing around the big league tunes tonight will be Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and besides your musical ten, we'll be knocking out an extra or two for good measure. And for a super-special treat, you'll hear a feature part of Your Hit Parade Party... the big time two hour show for the boys in training that tonight is coming from Fort Devens, Massachusetts. It all adds up to a good time for all ... so let's get started and listen to the Hit Paraders as they chant away with the FIFTH ranking song this week ...

"I Give You My Word.

("I GIVE YOU MY WORD".HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

rdf

2/8/41

("THERE I GO".WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The sun has set many many times since this romantic ballad first made its appearance as a member of your musical Hall of Fame. It came on in October and tonight in February, it's still a leader. Bea Wain sings the number SIX tune of the week ... "There I Go."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

WOOD: Folks ... before we buy tickets for a show ... most of us think it's wise to find out what the critics say about it. And, as Basil Ruysdael points out, we can be just as wise in buying cigarettes.

RUYSDAEL: Yes, Barry. And the one group of men in this world best qualified to give us a critical opinion on cigarettes are the independent tobacco experts - auctioneers, buyers and warehousemen. The reason is that at the auctions, these experts are daily observers of who buys what tobacco and the prices paid. Yes, they know who pays to get the finer, the lighter, the naturally milder leaf. And sworn records show that over twice as many of these independent experts smoke Luckies exclusively as smoke all other cigarettes combined. Be guided by their impartial judgment, ^{the} next time you buy cigarettes. For a cigarette of finer, lighter, milder leaf ... smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1!

hml/

ATX01 0026817

2/8/41

("TURKEY IN THE STRAW" AND "REUBEN REUBEN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Double ... and Mark Warnow and the Orchestra knock the plaster out of the rafters with a rip-snortin' pair of musical show-stoppers. So open the barn door and let's hayride along with "Turkey In The Straw" and "Reuben Reuben."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

1.

rdf

2/8/41

("HIGH ON A WINDY HILL". . . . WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The song about a breeze that came blowing our
way last week, tonight is riding high as an up-and-
coming addition to Your Hit Parade list. The Hit
Paraders and I button up our overcoats and give
you the number EIGHT song of the week ... "High On
A Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0026819

2/8/41

("PERFIDIA" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's Bea Wain coming up to swap a ~~mentilla~~ ^{Snoed} for
 a ~~snoed~~ ^{Mentilla} and do the honors with a song from
 Pancho Villa land. Six weeks on the ^Parade,
 tonight we find it strumming along as the
 number SEVEN tune... "Perfidia."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

rdf

2/8/41

(SOUND: TELEGRAPH KEY)

WOOD: Hear that ticker, friends! That means real news for smokers! Listen...

BARUCH: Here are the latest reports from Southern tobacco markets.
~~collected at random~~

(SOUND: TELEGRAPH KEY)

VOICE #1: Hartsville, Tenn. Final reports here show that so far this season The American Tobacco Company paid 20 per cent more per pound for the tobacco it bought for its cigarettes and other tobacco products. That's 20 per cent above the average market price paid for all the various types and grades of tobacco sold in Hartsville.

(TELEGRAPH KEY)

VOICE #2: Huntington, West Virginia! Final reports here show that, on the same basis, American paid 30 percent more for tobacco in Huntington!

(TELEGRAPH KEY)

VOICE #3: Weston, Missouri! Season totals are in! They show that on the same basis, The American Tobacco Company paid 41 percent above the average market price for tobacco in Weston!

(TELEGRAPH KEY → FADE OUT)

hml/

(MORE)

ATX01 0026821

LUCKY STRIKE "YOUR HIT PARADE" - 6B -
Commercial # 2 (CONT'D)
2/8/41

2/8/41

BARUCH: Week after week - and year after year - reports like these from markets all over Tobaccoland show that the American Tobacco Company consistently pays more for the tobacco it buys for its cigarettes and other tobacco products - yes, more than the average market price for all the various types and grades of tobacco sold. We pay these higher prices to get the finer, the lighter, the naturally milder leaf - and the best we buy goes 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 go 1!

hml/

ATX01 0026822

2/8/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE. . . .")

BARUCH: At this time it's our weekly custom to join a meeting of Your Hit Parade Party -- the outstanding two hour variety show that Lucky Strike offers each Saturday night for the boys in the service. Tonight we're going to visit a Hit Parade Army Party which is being held at Fort Devens, Massachusetts, starring our Party master of ceremonies Jerry Lester, and tonight's guest Ozzie Nelson and his Band. The War Department's authorization of this broadcast does not constitute United States Army endorsement of our product.

WOOD: Right, Andre ... and they're all listening in on us now ... so let's give a big "hello" to Fort Devens with a real Lucky Strike Extra. Some musical fun for Your Hit Parade Army Party ... "El Rancho Grande."

("EL RANCHO GRANDE".WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (OVER APPLAUSE) There it is, Jerry ... how did the boys like it at Fort Devens?

(SWITCH TO FORT DEVENS ON CUE)

(FORT DEVENS)

(APPLAUSE - APPLAUSE)

rdf

LESTER: How did we like it, Barry?...just listen to that...
 That bit of din comes from a gang of Army men who are
 jammed into the Post Theatre to join in the Party fun.
 Up here on the stage we've got our Party cast and our
 extra special stars of the night, Ozzie Nelson and his
 Band. So what do you say, Czzie, let's show the folks
 the kind of a time we're having here? *OZZIE NELSON*

NELSON: It's as good as done, Jerry ... and the tune that fills
 the bill is the number TEN song on "Your Hit Parade"
 this week ... "There'll Be Some Changes Made."

("THERE'LL BE SOME CHANGES MADE"NELSON AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

LESTER: Terrific, Ozzie ... we're living tonight ... we've been dishing out singers, dancing, comedy, magic and music ... so what about you fellows in the hall stretching a vocal cord ... I mean how about a little community singing... to show the folks back home a thing or two about close harmony...If you do it - it's gotta be good. Let 'er go...c'mon,hit it...everybody sing..."HOME ON THE RANGE"

1. ("HOME ON THE RANGE" COMMUNITY SINGING)

(FADE FOR ANNOUNCEMENT)

LESTER: You're in the groove men -- in the groove. Let's give 'em another - "POP GOES THE WEASEL".

2. ("POP GOES THE WEASEL" COMMUNITY SINGING)

(FADE FOR ANNOUNCEMENT)

LESTER: Oh boy ... was that the stuff ... you were dynamite, fellows, dynamite ... and now let's carry on with Your Hit Parade Army Party ... it's all yours, Barry Wood ...

(SWITCH TO NEW YORK ON CUE)

2/8/41

(N. Y. APPLAUSE)

(MUSIC SNEAK)

WOOD: Thanks, Jerry Lester, and to the men at Fort Devens the best of luck and good wishes. It was a privilege for the Hit Parade to contribute to the Army Party tonight and to listen in on part of your great show. Up there at Fort Devens, Massachusetts, you are in the heart of the New England countryside where an important page of American history was written. Just next door to you are the towns of Concord and Lexington -- the New England cornerstones of our heritage ^{of} ~~and~~ freedom. And so it is fitting that we pay tribute to the Army Camp at Fort Devens -- and to the many thousands of men in training throughout the country. Across the nation in 48 states America stands and salutes you.

(MUSICAL FINISH)

(APPLAUSE)

ov

RTX01 0026826

2/8/41

All-

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

--STATION BREAK--

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

WOOD: The Parade moves along with the tune that's returning
to the clan after a seven day sabbatical. Bea Wain
ushers in the number NINE song on the Parade this week ...
"It All Comes Back To Me Now."

("IT ALL COMES BACK TO ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 3

cv

ATX01 0026827

2/8/41

WOOD: Folks ... I guess we're all bargain-hunters at heart ... but I think most of us will admit that when it comes to getting quality, you have to pay the price.

RUYSDAEL: Yes, Barry ... and that's just as true in buying leaf tobacco as in buying anything else. Now take that market report from Weston, Missouri - one of those we heard a few minutes ago. As the report indicated, during the past season in Weston, The American Tobacco Company paid 41 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 41 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now just why does Lucky Strike consistently pay well above the average market price? It's because the finer, the lighter, the naturally milder tobaccos cost more. But we want - and pay for - and get - this finer, lighter, milder leaf. So, smoke the smoke tobacco experts smoke ... Next time ask for Lucky Strike.

hml/

ATX01 0026828

(FANFARE NUMBER THREE)

BARUCH: On with Your Hit Parade ... and here's your singing star Barry Wood with the final ratings on the top musical trio of the week.

WOOD: Right, Andre ... and we're swinging along with a bit of romance and rhythm that's crashing through the gates of the big three for the first time tonight. A steady comer, this week it shot high in the sky and came up from sixth place to finish THIRD ranking song in the country. I'd like to sing ... "You Walk By".

("YOU WALK BY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

(FANFARE NUMBER TWO)

WOOD: The number Two song ... it's another laurel branch for that jumping tune from down Mexico way that's enjoying its tenth week on the Parade. Mark Warnow leads the orchestra in the SECOND ranking song in the land ... "Frenesi".

("FRENESI" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

2/8/41

(FANFARE NUMBER ONE)

WOOD: Number One ... last week's king again hits the
popularity jackpot, keeps the pace of a leader
and breaks the tape the winner. Bea Wain and
the Hit Paraders sound off with the number ONE
song from the Empire State to the Golden Gate...
"I Hear A Rhapsody".

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

2/8/41

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 two to one!

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade ... and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Tommy Tucker from Fort Meade, Maryland. In the meantime, don't forget Wednesday night Kay Kyser and Friday night "Information Please". Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders and myself. Till next Saturday, this is Barry Wood saying -- so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

Jmg

ATXO1 0026832

2/8/41

BARUCH:

The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. The War Department's authorization of this broadcast from Fort Devens, Massachusetts, does not constitute United States Army endorsement of our product.

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM.

Fade theme 20 seconds

WABC NEW YORK

jmg

ATX01 0026833

As Broadcast

COLUMBIA BROADCASTING SYSTEM

2/15/41

"YOUR HIT PARADE" - No. 301
THE AMERICAN TOBACCO COMPANY

SATURDAY, FEBRUARY 15, 1941
9:00 - 9:45 P.M. EST

REPEAT BROADCAST SUNDAY 2/16/41
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 that may be played on coast-to-coast
networks -- determined by Your Hit Parade Survey -- a
careful seven-day check on requests made to band
leaders, songs most played on the radio and in the coin
phonographs, and a survey of sales in sheet music and
phonograph records ... Now here's your singing master of
ceremonies, Barry Wood, with the song that's number
FIVE this week ... "So You're the One".

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

sbl (APPLAUSE)

ATX01 0026834

2/15/41

WOOD: Hello, everybody ... this is Barry Wood. We raised the curtain with the eleven-week-old Parader that's in fifth place ... "So You're the One". In starring roles tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll all be ducking for your ten musical apples and a shiny pair of knock-out extras. And just to make things all the merrier, later in the show, we'll be taking a jaunt to Your Hit Parade Party -- the two-hour variety entertainment for the men in the service that tonight is ringing rafters at Fort Meade, Maryland. It looks like there'll be plenty of fun for all ... so let's push off and lend an ear to Bea Wain as she sings the number SIX song on the Parade this week ...

"It All Comes Back To Me Now".

("IT ALL COMES BACK TO ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

sbl

2/15/41

("I GIVE YOU MY WORD" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: This romantic ballad staked out a claim on the Parade ten weeks ago and it's been hitting pay dirt ever since. The survey checked its doings this week and found that it moved up a point to FOURTH place on the list. The Hit Paraders sing ...

"I Give You My Word".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

sbl

ATX01 0026836

2/15/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - February 15, 1941

WOOD: Folks, here's Basil Ruysdael who says some facts stand out like landmarks ...

RUYSDAEL: Yes, Barry - they stand out because of their truth and their importance. Such a fact is this one, known to millions of smokers: with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1. Now why is that so important? ... Because these independent experts - buyers, auctioneers and warehousemen - are impartial eye-witnesses at every tobacco auction. They see who pays the price to get the finer, the lighter, the naturally milder leaf. And sworn records show that over twice as many of them smoke Luckies exclusively as smoke all other cigarettes combined. Let that fact - that true landmark - be your guide to a finer, lighter, milder cigarette. With men who know tobacco best, it's Luckies 2 to 1.

sbl

ATX01 0026837

2/15/41

WHERE'S THE CAPTAIN'S HAT" WOOD, HIT PARADERS AND
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

CD:

It's time out time for a Lucky Strike Extra ... You
know a little bit later on we're all going to join the
Army men at Ford Meade, so just for fun the
Hit Paradars and I are going to strap on our Sam Brown
belts and do a novelty song-story called
"Where's The Captain's Hat".

(MUSIC SWELLS AND FINISHES)

(APPLA USE)

segue to

2/15/41

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the song that left us for a week but tonight it pounds the popularity path and finds the way back home. Bea Wain does the honors with the TENTH ranking tune on the Parade this week ... "May I Never Love Again".

(MUSIC SWELLS AND FINISHES)

segue to

sbl

ATX01 0026839

2/15/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Steaming ahead like a western tornado, this new tune again takes a jump in the ratings, and shows up in the number SEVEN spot. The Hit Paradars and I take a chance on a chill with the number SEVEN song of the week ... "High on a Windy Hill".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

2/15/41

-8-

REVISED

WOOD: Tonight, friends, we have a very special guest - the distinguished Washington news analyst ... Fulton Lewis, Jr.!

(APPLAUSE)

(FADE IN CROWD NOISES AND CHANT IN B.G.)

LEWIS: Good evening, ladies and gentlemen. This is Fulton Lewis, Jr., reenacting for you one of the nation's most exciting events ... a real tobacco auction! The scene is a tobacco warehouse in the famous tobacco town of South Boston, Virginia. There are over a dozen buyers here. Row after row of baskets of tobacco fill the huge warehouse ... and they are sold individually ... because there's so much difference in the grade and quality of leaf that each contains. They're starting on a new row now. The warehouseman's about to call out the opening bid on a basket piled high with the fragrant leaf. Listen!

WHISMAN: This tobacco's sound as a dollar. Start 'er at 23.

(CHANT)

rdf

ATX01 0026841

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 (CONTINUED)

2/15/41

LEWIS: The auctioneer chants ... 23 - 23 ... meaning 23 dollars a hundred pounds has been bid. But now a leaf company buyer signals 24 dollars. And Lucky Strike bids 25 - 25 - An export company raises it to 26. And another cigarette company 27. The boys are battling for this basket! That leaf company buyer signals 28 - and the cigarette company says 29. Any more bids? Yes ... yes ... the Lucky Strike buyer makes it 30 - 30. The auctioneer looks at all the other buyers - but no, I think the bidding's over ... the tobacco's going ... going to Lucky Strike at 30. Listen:

(CHANT: SOLD AMERICAN)

arc

ATK01 0026842

2/15/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 (Continued) - February 15, 1941

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 tobacco auctions in South Boston, Virginia, The American Tobacco Company paid 40 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 40 percent 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! So smoke the smoke tobacco experts smoke. Ask for Lucky Strike!

(MUSICAL TAG)

2/15/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE". . .)

WOOD: It's time for a Lucky Strike Extra -- and we're sending it down to Fort Meade, Maryland, where another edition of Your Hit Parade Party is being held. The men at the fort are listening in on us now, and so this is one for their party.

BARUCH: That's right, Barry -- Each week Lucky Strike offers a Hit Parade Party at a different service encampment. It's a star-studded two hour variety show and tonight it's coming from Fort George G. Meade, Maryland. The cast is headed by our Party Master of Ceremonies, Jerry Lester, who has with him as his special guests Tommy Tucker and his band. And in a few minutes we're going to head for Maryland and join them. This broadcast does not constitute United States Army endorsement of our product.

WOOD: Right, Andre. Now, you men at Fort Meade, here comes that Lucky Strike Party Extra. Bea Wain and the Hit Paraders wave a banner your way with the big song from the new Broadway success "Crazy With the Heat." It's--- "The Time of ^{Your} My Life."

(^{Your}"THE TIME OF MY LIFE". WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

arc (APPLAUSE)

ATX01 0026844

2/15/41

WOOD: (OVER APPLAUSE) That's for you, Jerry -- Did they like it at Fort Meade?

(SWITCH TO FORT MEADE ON CUE)

(FORT MEADE - APPLAUSE - FADE FOR)

LESTER: Did they like it? ... Are you kidding? Those are hands clapping, boy, and they belong to hundreds of Army men crammed into the Fort Theatre. And are they having fun? ... The cast here on the stage have been whipping out singers, dancers, comedy and music and we've just begun. And before we go any further, here's our big-time name of the night ... the famous man with a famous band ... Tommy Tucker ...

(APPLAUSE)

Louise Amy ANNELL 15

TUCKER: Thanks, Jerry ... and ~~the band and I are~~ going to try and show everybody the wonderful time we're all having. We say it in music ... and here's one of the most popular songs in the land -- in fact, the number NINE song on Your Hit Parade this week ... "There I Go."

("THERE I GO".TUCKER AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

LESTER: Sensational, Tommy ... merely sensational ... and now I've got my eye on you fellows in the hall ... what say to a song ... I mean everybody ... open the mouth, throw back the head and give with some community singing ... and make it loud ... so you can be heard by all your proud relatives clear across the country ... come on ... and let's go with "Old McDonald Had A Farm."

("OLD MCDONALD HAD A FARM".COMMUNITY SING)

(FADE FOR ANNOUNCEMENT)

LESTER: Oh, that was a sender, fellows, a sender ... but now, we've got a lot of show on deck here, so let's carry on with Your Hit Parade Army Party ... take it, Barry Wood ...

(SWITCH TO NEW YORK ON CUE)

arc

2/15/41

(APPLAUSE)

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD: Thank you, Jerry Lester. It was swell hearing from Your Hit Parade Army Party at Fort Meade, and to have added our bit to your entertainment. Just a stone's throw from the nation's capitol at Washington, Fort Meade is important to America as the home ^{to be} of some twenty ^{five} thousand men who have answered the call to the service. In Maryland, you are in a state which was one of the original thirteen colonies ^{and} Through its long history it has rigorously maintained the true spirit of freedom and unity. America's eyes are upon you men at Fort Meade -- and the thousands of others in training throughout the country. Across the nation, in forty-eight states America stands and salutes you.

arc

ATX01 0026847

mr

- 15 -

2/15/41

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

..STATION BREAK..

RTX01 0026848

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

WOOD: The Parade swings along with the Mexican love song that tonight pins on its ~~eighth~~^{SEVENTH} consecutive survey stripe. Mark Warnow leads the Orchestra in the EIGHTH ranking song this week ... "perfidia."

("PERFIDIA" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 3

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - February 15, 1941

WOOD: Friends, one thing that's the same everywhere is common sense ... Right, Basil Ruysdael?

RUYSDAEL: Yes, it's certainly true that the same common sense rules apply to buying tobacco as to buying anything else: You get what you pay for. Now you recall at that South Boston, Virginia auction we reenacted a few minutes ago, you heard a basket of tobacco "Sold American" for 30 dollars a hundred pounds. But at that same auction, other baskets may have been selling for five - ten - fifteen dollars less a hundred pounds. Why did Lucky Strike pay more? Simply because the finer, the lighter, the naturally milder tobaccos cost more. But we want - and pay for - and ~~consistently~~ get this finer, milder leaf. So let your own good common sense guide you in buying cigarettes. Smoke the smoke tobacco experts smoke ... Lucky Strike.

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the tip-top tune trio of the week ...
and Barry Wood with the Survey story of song success.

WOOD: Okay, Andre ... and across the line comes the seven-
week-old Parader to take the title of third ranking
song in the country. It came up from the ranks last
week and made the big three and tonight it's holding
its own as a song leader. The Hit Paraders stroll
away with ... "You Walk By."

("YOU WALK BY" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD: The Number Two Song ... Mexico's gift to America's musical fancy keeps sailing along in record-breaking style and again comes home a winner. I'd like to sing the SECOND ranking song in forty-eight states ... "Frenesi".

("FRENESI" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD: Number One ... the sceptre goes to a three-time tune king that's got that certain something that makes it a favorite all around the country. Bea Wain and the Hit Paraders sing the number ONE song from Portsmouth to Pasadena ... "I Hear A Rhapsody."

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

2/15/41

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 two to one!

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now - but next Saturday we'll be back with Your Hit Parade . . . and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Sammy Kaye from the United States Naval Academy at Annapolis. In the meantime don't forget Wednesday night Kay Kyser and Friday night "Information Please". Right now I'm saying goodnight for Bea Cain, Lark Warlow, the Hit Paraders and myself. Till next Saturday, this is Barry Wood saying -- so long for a while.

(LUCKY STRIKE TIME)

(APPLAUSE)

(MORE)

ATX01 0026854

2/15/41

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina. The War Department's authorization of this broadcast from Fort Meade, Maryland, does not constitute United States Army endorsement of our product.

(SONG CREDITS IF ANY)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(Fade Theme 20 seconds)

WABC...NEW YORK

The American Tobacco Company
Your Hit Parade - No. 302
February 22, 1941

As Broadcast

2/22/41

REBROADCAST SUNDAY 2/23/41
12:00-12:45 A.M.

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 that may be played on coast-to-coast networks -- determined by Your Hit Parade Survey -- a careful seven-day check on requests made to band leaders, songs most played on the radio and in the juke boxes, and a survey of sales in sheet music and phonograph records ... Now here's your singing master of ceremonies, Barry Wood, with the song that's number NINE ... "There'll Be Some Changes Made."

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

ATK01 0026856

2/22/41

WOOD: Hello, everybody ... this is Barry Wood. We got under way with the bouncing tune that's in ninth place this week ... "There'll Be Some Changes Made." Your musical messengers include tonight Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, and we'll be knocking on your door with your ten Hit Parade tunes and an extra pair of Lucky extras. And for an added treat, a little later on we're going to jump on the Maryland express and head for Annapolis where we'll listen in on another meeting of Your Hit Parade Party -- the two-hour four-star variety show for the midshipmen at the United States Naval Academy. So hop aboard and come along with us ... as the Hit Paraders sound off with the EIGHTH ranking song this week ... "I Give You My Word."

("I GIVE YOU MY WORD" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

md

2/22/41

("MAY I NEVER LOVE AGAIN" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's the ballad that tonight gets its
sixth Hit Parade ticket for admittance
into popularity hall. Bea Wain tosses
in the vocal on the song that rates
TENTH place this week ... "May I Never Love Again."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

md

2/22/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - February 22, 1941

WOOD: Now ... here's Basil Ruysdael.

RUYSDAEL: When tobacco experts get together after an auction to "talk shop," their favorite topic is often: who bought what tobacco and how much did they pay? For it's a real part of their business to know these facts. Yes, the auctioneers, buyers and warehousemen see who gets what tobaccos. At auction after auction they are actual eyewitnesses to the fact that Lucky Strike pays higher prices for the finer, the lighter, the naturally milder tobaccos. And what cigarette do they choose for their own smoking enjoyment? Well, sworn records show that over twice as many independent tobacco experts - men not connected with any cigarette company - smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

md

ATX01 0026859

2/22/41

("BAA BAA BLACK SHEEP" and "ALL AROUND THE MULBERRY BUSH" . . .
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Double ... Mark Warnow and
the Orchestra are going to hop on their scooters and
go tearing around some musical corners with a great
pair of jiving, jumping, juvenile jingles ...
"Baa Baa Black Sheep" and "All Around the Mulberry Bush."

(MUSIC SWELLS AND FINISHES)

segue to

md

ATX01 0026860

2/22/41

("IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: After five appearances on the Parade, this tune is still sitting on a star in the musical firmament and moving along as a song leader. Tonight it shows up as the number SEVEN tune of the week. So it's yours truly and the orchestra and ... "It All Comes Back to Me Now."

(MUSIC SWELLS AND FINISHES)

segue to

md

2/22/41

("Perfidia" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: There's a leap and a bound in the ratings for this tune as it moves into its eighth week as a fourteen-carat Hit Parade member. Bea Wain takes a turn towards Mexico as she sings the FOURTH ranking song ... "Perfidia."

(MUSIC SWELLS AND FINISHES)

segue to

COMMERCIAL 2

md

2/22/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - February 22, 1941

WOOD: Friends...George Washington knew a lot about tobacco... because he raised it on his own plantation. And tonight we're reenacting for you a real tobacco auction down in Washington's home state of Virginia...
(MUSIC ESTABLISH - THEN FADE)

BARUCH: Rush Hughes - well-known radio and movie commentator - describes an auction in Abingdon, Virginia.
(MUSIC UP AND BLEND WITH CHANT IN FULL AND VOICES B.G.-- THEN FADE)

HUGHES: Good evening, everybody. This is Rush Hughes. That chant you hear may sound like double-talk to you. But it's perfectly clear and understandable to the tobacco men here in this huge warehouse. (CHANT OUT ON "AMERICAN") Now I'm going to try to show you what it all means. The warehouseman is about to call out the opening bid on another basket of golden tobacco. Listen:

WHSMAN: Sweet as a peach and ripe as a nut, boys! ...start 'er at 21. (CHANT)

(MORE)

md

ATX01 0026863

2/22/41

COMMERCIAL #2 (CONT'D)

HUGHES: Hear that 21 - 21. That means 21 dollars a hundred pounds is the opening bid on this basket. But now a leaf company buyer raises the bid to 22 - 22. And the Lucky Strike buyer signals 23. There are over a dozen buyers here and the basket goes to the highest bidder. Each basket of tobacco is sold individually, you know, because they differ greatly in grade and quality. Say! ... *Four* more bids were made there in *rapid* *order* succession. Yes ... the price is up to 27 - 27. But wait ... another cigarette company buyer raises it a dollar to 28. Will the Lucky Strike buyer say 29? ... Yes ... Hear that? 29. It's going ... going to Lucky Strike at 29.

(CHANT UP - SOLD AMERICAN)

(MORE)

ATX01 0026864

2/22/41

COMMERCIAL #2 (Cont'd)

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 past season, at tobacco auctions in Abingdon, Virginia, The American Tobacco Company paid 36 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 36 percent 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)

md

ATX01 0026865

2/22/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE" . . .)

WOOD: It's time for a Lucky Strike Extra ... and this one is for Your Hit Parade Navy Party which is going on now for the Midshipmen of the United States Naval Academy at Annapolis, Maryland. The men at the Academy are listening in on us and so we're sending them an extra.

BARUCH: That's right, Barry ... Every Saturday night Lucky Strike presents in a different service encampment a Hit Parade Party - a thrilling two-hour variety entertainment. Tonight's cast is headed by our Party master of ceremonies Jerry Lester and his guests of the evening, Sammy Kaye and his band. In a few short minutes, we're going to travel to Maryland and join them.

WOOD: Right, Andre, and now for our Lucky Strike Party Extra. The Hit Paraders and I are putting our heads together and delivering to you men at Annapolis that swell tune ... "Accidentally On Purpose."

("ACCIDENTALLY ON PURPOSE" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (OVER APPLAUSE) There it is, Jerry ... that's one for your Party at the Naval Academy.

md

ATX01 0026866

2/22/41.

(SWITCH TO ANNAPOLIS ON CUE)

(ANNAPOLIS)

(APPLAUSE - FADE FOR)

LESTER: It was a terrific one, Barry ... down here in good Annapolis we liked it plenty fine. And that means that hundreds of navy men jammed into Mahan Hall went for it hook, line and sinker. They're all here to pitch with the Party and we're having a bang-up time. Across the stage here have come comedy, singing, dancing, and magic ... and right now it's time to introduce our extra-special guest ... and here he is ... Sammy Kaye!

(APPLAUSE)

KAYE: Thanks, Jerry ... it's really great fun playing for Lucky Strike's Navy Party ... and the band and I would like to go a little further and do the number SIX tune on the Parade this week ...

("HIGH ON A WINDY HILL". KAYE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

stupid how we knock over for that
 LESTER: Stupendous, Sammy, ... ~~we go for that one~~ ... and now
 how about you fellows in the hall going for one of
 your own .. i.e., how about giving out with a little
 community singing ... community means everybody ...
 so everybody loosen up the larynx and bellow forth
 with a beaut! ... what ~~do you~~ *sa* say ... let's go with
 that wonderful song that everybody loves ...
 "Maryland My Maryland."

("MARYLAND MY MARYLAND" COMMUNITY SINGING)

apparently that one
 LESTER: You lived ~~every minute of it~~, fellows, you were
 dynamite ... but we've got a lot of show to dish
 out ... so let's carry on with Your Hit Parade Navy
 Party ... it's all yours, Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(APPLAUSE)

(APPLAUSE)

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD: Thank you, Jerry Lester ... it was swell hearing a part of the show for the Naval Academy and to have contributed to their entertainment. Perhaps among the men in Mahan Hall tonight there's a John Paul Jones, an Admiral Dewey or Farragut of tomorrow, for Annapolis is celebrated for turning out great leaders and fine men of the sea.

The high aims of the Academy were expressed by ^{a former} ~~Rear~~ ^{Superintendent, the Commanding Officer} ~~Admiral Wilson Brown~~ when he said that there should exist a feeling of comradeship, sustaining the honor of the regiment in the highest standards of discipline, scholarship and the conscientious performance of duty. You are fulfilling these aims today, and so we pay tribute to you men of the Naval Academy. Yours is the heritage of the ship "Constitution" ... "Old Ironsides" ... whose spirit lives on in the traditions of Annapolis. And today as the spotlight of America shines on you, we salute you and the thousands of others who are part of our great United States Navy.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

ATX01 0026869

2/22/41

-15 -

BARUCH: We pause for station identification

This is the COLUMBIA ... BROADCASTING SYSTEM
... STATION BREAK ...

hml/

ATX01 0026870

2/22/41.

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: The Parade moves along with a popularity veteran that's counting up its twelfth visit to your musical club. Mark Warnow and ~~the Orchestra~~ ^{best} out the rhythm of the number FIVE song this week ... "So You're The One".

("SO YOU'RE THE ONE". ^{Wood} ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 3

hml/

2/22/41

- 17 -

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #3 - February 22, 1941.

WOOD: Friends, that good old counsel - "don't be penny wise
... and pound foolish," is certainly true at tobacco
auctions. Isn't that right, Basil Ruysdael?

RUYSDAEL: Yes, Barry, you've got to pay higher prices if you
want the finer, lighter, milder leaf. For example,
at ~~the~~ ^{that} Abingdon, Virginia tobacco auction we reenacted
a few minutes ago, you heard a basket of tobacco
"Sold American" for 29 dollars a hundred pounds. Now
other baskets of tobacco at that same auction may
have been selling for five - ten - fifteen dollars
less a hundred pounds. But Lucky Strike paid more.
Why? Well, simply because we want - and pay for -
and get - the finer, the lighter, the naturally milder
tobaccoes. So, folks, smoke the smoke tobacco experts
smoke - and you'll enjoy a finer, milder cigarette.
Next time ask for Lucky Strike.

hml/

ATX01 0026872

2/22/41

(PLACEMENT NUMBER THREE)

BARUCH: Here they are ... the top-notch tune trio of the week ... and Barry Wood with the final rankings of the Survey.

WOOD: Right, Andre ... and we're sailing along with the mellow melody that's winding up its eighth consecutive week of Hit Parade fame and fortune. A Survey flash tells us that tonight its hitting high in the ratings to finish your choice for the THIRD ranking song in the country. Bea Wain sings... "You Walk By."

("YOU WALK BY". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

(FAIRFARE NUMBER TWO)

WOOD: The Number Two Song ... it's the tune from the land of
 the jumping-bean that's spending its twelfth week on
 the Parade and carving out quite a niche for itself as
 a big time hit. Tonight makes it an even half dozen
 times that you've voted it your SECOND favorite tune
 on the list. The Hit Paraders chant away with ...
 "Frenesi."

("FRENESI". HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

2/22/41

(ANNOUNCER NUMBER ONE)

WOOD: Number One ... this week's title-holder holds to the throne for the fourth time in a row. The Hit Paraders and I go into cahoots with the number ONE song from Coney Island to Catalina ... "I Hear A Rhapsody."

("I HEAR A RHAPSODY". WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

ATX01 0026875

2/22/41

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 two to one!
(PYRAMID TO)

WOOD:

(SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now - but next Saturday we'll be back with Your Hit Parade . . . and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Jan Savitt from Fort Hamilton, New York. In the meantime don't forget Wednesday night Kay Kyser and Friday night "Information Please". Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders and myself. Till next Saturday, this is Barry Wood saying -- so long for a while.

(LUCKY STRIKE TIME. . .)

(APPLAUSE)

hml/

(MORE)

ATX01 0026876

2/22/41.

(CONT'D)

BARUCH: The famous tobacco auctioneer heard on tonight's
program was Mr. L. A. (Speed) Riggs of Goldsboro,
North Carolina. The Navy Department's authorization
of this broadcast from the United States Naval
Academy at Annapolis does not constitute United States
Navy endorsement of our product.

(SONG CREDITS, IF ANY)

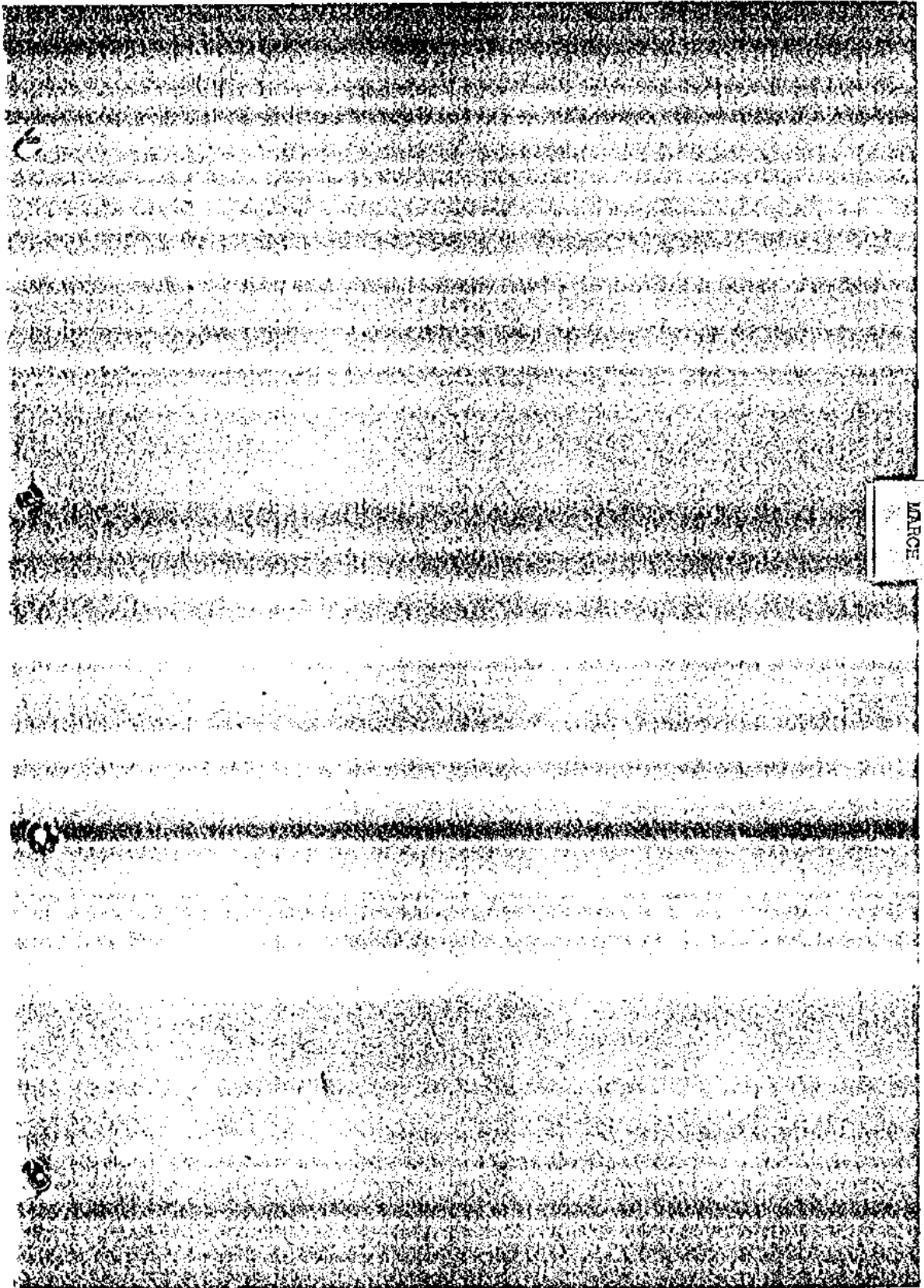
This is the COLUMBIA...BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC...NEW YORK

hml/

ATX01 0026877



MARCH

As Broadcast

COLUMBIA BROADCASTING SYSTEM

3/1/41

LUCKY STRIKE - "YOUR HIT PARADE" - 303rd program

SATURDAY, MARCH 1, 1941

REBROADCAST SUNDAY 3/2/41

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, 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 that may be played on coast to coast networks --- determined by Your Hit Parade Survey -- a careful seven-day check on requests made to band leaders, songs most played on the radio and in the juke boxes, and a survey of sales in sheet music and phonograph records ... Now here's your singing master of ceremonies, Barry Wood, with the song that's number EIGHT ... "So You're The One".

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ymg

ATX01 0026879

3/1/41

WOOD: Hello, everybody ... this is Barry Wood. We opened the show with the eighth ranking tune this week ... "So You're The One". Heading the cast tonight, are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll be bringing you your ten survey songs and a pair of Lucky Strike Extras. Later in the program we're going to take you to Fort Hamilton, New York, and listen in on another session of Your Hit Parade Party -- the big two-hour variety show presented each Saturday night for the men in the service. And now on with the rankings and ratings, as the Hit Paraders sing the song that takes SIXTH place this week ... "Perfidia".

("PERFIDIA" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

jmg

3/1/41

("IT ALL COMES BACK TO ME NOW " WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR ... Bea Wain sings the song that took a big jump in the rankings this week to finish in fourth place all around the country ... "It All Comes Back To Me Now."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

jmg

ATX01 0026881

3/1/41

WOOD: Now here's Basil Ruysdael ...

RUYSDAEL: A fact for every smoker to remember is that tobacco auctions are conducted in open competition. The experts see who buys what leaf and the prices paid. Now sworn records show that over twice as many of the independent tobacco experts - not connected with any cigarette company - smoke Luckies exclusively as smoke all other cigarettes combined. At thousands of auctions, these independent buyers, warehousemen and auctioneers see Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. And with these experts - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Jmg

ATX01 0026882

3/1/41.

("LA CONGA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... This week saw South America celebrate its gay fiesta of the year -- the carnival season, and here on the Parade Mark Warnow gets into the spirit of this colorful holiday week with the rhythmic beat of a great Latin tune ... "La Conga."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

3/1/41

("HIGH ON A WINDY HILL".WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE . . . The Hit Paraders and I do some close
harmony with the tune that's your choice for fifth
place . . . "High On a Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

ATX01 0026884

3/1/41

("THERE I GO". WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN . . . Bea Wain comes up with the tune that rates
tenth on the Parade this week . . . "There I Go."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

hml/

ATX01 0026885

3/1/41

(FADE IN CHANT -- AND CROWD NOISE)

FISHELL: Good evening, folks. This is your radio sports
commentator, Dick Fishell. We're reenacting a
tobacco auction held last Fall in guess-who's
home town - Kay Kyser's birthplace, Rocky Mount,
North Carolina. And, say, this is one of the South's
important tobacco markets. (CHANT UP) There's
^{that} the familiar chant of the tobacco auctioneer. ^{is familiar to} Yes,
^{Tobacco men} familiar ... but do you know what it means?
Tonight I'll try to show you just how that weird
sing-song records the bids in a way perfectly
clear to all these tobacco men here. (CHANT -- AMERICAN)
There's a basket of tobacco just sold. Now the
warehouseman's about to call out the opening bid
on another basket. Listen....

WAREHOUSEMAN: More center cutters, boys ... start 'er at 24.

(CONTINUED)

hml/

ATX01 0026886

3/1/41

Commercial #2 - March 1, 1941

(CONTINUED) Page -2-

FISHELL: 24 dollars is the bid - 24 dollars a hundred pounds - but right away a leaf company buyer raises it to 25 dollars. Hear the auctioneer chant it out? 25 - 25. Now an export company buyer bids 26 and Lucky Strike 27 - 27. There are over a dozen buyers here and they all seem to want this particular basket of tobacco. The baskets, you know, differ widely in grade and quality - so each is sold individually. The bid's up to 29 already on this basket - 29 dollars. And a cigarette company bids 30. That export company 31 - 31. Anybody going to top that? Yes, Lucky Strike bids 32 - and no more signals, no more bids ... it's going to Luckies at 32.
(SOLD AMERICAN)

(CONTINUED)

/

hml/

ATX01 0026887

3/1/41

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 past season, at tobacco auctions in Rocky Mount, North Carolina, The American Tobacco Company paid 49 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 49 percent 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)

hml/

ATX01 0026888

3/1/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE" . . .)

WOOD: Time for a Lucky Strike Extra ... and we're sending this one to Your Hit Parade Army Party that tonight is holding forth at Fort Hamilton, New York.

BARUCH: Right, Barry ... Each Saturday night in a different service encampment Lucky Strike offers a Hit Parade Party -- a big time two hour show chock full of outstanding entertainment. Heading the cast are party master of ceremonies, Jerry Lester, and the special guest stars of the evening, Jan Savitt and his band. In just a minute or two we're going to switch over to Fort Hamilton and join the Party. This broadcast does not constitute United States Army endorsement of our product.

WOOD: ^{Right,} ~~Okay,~~ Andre ... and here goes with our extra for the Hit Parade Army Party ... The Hit Paraders gather round and off we go with ... "The Wise Old Owl".

("THE WISE OLD OWL" WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES) (APPLAUSE)

WOOD: (OVER APPLAUSE) There's our extra, Jerry ... how was it at Fort Hamilton?

(SWITCH TO FORT HAMILTON ON CUE)

(FORT HAMILTON) (APPLAUSE)

sb1 (FADE FOR)

3/1/41

LESTER: How was it? How was it? ... Man, you heard how it was. There were plenty of Army men pitching in on that applause ... and they're all in on tonight's meeting of the Hit Parade Army Party. Here at the Post Y.M.C.A. Gymnasium, we're having a whale of a time. Up on the stage we've been giving out with singers, dancers, comedy, and music. And holding down the musical end is our big guest of the night ... but here he is ... Jan Savitt.

(APPLAUSE)

SAVITT: Thanks, Jerry ... it's great being here with you and the fellows at the Party. So the band and I are going to try and show you how much we mean it by playing the number SEVEN song on the Hit Parade ... "There'll Be Some Changes Made".

("THERE'LL BE SOME CHANGES MADE" SAVITT AND BAND)

3/1/41

LESTER: You're on the beam, Jan ... it was terrific. But now .
how about all you Ft. Hamilton boys doing a little
singing ... yes, I mean everybody here in the hall
join those voices together ... shake out the high c's
and let's go to town with ... "A Bicycle Built for Two"
... Come on ...

("A BICYCLE BUILT FOR TWO" COMMUNITY SING)

LESTER: You gave it everything, fellows, everything ... and
now let's carry on with our Hit Parade Army Party ...
there's lots of stuff still to come ... so take it,
Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(APPLAUSE)

3/1/41

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD: Thank you, Jerry Lester ... We enjoyed hearing from Your Hit Parade Army Party ... And to you men at Fort Hamilton, we take off our hats. We join America in paying tribute to you who have left your homes and families to do your part in our National Defense Program. You believe in the preservation of something mighty close to our hearts: the Democratic way of life. And so tonight we salute you - and those like you, clear across this land of ours. From the Atlantic to the Pacific we say ... "Good luck fellows! We're proud of you!"

(MUSIC UP TO FINISH)

3/1/41

BARUCH: On with Your Hit Parade ... And here's your singing star, Barry Wood.

WOOD: The Parade rolls along with the romantic ballad that fills the number NINE position this week. Bea Wain steps up to sing ... "I Give You My Word".

("I GIVE YOU MY WORD" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 3

3/1/41

WOOD: Attention, everybody ... Basil Ruysdael has reports from some more tobacco markets ...

RUYSDAEL: Yes, a few minutes ago, you heard our reenactment of a real tobacco auction at Rocky Mount, North Carolina. You heard the report for the whole season from that Rocky Mount market, showing that the American Tobacco Company paid 49 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 49 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now at auction after auction, we pay these higher prices. For example, during the past season at Loris, South Carolina, on the same basis, American paid 54 percent more ... and at Nashville, Georgia, 48 percent more ... and similarly at Martinsville, Virginia, 56 percent more. Well, smokers, here's the thing for you to remember: in buying tobacco - as in buying anything else - you get what you pay for. The independent tobacco experts see Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. That's why with men who know tobacco best, it's Luckies 2 to 1!

arc

ATX01 0026894

3/1/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... America's three favorite songs
of the week.

WOOD: ^{Okay} ~~Right~~, Andre ... it's number THREE coming up. The
tune sensation from down Mexico way again finishes
among the top favorites in the country. The Hit
Paraders sing the song that's number THREE ...
"Frenesi."

("FRENESI". HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/1/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO song ... ~~and~~ this hit song kicked
up its heels during the week and moved up one spot
closer to the title. I'd like to sing the tune
that rates second place on Your Hit Parade ... "You
Walk By."

("YOU WALK BY".WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/1/41

(FANFARE NUMBER ONE)

WOOD: Number ONE ... and again this week, all-America
went to the music polls and elected for the first
ranking song in the country ... "I Hear A Rhapsody."

("I HEAR A RHAPSODY". WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/1/41

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 two to one!
(PYRAMID TO)

WOOD:

(SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade . . . and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Herbie Kaye from the Naval Air Station, Norfolk, Virginia. In the meantime don't forget Wednesday night Kay Kyser and Friday night "Information Please." Right now I'm saying goodnight for Bea Wain, Mark Warnow, the Hit Paraders and myself. Till next Saturday, this is Barry Wood saying -- so long for a while.

(LUCKY STRIKE TIME. . .)

(APPLAUSE)

arc

ATK01 0026898

3/1/41

BARUCH:

The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. The War Department's authorization of the broadcast from Fort Hamilton, New York, does not constitute United States Army endorsement of our product.

(SONG CREDITS, IF ANY)

This is the COLUMBIA....BROADCASTING SYSTEM.

Fade theme 20 seconds

WABC ... NEW YORK

arc

ATX01 0026899

As Broadcast

COLUMBIA BROADCASTING SYSTEM

3/9/41

YOUR HIT PARADE - 30th PROGRAM
THE AMERICAN TOBACCO COMPANY

SATURDAY, MARCH 8, 1941

REBROADCAST SUNDAY 3/9/41
12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

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

BARUCH: 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 that may be played on coast to
coast networks -- determined by Your Hit Parade
Survey -- a careful seven day check on requests made
to band leaders, songs most played on the radio and in
the coin phonographs, and a survey of sales in sheet
music and phonograph records. Now here's your singing
master of ceremonies, Barry Wood, with the song
that's number SEVEN ... "There'll Be Some Changes
Made."

("THERE'LL BE SOME CHANGES MADE".WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

ATX01 0026900

3/8/41

WOOD:

Hello, everybody ... this is Barry Wood. We raised the curtain with the song that ranks seventh this week ... "There'll Be Some Changes Made." Tonight's show includes Bea Wain, the Hit Parade, Mark Warnow and the Lucky Strike Orchestra ... and we'll be featuring your ten survey tunes, and a couple of Lucky Strike Extras.. Also tonight, another meeting is being held of Your Hit Parade Party -- the two-hour variety entertainment presented each Saturday night for the men in training. The show is going on at the U.S. Naval Air Station at Norfolk, Virginia, and later in the program we're going to join the Party. Right now, Your Hit Parade swings into action as Bea Wain sings the number SIX song this week . . . "Perfidia."

("PERFIDIA". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

3/8/41

("I GIVE YOU MY WORD" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE . . . The Hit Paradars rally 'round to
give you the song that winds up the week in ninth
place . . . "I Give You My Word."

(MUSIC SWELLS AND FINISHES)

segue to

cv

ATX01 0026902

("YOU WALK BY" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

Mark Warnow & A

WOOD:

Number FOUR ... ~~Bea Wain and the Orchestra~~ get
together on the song that's in fourth place on the
Parade ... "You Walk By"

(MUSIC SWELLS AND FINISHES)

segue to

md

3/8/41

(CHANT - PAUSE FOR ANNOUNCER)

WOOD: That chant, friends, means it's time to play our new Lucky Strike game.. "Lucky Markets".

(CHANT UP..ENDING "SOLD AMERICAN")

BARUCH: Now this is a commercial..but it's different. It's a game called "Lucky Markets" - a game to emphasize to you that Lucky Strike pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. On stage is a goldfish bowl containing the names of one hundred and nineteen tobacco markets. And chosen from our audience are one hundred and nineteen people...each with a card bearing the name of one of these tobacco markets and the percentage figure above the average market price we paid there for tobacco. As a guest on stage draws a market, I'll announce it and the person with the card for that market will then call out the percentage figure. Remember, these one hundred and nineteen markets are the markets where tobacco buyers... in open competition ..buy over 96 percent of all the cigarette tobacco sold at auction in this country. So listen..and you'll see for yourself that we do pay higher prices for the finer, the lighter, the naturally milder tobaccos. and watch for a surprise! Let's go ..the first market..draw a name, please, miss. Here it is... it's _____

3/8/41

MAN: _____ percent more.

BARUCH: _____% more--thank you--that means, friends, that at tobacco auctions in _____, _____, last season, The American Tobacco Company paid _____% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, _____% above the average market price paid for all the various types and grades of tobacco sold there--and the best we bought will go to Luckies. _____% more. and Lucky Strike pays \$_____ to the (lady) (gentleman) with the _____ card! That's why we call it "Lucky Markets" - let's play - let's go - next market being drawn from the goldfish bowl and - and it's

(CROWD MURMURS UP)

(ETC)

"Lucky Markets" picked on first broadcast:

Fayetteville, Tenn.	27%
Goldboro, N.C.	43%
Asheville, N.C.	34%
Waycross, Ga.	45%
Conway, S.C.	32%
Carthage, Tenn.	23%
Burlington, N.C.	42%

(BELL)

"Lucky Markets" picked on repeat broadcast:

BARUCH: Oh -oh - there goes the closed for the evening. Now here's Basil Ruysdae

Smithfield, N.C.	65%
Rocky Mt., Va.	25%
Conway, S.C.	52%
Washington, S.C.	52%
Columbia, Tenn.	24%
New Albany, Ind.	10%
South Boston, Va.	

3/3/41

RUYSDAEL: Ladies and gentlemen, some of you are probably wondering why we paid out this money. Well, we think it's good business...good business because it emphasizes a point that is important to every smoker listening. Playing "Lucky Markets" is the most forceful way we could think of to emphasize the fact that The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos..and that we pay these higher prices at market after market, all over the South. For, as you saw, the names of the tobacco markets were drawn completely at random. Yes, we do pay higher prices for the finer, the lighter, the naturally milder tobaccos--and the best we buy goes into Luckies. No wonder that with independent tobacco experts--buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(MUSICAL TAG)

3/8/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE".....)

WOOD: It's time for a Lucky Strike Extra ... and it's an extra for Your Hit Parade Party that tonight is coming from the Naval Air Station at Norfolk, Virginia.

BARUCH: That's right, Barry ... Every Saturday night in a different service encampment, Lucky Strike presents a Hit Parade Party -- two hours of top-notch variety entertainment for the men in training. The cast is headed by our party master of ceremonies, Jerry Lester, and the guests of the evening are Herbie Kaye and his band. In a few moments we're going to take you to the Naval Air Station to listen in on the Party.

WOOD: Right, Andre ... but first comes the extra we're sending to the Party ... it's that swell song ... "~~The Peanut Vendor~~." *The Time of Your Life*

("THE PEANUT VENDOR" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (OVER APPLAUSE) That's for you, Jerry ... how did they like it at the Naval Station?

(SWITCH TO NAVAL AIR STATION ON CUE)

(NAVAL AIR STATION)

(APPLAUSE - FADE FOR)

cv

3/8/41

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE".....)

WOOD: It's time for a Lucky Strike Extra ... and it's an extra for Your Hit Parade Party that tonight is coming from the Naval Air Station at Norfolk, Virginia.

BARUCE: That's right, Barry ... Every Saturday night in a different service encampment, Lucky Strike presents a Hit Parade Party -- two hours of top-notch variety entertainment for the men in training. The cast is headed by our party master of ceremonies, Jerry Lester, and the guests of the evening are Herbie Kaye and his band. In a few moments we're going to take you to the Naval Air Station to listen in on the Party.

WOOD: Right, Andre ... but first comes the extra we're sending to the Party ... it's that swell song ... "~~The Peanut Vendor~~." *The Time of Your Life*

("THE PEANUT VENDOR" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (OVER APPLAUSE) That's for you, Jerry ... how did they like it at the Naval Station?

(SWITCH TO NAVAL AIR STATION ON CUE)

(NAVAL AIR STATION)

(APPLAUSE - FADE FOR)

cv

LESTER: That was terrific, Barry ... everybody went for it in a big way down here, a plenty big way ... the applause that told you so came from hundreds of Navy Airmen who are jammed into the station auditorium to get in on the Party ... Up to date, we've all been having a super-colossal time ... We've been rolling out the singing, dancing, comedy and music ... and right now I'm introducing our special guest star ... Herbie Kaye.

(APPLAUSE)

KAYE: Thanks, Jerry ... it's a great treat for the band and me to be here with you at Your Hit Parade Party ... and now we'd like to throw in some music and play the number EIGHT song on the Parade this week ... "So You're The One."

("SO YOU'RE THE ONE" CONNOR AND KAYE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ov

LESTER: Elegant; Herbie ... that was really elegant ... but
now how about everybody ... yes, all you fellows,
everybody chip in on a song ... just sound your "A"
and let's all join in on some singing ... come on,
now ... it's "Polly Wolly Doodle" ... and everybody
sing ... let's go!

("POLLY WOLLY DOODLE" COMMUNITY SING)

LESTER: You were in there punchin', fellows ... and you
certainly gave it everything ... we've got a lot
of Party stuff still to come ... so on with Your
Hit Parade Navy Party ... take it Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(APPLAUSE)

cv

3/8/41

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD:

Thank you, Jerry Lester ... it was a real pleasure to hear from Your Hit Parade Navy Party. To you men at the Naval Air Station we send our very best. We pay tribute to you and the thousands of others who have enlisted in this great branch of the armed forces to do your share in National Defense. Some of you are old hands at the game, others are just starting in; but one and all, you are part of the front line in the preservation of our democratic way of life. So we salute you, and across the nation in forty-eight states, the people of America say -- good luck, good luck always.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

ATX01 0026911

3/8/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Parade moves along with the tune that shows up
on the survey in FIFTH place this week ...
"High On A Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

md

ATX01 0026912

3/8/41

("LET'S DREAM THIS ONE OUT" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN ... a newcomer rises from the ranks to
take its place on the Parade.
Bea Wain sings the tune that's starting off in
tenth place ... "Let's Dream This One Out."

(MUSIC SWELLS AND FINISHES)

segue to

COMMERCIAL 1

cv

3/8/41

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

....STATION BREAK....

md

RTX01 0026914

3/8/41

BARUCH: On with Your Hit Parade ... and here's your singing
star, Barry Wood.

WOOD: Before we bring you your three top tunes, it's time
for a Lucky Strike Extra ... and Mark Warnow and the
Orchestra deliver the goods with a great tune ...

"Shortnin' Bread"

("SHORTNIN' BREAD" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

nd

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - March 8, 1941

3/8/41

WOOD: Now here's Basil Ruysdael with a word about that new game - "Lucky Markets" - we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get finer, lighter, milder tobaccos: a percent more in a. b percent more in b, and so on ... Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices to get the finer, the lighter, the naturally milder leaf. And with these independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Percentages and markets quoted on first broadcast:

- (a) 54% - Asheville, N.C.
- (b) 45% - Waycross, Ga.

Percentages and markets quoted on repeat broadcast:

- (a) 24% - Columbia, Tenn.
- (b) 52% - Washington, N.C.

md

ATX01 0026916

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs of the week.

WOOD: Right, Andre ... and coming up on deck is the number three song. This tune has been steadily climbing up the musical ladder and tonight finds it ranking among your top favorites in the country. Bea Wain sings the song that takes THIRD place ... "It All Comes Back To Me Now"

("IT ALL COMES BACK TO ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

3/8/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... That Mexican tune
 again hits an important spot in America's
 fancy and comes home the second ranking song
 in all the land. The Hit Paraders sing ...
 "Frenesi."

("PRENESI" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mk

(FANFARE NUMBER ONE)

-19-

3/8/41

WOOD: Number ONE....the title goes to the big hit
 that's topping them all for the sixth consecutive
 week. The Hit Paraders and I sing the number
 one song from coast to coast ... "I Hear A
 Rhapsody."

("I HEAR A RHAPSODY" WAIN, HIT PARADERS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mk

ATX01 0026919

3/8/41

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade ... and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Harry James from Mitchell Field, Long Island. In the meantime don't forget Wednesday night Kay Kyser and Friday night "Information Please." Till next Saturday, goodnight for Bea Wain, Mark Warnow, the Hit Paraders and myself ... And for Lucky Strike, this is Barry Wood saying -- so long for a while.

("LUCKY STRIKE TIME")

(APPLAUSE)

mk

3/8/41

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. The Navy Department's authorization of the broadcast from the United States Naval Air Station at Norfolk, Virginia does not constitute United States Navy endorsement of our product.

(SONG CREDITS, IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC NEW YORK

mk

ATX01 0026921

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 305

FIRST BROADCAST ONLY *

SATURDAY, MARCH 15th, 1941.

9:00 - 9:30 P. M.

SEE CONTINUITY FOR SECOND
BROADCAST.

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

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

BARUCH: 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
favorite songs that may be played on coast to coast
networks. Tonight, Your Hit Parade will only be one
half hour in length instead of the usual forty-five
minutes ... as President Roosevelt is addressing
the nation over this and other stations at nine-thirty,
New York Time. And now, Barry Wood opens the show
with the song that's Number NINE this week .. "Amapola".

("AMAPOLA". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

*FIRST BROADCAST HALF HOUR ONLY BECAUSE OF PRESIDENT
ROOSEVELT'S SPEECH.

3/15/41

WOOD:

Hello, everybody, this is Barry Wood. We got under way with the newcomer that's in ninth place ... "Amapola". On the Parade tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ^{This week} ~~and~~ ^{only} we'll have time to bring you your top ranking nine songs this week. Just for your survey score-book, the number ten tune is "Georgia On My Mind". Your Hit Parade Army Party will be going on just the same at Mitchell Field, Long Island, but we won't have time to listen in, tonight because we're doing a half-hour show on account of the President's broadcast. Right now, the Parade rolls on ^{as Bea Wain Sings} ~~as Mark Warnow and the~~ Orchestra ~~play~~ the song that rates FIFTH place this week .. "Perfidia."

("PERFIDIA" ^{Wain. d.} .ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

hml/

3/15/41

("THERE'LL BE SOME CHANGES MADE"^{Wood}WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

The Hit Parade of J
Number SEVEN .. ~~it's~~ ~~Bea Wain~~ and ~~the orchestra~~
with your choice for the seventh ranking tune this
week "There'll Be Some Changes Made".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1.

hml/

ATX01 0026924

3/15/41

COMMERCIAL # 1.

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game ... "Lucky Markets".

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point - a game to show you that Lucky Strike pays higher prices for tobacco - gets the finer, the lighter, the naturally milder tobaccos. On stage in a goldfish bowl are slips of paper with the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 per cent of all the cigarette tobacco sold at auction in this country. Chosen from our audience are one hundred and nineteen people. Each has a card bearing the name of one of these tobacco markets and the percentage figure above the average market price we paid there for tobacco. Now a young lady from the audience is going to draw the names of tobacco markets completely at random, out of the goldfish bowl, and as I call out the name, the holder of that market will call out the percentage. And whatever the percentage is, we will pay the holder of that market the same amount in dollars. Miss, draw a ~~name~~^{market} please. Here it is ... _____.

hml/

ATX01 0026925

3/15/41

COMMERCIAL #1
(Continued)

MAN OR WOMAN: _____ percent more.

BARUCH: _____ percent more in _____ and _____
dollars go to you. Now, friends that means that at
tobacco auctions in _____,
last season, The American Tobacco Company said _____
percent more per pound for the tobacco it bought for
its cigarettes and other tobacco products - yes,
_____ percent above the average market price
paid for all the various types and grades of tobacco
sold there - and the best we bought will go to Luckies.
Catch on? All right - let's play - let's go - we've
got to hurry for our time's limited - next market
being drawn from the goldfish bowl and it's _____
_____.

(CROWD MURNUR)

(ETC)

Percentages and markets quoted on first broadcasts:

(BELL) (a) 2% - Waldorf, Md.
(b) 4% - Winston-Salem, N.C.

BARUCH: Oh - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much, everybody. Now
here's Basil Ruysdael.

"Lucky Markets" picked on first broadcast:

hml/	Mahira, Ga.	3%
	Shelbyville, Ky.	1%
	New Tazewell, Tenn.	3%
	Washington, N.C.	5%
	Reidsville, N.C.	4%
	Waldorf, Md.	2%
	Winston-Salem, N.C.	4%

3/15/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn ^{from the bowl} ~~completely~~ at random and at every single one of them. The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.. Have you tried a Lucky lately?

hml/

RTX01 0026927

("FRENESI" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX *and* The Hit Paradars chant away with
the song that's in sixth place....."Frenesi".

(MUSIC SWELLS AND FINISHES)

Segue to

hml/

3/15/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR.... The Hit Paraders and I go into a
huddle with the tune that moves up to fourth place
on the list....

"High on a Windy Hill".

(MUSIC SWELLS AND FINISHES)

Segue to

jmg

ATX01 0026929

3/15/41

("SO YOU'RE THE ONE" WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT ... Bea Wain sings the tune that the
survey clocked in eighth place this week "So
You're The One".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

jmg

ATX01 0026930

3/15/41

Commercial #2

WOOD: Now here's Basil Ruysdael with a word about that new game - "Lucky Markets" - we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos: 25 percent more in Waldof, Md., 43 percent more in Winston-Salem, N.C., and so on Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices ^{and} to get the finer, the lighter, the naturally milder leaf. And with these independent experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

jmg

ATX01 0026931

3/15/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your three favorite songs of the week.

WOOD: Right, Andre ... and coming up to bat is the number THREE song. It's the swell tune that finishes the week in third place all around the country ... "You Walk By".

("YOU WALK BY"..... HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

3/15/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO song ... it's another jump in the rankings and ratings for this ballad as it moves up closer to the top. I'd like to sing the song that's second on the Parade this week ... "It All Comes Back To Me Now".

("IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

ATX01 0026933

3/15/41

(FANFARE NUMBER ONE)

WOOD: Number ONE ... and that record-breaking hit tops them all again for the seventh time in a row. Bea Wain and the Hit Paraders sing the first ranking song from Maine to California ... "I Hear A Rhapsody".

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

jmg

3/15/41

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen - that's all for now, but next Saturday we'll be back with Your Hit Parade. May I remind you to keep tuned in for President Roosevelt who is speaking to the country at the conclusion of this broadcast.

("LUCKY STRIKE TIME")

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 0026935

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - NO. 305

3/15/41

SATURDAY, MARCH 15th, 1941

12:00 - 12:45 PM EST

SECOND BROADCAST ONLY

SEE CONTINUITY FOR FIRST
BROADCAST

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

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

BARUCH: 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 that may be played on
coast to coast networks -- determined by Your Hit
Parade Survey -- a careful seven-day check on requests
made to band leaders, songs most played on the radio
and in the juke boxes, and a survey of sales in sheet
music and phonograph records. Now here's your
singing master of ceremonies, Barry Wood, with the
song that's number NINE ... "Amapola".

("AMAPOLA"WOOD, GIRLS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sm

3/15/41

WOOD: Hello everybody ... this is Barry Wood. We opened the show with the newcomer that's in ninth place this week ... "Mmapola". On the Parade tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll be giving you your ten Survey songs and a pair of Lucky Strike Extras. Added to that, we'll listen in on another meeting of Your Hit Parade Party -- the two hour variety show for the men in the service that tonight is coming from Mitchell Field, New York. But now, the Survey rolls on as Bea Wain sings the FIFTH ranking song of the week ... "Perfidia".

("PERFIDIA" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SEGUE TO

sm

3/15/41

"HIGH ON A WINDY HILL" WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR ... The Hit Paradars and I go into a
huddle with the tune that moves up to fourth
place on the list ... "High on a Windy Hill".

(MUSIC SWELLS AND FINISHES)

segue to

sm

ATX01 0026938

3/15/41

("THERE'LL BE SOME CHANGES MADE" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN ... it's Bea Wain and the Orchestra
with your choice for the seventh ranking tune
this week ... "There'll Be Some Changes Made".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

sm

ATX01 0026939

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game ... "Lucky Markets".

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point - a game to show you that Lucky Strike pays higher prices for tobacco - gets the finer, the lighter, the naturally milder tobaccos. On stage in a goldfish bowl are slips of paper with the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Chosen from our audience are one hundred and nineteen people. Each has a card bearing the name of one of these tobacco markets and the percentage figure above the average market price we paid there for tobacco. Now a young lady from the audience is going to draw the names of tobacco markets completely at random, out of the goldfish bowl, and as I call out the name, the holder of that market will call out the percentage. And whatever the percentage is, we will pay the holder of that market the same amount in dollars. Miss, draw a number please. Here it is ...

sm

MAN OR WOMAN: _____ percent more.

BARUCH: _____ percent more in _____ and _____ dollars go to you. Now, friends that means that at tobacco auctions in _____, _____, last season, The American Tobacco Company paid _____ percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, _____ percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Catch on? All right - let's play - let's go - we've got to hurry for our time's limited - next market being drawn from the goldfish bowl and it's _____, _____.

(CROWD MUMPS "markets" picked on repeat broadcast:

(ETC.)	ord, N.C.	4%
	akton, N.C.	58%
	ion, Mo.	41%
	rollton, Ky.	26%
	ter, Ga.	57%
	thage, N.C.	54%
	ington, Ky.	21%
(BELL)	ham, Ga.	38%

BARUCH: Oh - oh - there's the bell, ending this session of Lucky Markets. Thanks very much, everybody. Now here's Basil Ruysdael.

Percentages and markets quoted on repeat broadcast:

- (a) 26% - Carrollton, Ky.
- (b) 41% - Weston, Mo.

sm

3/15/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these ^{large} sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn ^{from the barrel} completely at random and at every single one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1... Have you tried a Lucky lately?

3/15/41

(COMMERCIAL CURTAIN)

Segue to

("ARMY LIFE". . . .)

WOOD: It's time for a Lucky Strike Extra ... and this one is for Your Hit Parade Army Party that tonight is being held at Mitchel Field, Long Island.

BARUCH: That's right, Barry ... Every Saturday night in a different training encampment Lucky Strike offers a Hit Parade Party -- two hours of outstanding variety entertainment. The cast is headed by our party master of ceremonies, Jerry Lester, and tonight's stars are Harry James and his band. In just a minute or two we're going to switch over to Mitchel Field and join the Party. This broadcast does not constitute the United States Army endorsement of our product.

WOOD: Okay, Andre ... and here's our extra for the Army Party ... the Hit Paraders and I go to work on a great tune ... ~~"It's High Time."~~ *El Rancho Grande*

~~("IT'S HIGH TIME". . . .)~~ *El Rancho Grande* WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: (OVER APPLAUSE) There it is, Jerry...how did it go at Mitchell Field?

(SWITCH TO MITCHELDFIELD ON CUE)

(MITCHELDFIELD)

(APPLAUSE)

rdf (FADE FOR)

3/15/41

LESTER: How did it go? ... Are you kidding? ... It was sensational. These hundreds of Army airmen, packed into the gymnasium here really went for it. You know, we've been showing them singers, dancers, comedy, magic, and music ... and all in all, we're having a whale of a time. And next on the program is our big guest star of the night that musical man who plays the trumpet and leads a band ... Harry James.

(APPLAUSE)

JAMES: Thanks, Jerry ... and thanks, fellows, it's great being here at the Party with you, so the band and I would like to whip up some music for you and play the song that ranks SIXTH on Your Hit Parade this week ... "Frenesi."

("FRENESI". JAMES AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

3/15/41

LESTER: Terrific, Harry ... you mowed 'em down ... but now everybody's got to do something ... yes, all you fellows in the hall ... what say to a bit of singing ... the song is "Ta-ra-ra Boom-de-ay" and everybody sing it ... come on, shoot the noise to me, boys, and let's go...

("TA-RA-RA BOOM-DE-AY". COMMUNITY SING)

LESTER: You were out of this world, fellows ... you were dynamite ... but we've got a lot more Party on deck for you ... so on with Your Hit Parade Army Party ... it's all yours, Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(APPLAUSE)

rdf

3/15/41

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD: Thank you, Jerry Lester ... it was great hearing from
Your Hit Parade Army Party. To you men at Mitchell
Field we send our best wishes for all the success in the
world. We salute you because you have offered your
services to your country and become part of the wings of
the Army. There are many of you who are seasoned air
corps men and there are many who recently enlisted to
do your bit in National Defense. But ^{Now} together you
stand now and together you lead the way as America
prepares to preserve the ^{way of} Democratic life. So we pay
tribute to you and the thousands like you all over the
country ... Across the nation, in forty-eight states,
the people of America say: Good luck, good luck to
you, always.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

RTX01 0026946

3/15/41

("GEORGIA ON MY MIND" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Parade rolls on as Bea Wain introduces a newcomer
that's starting off in TENTH place. Number ten this
week ... "Georgia On My Mind."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0026947

3/15/41

("SO YOU'RE THE ONE" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT ... here's the tune that the
survey clocked in eighth place this week ...
"So You're The One".

(MUSIC SWELLS AND FINISHES)

segue to

SM

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

...STATION BREAK...

rdf

3/15/41

LARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: Before we give you your three top tunes, it's time for a Lucky Strike Double -- and Mark Warnow and the Orchestra unwind with a grand pair of musical pots ... ^{The Arkansas Traveller} "Hand Me Down My Walking Cane" and ^{OH SUGANNAH} "Tavern In The Town"

^{The Arkansas Traveller} ("HAND ME DOWN MY WALKING CANE" and ^{OH SUGANNAH} "TAVERN IN THE TOWN"...ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

sm

RTX01 0026950

WOOD: Now here's Basil Ruysdael with a word about that new game - "Lucky Markets" - we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos: 26 percent more in Carrollton, Ky. 41 percent more in Winston, Mo., and so on Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices and get the finer, the lighter, the naturally milder leaf. And with these independent experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

sm

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your three favorite songs of the week.

WOOD: Right, Andre ... and coming up to bat is the number THREE song. It's the swell tune that finishes the week in third place all around the country ...

"You Walk By."

("YOU WALK BY".HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

3/15/41

(PANFARE NUMBER TWO)

WOOD: The Number TWO Song ... it's another jump in the rankings and ratings for this ballad as it moves up closer to the top. I'd like to sing the song that's second on the Parade this week ... "It All Comes Back To Me Now".

("IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

sm

(FANFARE NUMBER ONE)

WOOD: Number ONE ... and that record-breaking hit tops them all again for the seventh time in a row. Bea Wain and the Hit Paraders sing the first ranking song from Maine to California ... "I Hear A Rhapsody".

("I HEAR A RHAPSODY" WAIN, HIT PARADERS & ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

3/15/41

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade ... and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Bernie Cummins from the Naval Training Station, Great Lakes, Illinois. In the meantime don't forget Wednesday night Kay Kyser and Friday night "Information Please". Till next Saturday, goodnight for Bea Wain, Mark Warnow, the Hit Paraders ... And for Lucky Strike, this is Barry Wood saying -- so long for a while.

("LUCKY STRIKE TIMES" . . .)

(APPLAUSE)

sm

ATX01 0026955

3/15/41

BARUCH:

The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. The War Department's authorization of the broadcast from Mitchell Field, Long Island, does not constitute United States Army endorsement of our product.

(SONG CREDITS, IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC NEW YORK

sm

ATX01 0026956

60 Broadcast

COLUMBIA BROADCASTING SYSTEM

3/22/41

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

ReBroadcast Sunday Mar. 23
12:00 - 12:45 A.M.

SATURDAY, MARCH 22nd, 1941
9:00 - 9:45 P. M. EST

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

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

BARUCH: 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 that may be played on coast to
coast networks -- determined by Your Hit Parade Survey
-- a careful seven-day check on requests made to band
leaders, songs most played on the radio and in the
coin phonographs, and a survey of sales in sheet
music and phonograph records. Now here's your singing
master of ceremonies, Barry Wood, with the song that's
number EIGHT ... "Amapola."

(APPLAUSE OVER INTRODUCTION)

("AMAPOLA".WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

ATX01 0026957

3/22/41

- 2 -

WOOD:

Hello, everybody ... this is Barry Wood. We got under way with the song that ranks eighth this week ... "Anapola". On deck tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra... and we'll be sending you your ten Hit Parade songs and a couple of Lucky Strike Extras. Also, later on we're going to listen to part of another session of Your Hit Parade Party -- the two-hour variety show for the men in training that tonight is being held at the United States Naval Training Station in Great Lakes, Illinois. Right now, the Parade moves forward as Bea Wain sings the number NINE song of the week ... "Georgia On My Mind."

("GEORGIA ON MY MIND". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

ATX01 0026958

3/22/41

,"HIGH ON A WINDY HILL".WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE ... The Hit Paradars and I go into some
close harmony with your fifth ranking song on the
Parade ... "High On A Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

ATX01 0026959

3/22/41

("FRENESI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX ... it's the lively tune from the jumping-
bean country that's winding up another week of Hit
Parade glory. Mark Warnow and the orchestra play
the song that's in sixth place this week... "Frenesi."

(MUSIC SWELLS AND FINISHES)

(applause)

COMMERCIAL 1.

hml/

ATX01 0026960

COMMERCIAL #1- MARCH 22, 1941

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game
... "Lucky Markets".

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point - a game to show you that
Lucky Strike pays higher prices for tobacco - gets the finer,
the lighter, the naturally milder tobaccos. On stage in a
goldfish bowl are slips of paper with the names of one
hundred and nineteen different tobacco markets - markets
where tobacco buyers buy over 96 percent of all the
Cigarette tobacco sold at auction in this country. Chosen
from our audience are one hundred and nineteen people.
Each has ^a card bearing the name of one of these tobacco
markets and the percentage figure above the average market
price we paid there for tobacco. Now a member of our
audience Miss _____ of _____ is going to draw the names
of tobacco markets completely at random, out of the goldfish
bowl, and as I call out the name, the holder of that market
will call out the percentage. And whatever the percentage
is, we will pay the holder of that market the same amount
in dollars. All right Miss _____ will you draw the
first name please. Thank you - It's _____.

hml/

ATX01 0026961

COMMERCIAL #1-March 22, 1941

-2-

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____. Now, friends that means that at tobacco auctions in _____, _____ last season, The American Tobacco Company paid _____ per cent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, _____ percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. _____ percent more and Lucky Strike pays the lucky young lady with the _____ card _____ dollars. (CASH REGISTER) Catch on? (APPLAUSE) All right - let's play - let's go - we've got to hurry for our time's limited - next market being drawn from the goldfish bowl and it's _____

(CROWD MURMURS UP)

(ETC.)

(BELL)

BARUCH: Oh, - oh - there's the bell, ending this session of Lucky Markets. Thanks very much, everybody. Now here's Basil Ruysdael.

hml/

(MORE)

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.... Have you tried a Lucky lately?

*** **

Markets picked:

<u>1st broadcast</u>		<u>2nd broadcast</u>	
Burlington, N.C.	42%	Bowling Green, Ky.	27%
Johnson City, Tenn.	39%	Wetter, Ga.	57%
Lebanon, Ky.	34%	Kerristown, Tenn.	53%
Kartinsville, Va.	56%	Rogersville, Tenn.	32%
Wetter, Ga.	57%	Roxboro, N.C.	28%
Richmond, Ky.	27%	Vidalia, Ga.	67%
Varina, N.C.	52%	Washington, N.C.	52%

hml/

ATX01 0026963

(COMMERCIAL CURTAIN)

segue to

("ARMY LIFE". . .)

WOOD: It's time for a Lucky Strike Extra ... and it's our extra for Your Hit Parade Navy Party that tonight is coming from the U. S. Naval Training Station at Great Lakes, Illinois.

BARUCH: Right, Barry ... Every Saturday night in a different service encampment Lucky Strike presents a Hit Parade Party -- a star-studded two-hour variety show. Heading the cast is our Party master of ceremonies, Jerry Lester ... and the special guests tonight are Bernie Cummins and his band. In just a few moments we're going to take you up the shore of Lake Michigan, 40 miles north of Chicago, and join the Party.

WOOD: That's right, Andre ... but first comes our extra for the Navy Party. Mark Warnow gives the downbeat and we're off with that swell song ... "It's High Time."

("IT'S HIGH TIME". WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

WOOD: (OVER APPLAUSE) That's for you, Jerry ... how did they like it at the Naval Station?

(SWITCH TO GREAT LAKES ON CUE)

(GREAT LAKES)

(APPLAUSE)

(FADE FOR)

hml/

3/22/41

LESTER: How did they like it? ... Boy, you heard how they liked it. It was grade A, Barry. And these hundreds of Navy men thought so. They're all packed into the Training Station Auditorium to get in on the Party. ... and we're having some time. We've been dishing out the comedy, singing, dancing, magic, and music ... and holding up the music end in fine style is our special guest ... but here he is ... Bernie Cummins.

(APPLAUSE)

CUMMINS: Thanks, Jerry ... the band and I are really having a great time playing at the Party ... and we'd like to toss in some more music now and give you the TENTH ranking song on the Hit Parade this week ... "The Wise Old Owl."

("THE WISE OLD OWL".CUMMINS & BAND)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

LESTER: That was colossal, Bernie ... right out of the top drawer ... but how about everybody in the hall pitching in with something ... yes, how about all you fellows tearing off a song ... just take a deep breath, lean back, and bellow ... it's "Blow The Man Down" and everybody sing ... let's go...

("BLOW THE MAN DOWN". COMMUNITY SING)

LESTER: You did it, fellows ... you were T.N.T. ... but let's get on with our show ... there's a lot more still to come ... so on with Your Hit Parade Navy Party ... and take it, Barry Wood.

(SWITCH TO NEW YORK ON CUE)

(APPLAUSE)

Hml/

3/22/41

(TRIBUTE MUSIC SNEAKS UNDER)

WOOD: Thank you, Jerry Lester ... it was wonderful hearing from Your Hit Parade Navy Party, and we hope that you men at the station are enjoying the show. We take this moment to send you greetings and tell you that Americans everywhere are proud of the fine work you are doing. For today as America's pace quickens to meet the tempo of our National Defense Program, we look to the Navy as part of our front line in the preservation of the democracy so dear to us all. So it is fitting that we pay tribute to you and the thousands of others who have enlisted in this great branch of the armed forces. Across the nation, in forty-eight states, the people of America say: Good luck, good luck to you men of the United States Navy.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

RTX01 0026968

3/22/41

(THERE'LL BE SOME CHANGES MADE". WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: The Parade swings along with the tune that climbs up
to ^{Number 4} ~~fourth~~ place on the list ... "There'll Be Some
Changes Made."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

3/22/41

("PERFIDIA" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN ... Bea Wain steps up to sing your choice
for the seventh ranking song this week ... "perfidia."

(MUSIC SWELLS AND FINISHES)

~~segue to~~ *applause*

arc

3/22/41

~~(LUCKY STRIKE TIME . . .)~~

~~(PAUSE FOR ANNOUNCEMENT)~~

BARUCH: We pause for station identification.
THIS IS THE COLUMBIA BROADCASTING SYSTEM

...STATION BREAK...

arc

ATX01 0026971

3/22/41

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: Before we bring you your three top tunes, it's time for a Lucky Strike Double ... Mark Warnow and the Orchestra hit a big time stride with those two musical favorites ... "Tavern In The Town" and "Hand Me Down My Walking Cane."

("TAVERN IN THE TOWN" and "HAND ME DOWN MY WALKING CANE". .ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

(applause)

arc

ATX01 0026972

THE "HIT PARADE"

3/22/41

#2 - March 22, 1941

Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos: a percent more in a. h percent more in h, and so on

.... Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices and get the finer, the lighter, the naturally milder leaf. And with these independent experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Percentages and markets quoted:

1st broadcast

End broadcast

- (a) 34% - Lebanon, Ky.
- (b) 42% - Burlington, N.C.

- 55% - Morristown, Tenn.
- 52% - Washington, N.C.

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your three top songs of the week.

WOOD: Okay, Andre ... we're teeing off with the romantic ballad that America's selected to fill the number THREE position. The Hit Paraders get together with the third ranking song this week ... "You Walk By."

("YOU WALK BY" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/22/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... finishing the week a song
 leader all around the country, here's the tune that
 takes second place this week ...

"It All Comes Back To Me Now."

("IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/22/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! ... first across the line this week is the
 song hit that's keeping the title for the EIGHTH
 consecutive time. Bea Wain and the Hit Paradars sing
 the number one song from Coney to Catalina ... "I
 Hear A Rhapsody."

("I HEAR A RHAPSODY"WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

3/22/41

(PYRAMID TO)

WOOD:

(SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade -- and we'll also hear a portion of Your Hit Parade Party with Jerry Lester and Frankie Masters from Fort Jay, New York. In the meantime don't forget Wednesday night Kay Kyser and Friday night Information Please. A lot of stations are changing wave lengths next week, so be sure and consult your newspaper where to find us ^{on} next Saturday. Till then, goodnight for Bea Wain, Mark Warnow, the Hit Paraders ... And for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

arc

ATX01 0026977

3/22/41

BARUCH:

The famous tobacco auctioneer heard ^{on} ~~to~~ tonight's program was Mr. L. A. (SPEED) Riggs of Goldsboro, North Carolina. The broadcast from the United States Naval Training Station at Great Lakes, Illinois, does not constitute United States Navy endorsement of our product.

(SONG CREDITS, IF ANY)

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

Fade theme 20 seconds

WABC ... NEW YORK

arc

ATX01 0026978

No Broadcast

COLUMBIA BROADCASTING SYSTEM

3/29/41

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - NO. 307

SATURDAY, MARCH 29, 1941

FIRST BROADCAST ONLY *
SEE CONTINUITY FOR SECOND BROADCAST

(1/2 Hour) 9:00-9:30 PM

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

RIGGS: (CHLNT 10 SECONDS...."SOLD AMERICAN")

BARUCH: 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
favorite songs that may be played on coast to coast
networks. Tonight Your Hit Parade will be only one
half hour in length instead of the usual forty-five
minutes...as President Roosevelt's address to the
Jackson Day Dinner is being broadcast over this and
other stations at nine-thirty New York time. And now,
Barry Wood opens the show with the song that's number
SEVEN this week.."There'll Be Some Changes Made".

(APPLAUSE OVER INTRODUCTION)

("THERE'LL BE SOME CHANGES MADE".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

* FIRST BROADCAST HALF HOUR ONLY BECAUSE OF PRESIDENT
ROOSEVELT'S SPEECH.

ATX01 0026979

WOOD: Hello, everybody...this is Barry Wood. We weighed anchor with the tune that's in seventh place this week.. "There'll Be Some Changes Made". On hand tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra. We'll ~~just~~^{only} have time to bring you your favorite nine songs of the week, ~~and~~^{but} for your survey records, the number TEN song is "Amapola". Your Hit Parade Army Party is being held tonight at Fort Jay, New York, but we won't have time to listen in because of the President's speech to the Jackson Day Dinner. Right now, the Parade marches on as Bea Wain sings the newcomer that's in NINTH place this week... "Oh Look At Me Now".

("OH LOOK AT ME NOW".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

3/29/41

("YOU WALK BY".....HIT PARADERS AND ORCHESTRA.)

(PAUSE FOR ANNOUNCEMENT)

WOOD: Number SIX!.....The Hit Paradars put their heads together and sing the sixth ranking tune of the week.."You Walk By."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

nlv

ATX01 0026981

3/29/41

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game.. "Lucky Markets" .

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point--a game to show you that Lucky Strike pays higher prices for tobacco--gets the finer,, the lighter, the naturally milder tobaccos. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets--markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____ will draw these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, the person in the audience who holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco--and we'll pay him the same amount in dollars. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

3/29/41

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____ and Lucky Strike
pays the _____ with the _____ card _____
dollars. (CASH REGISTER) Now, friends that means that
at tobacco auctions in _____, _____, last season,
The American Tobacco Company paid _____ percent more
per pound for the tobacco it bought for its cigarettes
and other tobacco products--yes, _____ percent above
the average market price paid for all the various types
and grades of tobacco sold there--and the best we bought
will go to Luckies. All right--next market being drawn
from the goldfish bowl and it's _____, _____.

(CROWD MURMURS UP)

(ETC.)

Markets picked:

Aberdeen, N.C.	10%
Hartsville, Tenn.	20%
Webano, N.C.	54%
Pelham, Ga.	58%
Reidsville, N.C.	44%
Williamston, N.C.	58%
Winston-Salem, N.C.	45%

(BELL)

BARUCH: Oh, - oh - there's the bell, ending this session of Lucky
Markets. Thanks very much, everybody. Now here's Basil
Ruysdael.

nlv

ATX01 0026983

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - March 29, 1941 -6-

3/29/41

RUYSDAEL: Ladies and gentlemen--playing "Lucky Markets" - and paying out these large sums of money- is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them. The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts--auctioneers, buyers and warehousemen--with men who know tobacco best, it's Luckies 2 to 1...Have you tried a Lucky lately?

niv

ATX01 00269B4

3/29/41

("WISE OLD OWL".....WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Parade rolls merrily along with the tune that fills the number eight position this week.. "The Wise Old Owl."

(MUSIC SWELLS AND FINISHES)

segue to

nlv

ATK01 0026985

3/29/41

("PERFIDIA".....WAIN AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

WOGD: Number FIVE! The romantic ballad from down Mexico way again takes a high place in ^{the} ratings. Bea Wain sings the fifth ranking song this week.. "Perfidia".

(MUSIC SWELLS AND FINISHES)

segue to

nlv

ATX01 0026986

3/29/41

("HIGH ON A WINDY HILL"....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders and I do the honors with the tune that's America's choice for the number FOUR spot.. "High On A Windy Hill."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 2

nlv

ATX01 0026987

3/29/41

WOOD: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos: 38 percent more in Palham, Ga., 44 percent more in Reidsville, N.C., and so on.. Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices and get the finer, the lighter, the naturally milder leaf. And with these independent experts--auctioneers, buyers and warehousemen--with men who know tobacco best, it's Luckies 2 to 1... Have you tried a Lucky Lately?

nlv

ATK01 0026988

3/29/41

NUMBER THREE)

Here they are...the three top songs of the week.

Right, Andre.....and here 's a surprise for the song
dopsters....'cause that up and at 'em tune from south
of the border has jumped right back into the money.

The Hit Paraders sing the THIRD ranking song in all
the land.."Frenesi".

".....HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

3/29/41

-12-

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song..Bea Wain sings the tune that
rates SECOND place from coast to coast.....

"It All Comes Back To Me Now".

("IT ALL COMES BACK TO ME NOW".....WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

RTX01 0026990

3/29/41

(PANFARE NUMBER ONE)

WOOD: Number ONE...the tune that captures first place this week hits an all time high for holding the title position. I'd like to sing the number one song in the forty-eight states..."I Hear A Rhapsody".

("I HEAR A RHAPSODY".....WOOD, HIT PARADERS AND ORCHESTR.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nlv

ATX01 0026991

3/29/41

(PYRAMID TO)

WOOD: (SINGS) So long for a while--that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now, but next Saturday we'll be back with Your Hit Parade. May I remind you to keep tuned in for President Roosevelt's address which will follow shortly after the conclusion of this broadcast.

(LUCKY STRIKE TIME.....)

applause
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

880 on the dial

nlv

ATK01 0026992

As Broadcast

3/29/41

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE" - 306th program

SATURDAY, MARCH 29, 1941

12:00 - 12:45 A.M. (SECOND SHOW)

SECOND BROADCAST ONLY
SEE CONTINUITY FOR FIRST BROADCAST

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

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

BARUCH: 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 that may be played on coast to coast
networks -- determined by Your Hit Parade Survey -- a
careful seven day check on requests made to band leaders,
songs most played on the radio and in the juke boxes,
and a survey of sales in sheet music and phonograph
records. Now here's your singing master of ceremonies,
Barry Wood, with the song that's number SEVEN ...
"There'll Be Some Changes Made".

(APPLAUSE OVER INTRODUCTION)

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Jmg

ATX01 0026993

3/29/41

WOOD: Hello, everybody ... this is Barry Wood. We weighed anchor with the tune that's in seventh place this week ... "There'll Be Some Changes Made". On hand tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll bring you your ten survey songs and a ~~trio~~^{quartet} of Lucky Strike Extras. Also going on now is another meeting of Your Hit Parade Party -- the outstanding two-hour variety show for the men in the service that tonight is being held at Fort Jay, New York. But right now, the Parade marches on as Bea Wain sings the song that takes TENTH place this week ... "Amapola".

("AMAPOLA" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

jmg

3/29/41

("YOU WALK BY" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX The Hit Paradars put their heads
together and sing the sixth ranking tune of the week . . .
"You Walk By".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

("ACCIDENTALLY ON PURPOSE".....WOOD & HIT PARADERS)

(Fade - for)

WOOD: It's time for a Lucky Strike Extra--and we're dedicating it to Your Hit Parade Army Party that's holding forth tonight at Fort Jay, New York. The Hit Paradars join in and off we go with that swell song--"Accidentally on Purpose".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

nlv

ATX01 0026996

3/29/41

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game ... "Lucky Markets".

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point - a game to show you that Lucky Strike pays higher prices for tobacco - gets the finer, the lighter, the naturally milder tobaccos. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____ will draw these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, the person in the audience who holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco - and we'll pay him the same amount in dollars. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

jmg

ATX01 0026997

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____, and Lucky Strike
pays the _____ with the _____ card
_____ dollars. (CASH REGISTER). Now, friends,
that means that at tobacco auctions in _____,
_____, last season, The American Tobacco
Company paid _____ percent more per pound for the
tobacco it bought for its cigarettes and other tobacco
products - yes, _____ percent above the average market
price paid for all the various types and grades of
tobacco sold there - and the best we bought will go to
Luckies. All right - next market being drawn from the
goldfish bowl and it's _____.

(CROWD MURMURS UP)

(ETC.)

Markets picked:

Carthage, N.C.	84%
Hartsville, Tenn.	80%
Horse Cave, Ky.	83%
Lake City, S.C.	81%
Louisburg, N.C.	45%
Robersonville, N.C.	89%
Tifton, Ga.	44%

(BELL)

BARUCH: Oh, - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much, everybody. Now
here's Basil Ruysdael.

3/29/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them. The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Jmg

ATK01 0026999

3/29/41

("OH LOOK AT ME NOW" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Tonight we welcome a newcomer to the
Parade. Tommy Dorsey introduced it a short while
back, started its career with a best-selling record,
and tonight it comes on our list as the ninth ranking
song in the country. Bea Wain sings ... "Oh Look At
Me Now".

(MUSIC SWELLS AND FINISHES)

segue to

jmg

("SHORTNIN' BREAD"ORCHESTRA)

WOOD: Mark Wernow and the Lucky Strike Orchestra are all
 set to go with an extra ... that fast-stepping native
 American tune -- "Shortnin' Bread."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

3/29/41

("THE WISE OLD OWL" WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Parade rolls merrily along with
the tune that fills the number eight position this
week ... "The Wise Old Owl".

(MUSIC SWELLS AND FINISHES)

segue to

Jmg

3/29/41

("PERFIDIA" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! The romantic ballad from down Mexico way
 again takes a high place in the ratings. The Hit
 Paraders sing the FIFTH ranking song this week -
 "Perfidia."

(MUSIC SWELLS AND FINISHES)

segue to

hv

3/29/41

("I DREAMT I DWELT IN MARBLE HALLS". .WAIN, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time-out) ^{give another} for a Lucky Strike Extra ... Bea Wain
and the Hit Paradars do some four-star vocal work on
that great favorite ... "I Dreamt I Dwelt In Marble
Halls".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

jmg

1

ATK01 0027004

3/29/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders and I do the honors with
the tune that's America's choice for the number FOUR
spot - "High on a Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

(Applause)

hv

3/29/41

("LUCKY STRIKE TIME")

(FADE FOR ANNOUNCEMENT)

BARUCH: We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

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

hv

ATX01 0027006

BARUCH: On with Your Hit Parade - and here's your singing star, Barry Wood.

WOOD: Before we give you your three top songs of the week, Mark Warnow and the Orchestra go to town the Latin-American way as they beat out the exciting rhythm of "La Conga".

("LA CONGA". ORCHESTRA)

nlv

3/29/41

- 16 -

WOOD: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos: 23 percent more in Horse Cave, Ky., 45 percent more in Sausburg N.C., and so on ...

Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices and get the finer, the lighter, the naturally milder leaf. And with these independent experts -- auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

hv

ATX01 0027008

3/29/41

(FANFARE NUMBER THREE)

BARUCH: Here they are - the three top songs of the week.

WOOD: Right, Andre - and here's a surprise for the song
dopsters -- 'cause that up and at 'em tune from south
of the border has jumped right back into the money.
Mark Warnow leads the orchestra in the THIRD ranking
song in all the land - "Frenesi."

("FRENESI" *Hot Parade* + ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

3/29/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song - Bea Wain sings the tune that rates second place from coast to coast -- "It All Comes Back to Me Now."

("IT ALL COMES BACK TO ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

3/29/41

(FANFARE NUMBER ONE)

WOOD: Number ONE - the tune that captures first place this week hits an all time high for holding the title position. I'd like to sing the number one song in the forty-eight states - "I Hear a Rhapsody."

("I HEAR A RHAPSODY" . . . WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hv

ATK01 0027011

3/29/41

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 - 880 ON YOUR DIAL

hv

ATX01 0027012

3/29/41

(PYRAMID TO)

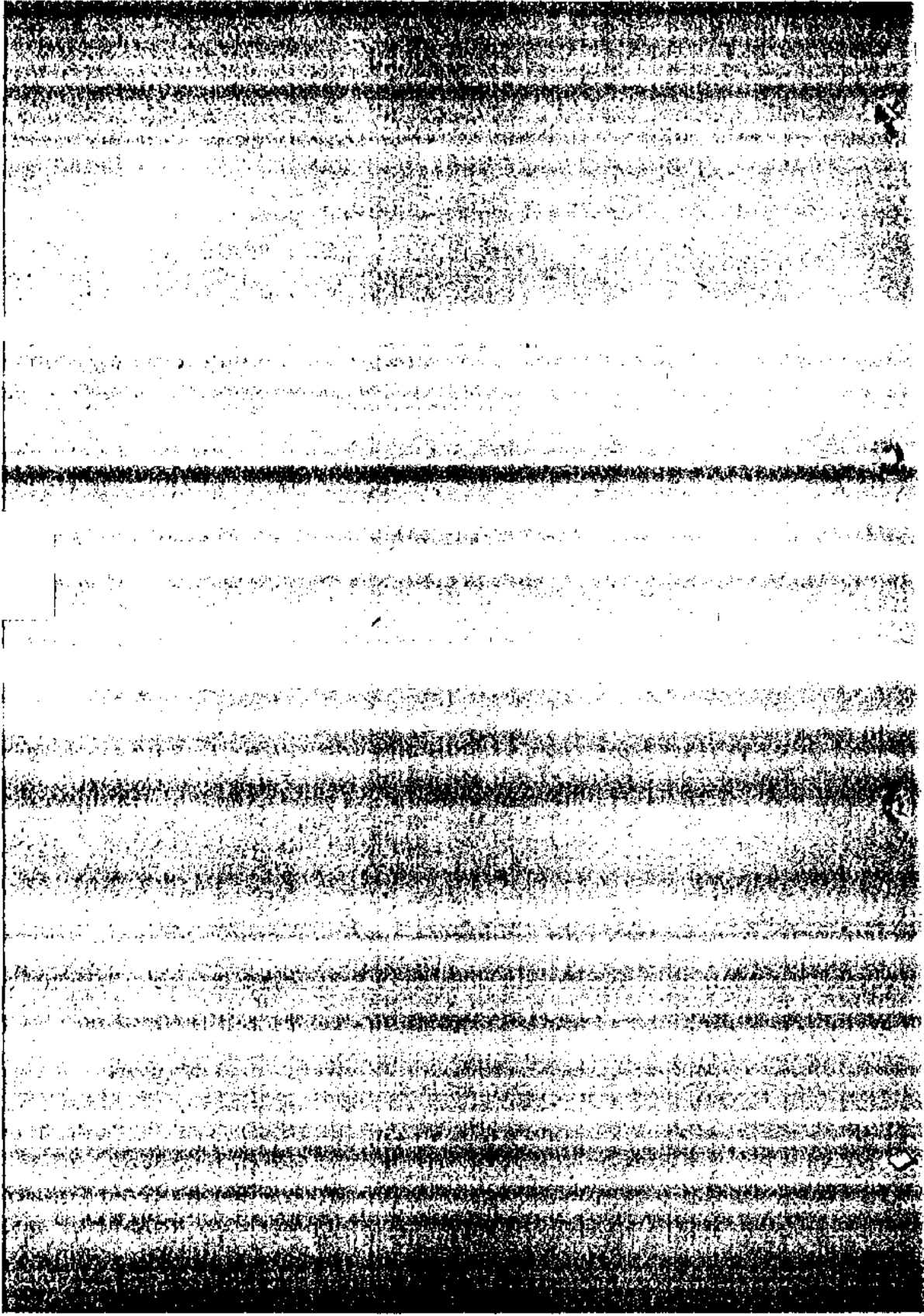
WOOD: (SINGS) So long for a while -- that's all the songs
for a while. (CHORUS SINGS) That's right, ladies and
gentlemen, that's all for now -- but next Saturday
we'll be back with Your Hit Parade. In the meantime,
don't forget Wednesday night Kay Kyser and Friday
night Information Please. Till then, goodnight for
Bea Wain, Mark Warnow, the Hit Paraders ... and for
Lucky Strike, this is Barry Wood saying ... so long for
a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

hv

ATX01 0027013



APRIL

1

1

As broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - No. 307

4/5/41

SATURDAY, APRIL 5th, 1941
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 4/6/41
12:00-12:45 A. M.

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

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

BARUCH: 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 that may be played on coast to
coast networks -- determined by Your Hit Parade Survey --
a careful seven-day check on requests made to band
leaders, songs most played on the radio and in the coin
phonographs, and a survey of sales in sheet music and
phonograph records. Now here's your singing master of
ceremonies, Barry Wood, with the song that's number
EIGHT ... "The Wise Old Owl."

(APPLAUSE)

("THE WISE OLD OWL". WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

RTX01 0027015

4/5/41

WOOD: Hello, everybody ... this is Barry Wood. We opened the show with the tune that fills the number eight position this week ... "The Wise Old Owl." Heading the cast tonight are Bea Wain, the Hit Paradeers, Mark Warnow and the Lucky Strike Orchestra ... and we'll be delivering to you your ten survey favorites and a trio of Lucky Strike Extras. Up in New London, Connecticut, ^{there's a} another meeting ~~is being held~~ of Your Hit Parade Party, -- ^{the two hour} the two hour, top-notch variety show for the men in the service that right now is playing to the Navy blue-jackets at the Submarine Base there. But here on the Parade it's time to shove off with another song leader ... Bea Wain sings the tune that's in SIXTH place this week ... "Perfidia."

("PERFIDIA". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

("YOU WALK BY" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! The Hit Paradars go into a
 huddle with the tune that finishes the week
 just half way up the musical ladder ... Here's
 your fifth ranking song ... "You Walk By."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

4/5/41

("FRIENDLY TAVERN POLKA". . . . WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... and the Hit
Paraders and I are going to do some 1941 yodeling
with that up and coming tune of the moment ... "The
Friendly Tavern Polka."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027018

LUCKY STRIKE "YOUR HIT PARADE" -5-
Commercial #1 - April 5, 1941

4/5/41

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that
new game ... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point -- a game to show
you that Lucky Strike pays higher prices for tobacco -
gets the finer, the lighter, the naturally milder
tobaccos. Here in a goldfish bowl are the names of one
hundred and nineteen different tobacco markets --
markets where tobacco buyers buy over 96 percent of all
the cigarette tobacco sold at auction in this country.
Now a member of our audience, Miss _____
of _____
will draw these tobacco markets completely at random
out of the goldfish bowl, and as I call out the name,
the person in the audience who holds the card for the
market will call out the percentage figure above the
average market price we paid there for tobacco -- and
then (SOUND - CASH REGISTER) see what happens. All
right, Miss _____, will you draw
the first name please. Thank you - it's _____.

rdf

ATK01 0027019

HAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____, (CASH REGISTER) and Lucky Strike pays the _____ with the _____ card _____ dollars. Now, friends that means that at tobacco auctions in _____, _____ last season, The American Tobacco Company paid _____ percent more per pound for the tobacco it bought, for its cigarettes and other tobacco products -- yes, _____ percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. All right - next market being drawn from the goldfish bowl and it's _____, _____.

(CROWD HUMURS UP)

(ETC)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of Lucky Markets. Thanks very much, everybody. Now here's Basil 'uysdael.

rdf

4/5/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them. The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Markets picked:

<u>1st broadcast</u>		<u>2nd broadcast</u>	
Abingdon, Va.	26%	Goldboro, N.C.	43%
Clarksville, Va.	18%	Hazelhurst, Ga.	42%
Greensburg, Ky.	22%	Henderson, N.C.	22%
Huntington, W.Va.	30%	Lebanon, Ky.	54%
Kinston, N.C.	53%	Martinsville, Va.	53%
Petersburg, Va.	41%	Paris, Ky.	20%
Roxboro, N.C.	23%	Warrenton, N.C.	16%

pdf

RTX01 0027021

4/5/41

("PRENESI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! The Parade moves along with that
big time hit from the chili con carne land
that's in tenth place this week. Mark Warrow
leads the orchestra in ... "Prenesi."

(MUSIC SWELLS AND FINISHES)

segue to

ev

4/5/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! The latest report from the
survey board room tells us that the Lucky
seven song this week is the romantic
balled ... "High On A Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

cy

ATX01 0027023

("LET'S GET AWAY FROM IT ALL". . . . MAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra... Bea Wain
and the Hit Paradars get together for some
vocalizing on that swell new tune ... "Let's
Get Away From It All."

(MUSIC SWELS AND FINISHES)

~~segue to~~

(Signature)

("WALKIN' BY THE RIVER" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! It's hats off to a newcomer
 that's stepping onto the Parade for the
 first time tonight. I'd like to sing the
 tune that's starting off in ninth place
 ... "Walkin' By the River."

(MUSIC SWELLS AND FINISHES)

segue to

cv

4/5/41

("I HEAR A RHAPSODY". WAIN, HIT PARADES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! It's Bea Wain laying a
vocal on the line to give you the fourth
ranking tune on the Parade ... "I Hear A
Rhapsody."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

ATX01 0027026

4/5/41

BARUCH: (ON CUE) We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THESE TO FINISH)

...STATION BREAK...

CV

ATX01 0027027

4/5/41

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: Before we give you your three top songs of the week, it's time for a Lucky Strike Extra ... and we're dedicating this one to Your Hit Parade Navy Party that's going on now at New London, Connecticut. Mark Warnow and the orchestra send the Party an extra special helping of ^{Latin} ~~exotic~~ rhythm as they shake away with ... "Para Vigo Me Voy."

("PARA VIGO ME VOY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Cap...

COMMERCIAL 2

cv

4/5/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 5, 1941

WOOL: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, we paid higher prices to get the finer, the lighter, the naturally milder tobaccos;

(a) percent more in (a),
(b) percent more in (b),

and so on. Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see Lucky Strike pay higher prices and get the finer, the lighter, the naturally milder leaf. And with these independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Markets and percentages quoted:

	<u>1st broadcast</u>	<u>2nd broadcast</u>
(a)	25% Roxboro, N.C.	20% Paris, Ky.
(b)	41% Petersburg, Va.	42% Hazelhurst, Ga.

mlk

4/5/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your three leading songs
of the week.

WOOD: Right, Andre...stepping up is the number
THREE song, and it's a real surprise in the
survey ratings. For last week's lucky seven
tune has shot ^{up} all the way to third place on
the list. Bea Wain sings the third ranking song
in the country "There'll be Some Changes
Made."

("THERE'LL BE SOME CHANGES MADE". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

4/5/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO song ... The Hit Parade sound
 off with your choice for the second ranking tune
 of the week ... "It All Comes Back to me Now."

("IT ALL COMES BACK TO ME NOW". HIT PARADES AND ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

4/5/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! The song that takes the title
 gets the prize for the biggest jump of the year.
 Last week it was right on the end in tenth
 place...and tonight ^{here it is} ~~it shows up~~ the number one
 song from coast to coast ... and that's really
 moving. So here I go with all-America's favorite
 ... "Amapola."

("AMAPOLA" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

4/5/41

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget Wednesday night Key Kyser and Friday night Information Please. Till then, goodnight for Bea Wain, Mark Wain, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

mlk

ATX01 0027033

4/5/41

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

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

-(fade theme 20 seconds)-

WABC...NEW YORK... 860 ON YOUR DIAL

mlk

RTX01 0027034

As Broadcast

COLUMBIA BROADCASTING SYSTEM

4/12/41

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - No. 308

SATURDAY, APRIL 12, 1941
9:00-9:45 PM EST

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

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

BARUCH: 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 that may be played
on coast to coast networks -- determined by
Your Hit Parade Survey -- a careful seven-day
check on requests made to band leaders, songs most
played on the air, and a survey of sales in
sheet music and phonograph records. Now here's
your singing master of ceremonies, Barry Wood,
with the song that's number FOUR ... "Amapola."
(APPLAUSE)

("AMAPOLA" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nd

RTX01 0027035

4/12/41

("HIGH ON A WINDY HILL" WOOD, HIT PARADERS AND
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! The Hit Paraders and I line up
 together to give you the lucky SEVEN
 song of the week ... "High On A Windy Hill,"

(MUSIC SWELLS AND FINISHES)

segue to

md

4/12/41

("SAILOR'S HORNPIPE" & "YANKEE DOODLE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time-out time for a Lucky Strike Double
Mark Warnow and the Orchestra rock and roll in
a big time way with those two great favorites
of the land and sea ... "The Sailor's Hornpipe"
and "Yankee Doodle."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

mf

ATX01 0027037

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - April 12, 1941

- 5 -

4/12/41

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with
that new game... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point -- a game to show
you that The American Tobacco Company pays the price
to get the finer, the lighter, the naturally milder
tobaccos for Luckies. Here in a goldfish bowl are
the names of one hundred and nineteen different
tobacco markets -- markets where tobacco buyers
buy over 96 percent of all the cigarette tobacco sold
at auction in this country. Now a member of
our audience, Miss _____ of _____,
will draw these tobacco markets completely at random
out of the goldfish bowl, and as I call out the name,
the person in the audience who holds the card for
that market will call out the percentage figure above
the average market price we paid there for tobacco --
and then (SOUND - CASH REGISTER) see what happens.
All right, Miss _____, will you draw the
first name please. Thank you - it's _____
_____.

md

ATX01 002703B

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike pays the _____
with the _____, _____ card _____
dollars. Now, friends that means that at tobacco
auctions in _____,
last season, The American Tobacco Company paid _____
percent more per pound for the tobacco it bought
for its cigarettes and other tobacco products --
yes, _____ percent above the average market price
paid for all the various types and grades of
tobacco sold there - and the best we bought will go
to Luckies. All right - next market being drawn
from the goldfish bowl and it's _____,
(CROWD MURNURS UP)
(ETC.)

BARUCH:

Markets Picked

1st Broadcast

2nd Broadcast

Abingdon, Va.	36%	Carthage, N.C.	54%
Carrollton, Ky.	36%	Clarkton, N.C.	58%
Fair Bluff, N.C.	43%	Kinston, N.C.	59%
Kinston, N.C.	59%	Nashville, Ga.	48%
Polk, Ga.	36%	Owensboro, Ky.	12%
Richmond, Ky.	27%	Oxford, N.C.	30%
Rocky Mount, Va.	23%	Winston-Salem, N.C.	43%

md

4/12/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

md

ATX01 0027040

4/12/41

("THE WISE OLD OWL". WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! . . . The Parade swings along with the
 lively hit that's your choice for sixth place this
 week . . . "The Wise Old Owl."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

4/12/41

("PERFIDIA" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! The romantic ballad from south of the
Rio Grande celebrates another week of Hit Parade fame.
Bea Wain sings the number nine song from Broadway
to Hollywood Boulevard ... "perfidia."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

4/12/41

("NO. 10 LULLABY LANE". . . .WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ...
so the Hit Paradars and I sound our "A's" and
whistle off to work with that swell new tune ...
"Number 10 Lullaby Lane."

(MUSIC SWELLS AND FINISHES)

~~Segue-to-~~

applause

arc

ATX01 0027043

4/12/41

("FRENESEI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! Still riding the crest of the
popularity wave, the record-breaking tune from down
Mexico way finishes the week in eighth place on the
Parade. Mark Warnow leads the orchestra in ...

"Frenesi."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

4/12/41

("YOU WALK BY".HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! The Hit Paradars take a musical
stroll with the tune that you voted in fifth place
this week ... "You Walk By."

(MUSIC SWELLS AND FINISHES)

Segue to
applause

arc

4/12/41

BARUCH: (ON CUE) We pause for station identification ...
THIS IS THE COLUMBIA...BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

...STATION BREAK...

arc

4/12/41

BARUCH: On with Your Hit Parade ... and here's your singing star -- Barry Wood.

WOOD: Before we give you your three top songs of the week, it's time for a Lucky Strike Extra ... Bea Wain and the Hit Paraders ~~are taking it~~ From a musical comedy ~~of the current Broadway season called~~ "Crazy With The Heat," and one of the best musical bets is the catchy tune ... "The Time Of ^{my} ~~your~~ Life."

("THE TIME OF ^{my} ~~your~~ LIFE". WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

arc

WOOD:

Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL:

You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos:

a percent more than the market average in a

b percent more in b

_____ , and so on. Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see us pay the price to get the finer, the lighter, the naturally milder leaf for Lucky Strike. And with the _____ rs,

bacco

Lucky

Markets Picked

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Abingdon, Va.	36%	Carthage, N.C.	54%
Carrollton, Ky.	26%	Clarkton, N.C.	58%
Fair Bluff, N.C.	43%	Kinston, N.C.	59%
Kinston, N.C.	59%	Nashville, Ga.	48%
Pellham, Ga.	38%	Owensboro, Ky.	27%
Richmond, Ky.	27%	Oxford, N.C.	30%
Rocky Mount, Va.	23%	Winston-Salem, N.C.	43%

et

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top songs that the survey reports are leading the list.

WOOD: Right, Andre ... and we're pushing off with the number THREE tune. It's the song that hits the romantic spot in America's music fancy and ends the week your third favorite song of them all. The Hit Paraders sing ... "It All Comes Back To Me Now."

("IT ALL COMES BACK TO ME NOW "HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CT

(PANPARE NUMBER TWO)

WOOD: The Number TWO song ... up and up
 this tune has been climbing and tonight
 finds it just one place away from the title.
 I'd like to sing the second ranking song in
 the land ... "There'll Be Some Changes Made."

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

(PANFARE NUMBER ONE)

WOOD: Number ONE! Hold tight, 'cause here's an
upset in the survey rankings and ratings.
A former tune king has proved they can
come back and jumped from fourth right
into first place. Bea Wain and the Hit
Paraders give you the number one song in
all America "I Hear A Rhapsody."

("I HEAR A RHAPSODY" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs
for a while. (CHORUS SINGS) That's right, ladies
and gentlemen, that's all for now -- but next
Saturday we'll be back with Your Hit Parade. In
the meantime, don't forget Wednesday night Kay Kyser
and Friday night Information Please. Till then,
goodnight for Bea Wain, Mark Warnow, the Hit Paraders
... and for Lucky Strike, this is Barry Wood saying
... so long for a while.

(LUCKY STRIKE TIME ...)

(APPLAUSE)

ct

4/12/41

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 .. 880 ON YOUR DIAL

ct

ATX01 0027053

As Broadcast

COLUMBIA BROADCASTING SYSTEM

4/19/41

YOUR HIT PARADE # 309

REBROADCAST SUNDAY 4/20/41
12:00-12:45 A.M.

SATURDAY, APRIL 19, 1941

9:00 - 9:45 PM

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

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

BARUCH: 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 that may be played
on coast to coast networks -- determined by
Your Hit Parade Survey -- a careful seven-day
check on requests made to band leaders, songs
most played on the air and in the juke boxes,
and a survey of sales in sheet music and phonograph
records. Now here's your singing master of ceremonies,
Barry Wood with the song that's number SEVEN ...

applause . . . "There'll Be Some Changes Made."

("THERE'LL BE SOME CHANGES MADE" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

ATX01 0027054

4/19/41

WOOD: Hello, everybody ... this is Barry Wood.

This week

We opened the show with the Lucky Seven Song ~~this week~~ ... "There'll Be Some Changes Made." Present and accounted for tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll be delivering to you your ten top survey tunes and a trio of Lucky Strike extras. But now the Parade swings along as Bea Wain sings the NINTH ranking song of the week ... "Georgia on my Mind."

("GEORGE ON MY MIND" WAIN & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mlk

4/19/41

("PERFIDIA"HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! The Hit Paraders rally 'round to
sing you your fifth favorite song of them all ...
"Perfidia."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

4/19/41

("OLD McDONALD HAD A FARM" and
ARKANSAS TRAVELLER". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Double ...
Mark Warnow and the Orchestra open up the
barn door and let out those two great rural
classics "Old McDonald Had a Farm" and
"Arkansas Traveller".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL 1

mlk

ATK01 0027057

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point -- a game to show you that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets -- markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____ will draw these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, the person in the audience who holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco -- and then (SOUND -- CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

mlk

ATX01 0027058

4/19/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ...

Have you tried a Lucky lately?

mlk

ATX01 0027059

4/19/41

("OH LOOK AT ME NOW" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! Here's the tune that started its
 career by winning a Tommy Dorsey song contest.
 It's on the Hit Parade now, and climbing up the
 ladder fast. ^{and} This week America went to the polls
 and voted it the eighth ranking song on the list...
 "Oh Look At Me Now".

(MUSIC SWELLS AND FINISHES)

segue to

mlk

4/19/41

("I HEAR A RHAPSODY". WAIN, HIT PARADERS & ORCH)

(FADE FOR ANNOUNCEMENT)

and the Hit Parade

WOOD:

Number FOUR! Bea Wain ^{and the Hit Parade} takes care of the vocal
of the tune that fills the number four position
this week ... "I Hear A Rhapsody."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

43

4/19/41

("LA CONGA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ...
we're hitting our stride the Latin-American way...
as Mark Warnow leads the orchestra in that tune
sensation ... "La Conga"

(MUSIC SWELLS AND FINISHES)

~~segue to~~

applause

mlk

4/19/41

("IT ALL COMES BACK TO ME NOW" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! Bea Wain sings the tune that occupies tenth place on the Parade this week .. "It All Comes Back To Me Now."

(MUSIC SWELLS AND FINISHES)

~~segue to~~
applause

cv

ATK01 0027063

4/19/41

BARUCH:

(ON CUE) We pause for station identification ...

THIS IS THE COLUMBIA...BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

...STATION BREAK...

cv

ATX01 0027064

4/19/41

("A ROMANTIC GUY, I" WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ...
and the Hit Paradars and I are going
to work on an up and coming tune along
music row. Mark Warnow gives the cue
and we steam along with the catchy song
... "A Romantic Guy, I."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

CV

ATX01 0027065

4/19/41

Client: LUCKY STRIKE "YOUR HIT PARADE" Number 1 Date 4-16-41
ac

Copy for Commercial #2 - April 19, 1941

WOOD: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos: _____ percent more than the market average in _____, _____, _____ percent more in _____, _____, and so on. Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see us pay the price to get the finer, the lighter, the naturally milder leaf for Lucky Strike. And with these independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1... Have you tried a Lucky lately?

Percentages and Markets quoted:

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
(a) Waldorf, Md.	25%	Msbane, N.C.	34%
(b) Farmville, N.C.	49%	Baxley, Ga.	52%

cv

4/19/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your three top songs of the week according to the latest survey headlines.

WOOD: Right, Andre ^{and} there's been a lot of shuffling around among the leaders this week. Coming up is the number three song. Last week it was in seventh place but tonight finds it finishing a busy week right up in the big three. The Hit Paraders sing your THIRD ranking song in the country ... "High On A Windy Hill."

("HIGH ON A WINDY HILL" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

ATX01 0027067

4/19/41

(FANFARE NUMBER TWO)

Another

WOOD:

The Number Two Song ... another Latin hit *jumps*
back into the big time. Your number four
song last week, tonight it holds the title
of the SECOND ranking song on the survey
list. Bea Wain sings ... "Amapola."

("AMAPOLA" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

4/19/41

(FANFARE NUMBER ONE)

WOOD:

Number ONE ... a real longshot comes pounding down the home stretch to take the first place honors ... Last Saturday we reported it as ~~being~~ the number six song, and tonight we play it as all-America's ^{top} favorite ~~song in the land.~~ The Hit Paradars and I sing ... "The Wise Old Owl."

("THE WISE OLD OWL" WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CV

ATX01 0027069

4/19/41

(PYRAMID TO)

WOOD:

(SINGS) So long for a while -- that's all the
songs for a while. (CHORUS SINGS) That's right,
ladies and gentlemen, that's all for now -- but
next Saturday we'll be back with Your Hit Parade.
In the meantime, don't forget Wednesday night
Kay Kyser and Friday night Information Please.
Till then, goodnight for Bea Wain, Mark Warnow,
the Hit Paraders ... and for Lucky Strike, this
is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

cv

ATX01 0027070

As Broadcast

COLUMBIA BROADCASTING SYSTEM

"YOUR HIT PARADE"--No. 310

4/26/41

SATURDAY, APRIL 26, 1941
9:00-9:45 PM EST

REBROADCAST SUNDAY 4/27/41
12:00-12:45 A.M.

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

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

BARUCH: 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 that may be played on coast to coast
networks -- determined by Your Hit Parade Survey -- a
careful seven-day check on requests made to band
leaders, songs most played on the air and in the juke
boxes, and a survey of sales in sheet music and
phonograph records. Now here's your singing master of
ceremonies, Barry Wood, with the song that's number
FIVE ...

"The Wise Old Owl."

- applause -
("THE WISE OLD OWL" WOOD, HIT PARADERS AND
ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

md

ATX01 0027071

WOOD: Hello, everybody ... this is Barry Wood. We raised the curtain with the tune that takes fifth place this week ... "The Wise Old Owl." In the batting order tonight are Bea Wain, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra ... and we'll be coming your way with your ten survey songs and a trio of Lucky Strike Extras. Right now, the Parade swings along as Bea Wain sings the number SIX song in all-America this week ...

"Oh Look At Me Now."

("OH LOOK AT ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

md

("HIGH ON A WINDY HILL" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN ... The Hit Paradars chant away with
 your choice for the Lucky Seven Song this week ...
 "High On A Windy Hill."

(MUSIC SWELLS AND FINISHES)

segue to

md

4/26/41

("THE MORNING AFTER" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... Bea Wain and the Hit Paradars break into song to the shake-down rhythm of a Latin beat. Mark Warnow raises his baton and we begin ~~to beguine~~ with that swell new tune ... "The Morning After".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

md

ATX01 0027074

4/26/41

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game ... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point -- a game to show you that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets -- markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____, will draw these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, the person in the audience who holds the card for that market will call out the percentage figure above the average ^{market} price we paid there for tobacco -- and then (SOUND - CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

(MORE)

md

ATX01 0027075

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike pays the _____
with the _____, _____ card
_____ dollars. Now, friends that means that
at tobacco auctions in _____,
_____, last season, The American Tobacco
Company paid _____ percent more per pound for the
tobacco it bought for its cigarettes and other tobacco
products -- yes, _____ percent above the average
market price paid for all the various types and grades
of tobacco sold there - and the best we bought will
go to Luckies. All right - next market being drawn
from the _____

Markets Picked

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Adel, Ga.	37%	Adel, Ga.	37%
Bowling Green, Ky.	27%	Blackshear, Ga.	44%
Rocky Mount, N.C.	49%	Carthage, Tenn.	23%
Roxboro, N.C.	23%	Fair Bluff, N.C.	43%
Timmonsville, S.C.	82%	Horse Cave, Ky.	23%
Valdosta, Ga.	41%	Lebanon, Ky.	34%
Vidalia, Ga.	67%	Tarboro, N.C.	50%

BARUCH: Oh, - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much, everybody. Now
here's Basil Ruysdael.

md

LUCKY STRIKE - "YOUR HIT PARADE"
Commercial #1 (CONT'D)

4/26/41

RUYSDEAL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them. The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

md

ATX01 0027077

4/26/41

("NUMBER TEN LULLABY LANE" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! We're turning the spot on a
newcomer that's stepping up for its first
bow tonight. Starting off in eighth place
on the Parade, here's ~~is~~ "No. Ten Lullaby Lane."

(MUSIC SWELLS AND FINISHES)

segue to

cv

RTX01 002707B

4/8/41

("PERFIDIA" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! Bea Wain does the honors
with the Mexican song hit that's in
tenth place this week ... "Perfidia."

(MUSIC SWELLS AND FINISHES)

segue to

cv

4/26/41

("MARY HAD A LITTLE LAMB," "PETER PETER" AND "THREE BLIND MICE"
..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Triple ... Mark
Warnow and the Orchestra take a musical
dive into the book of nursery rhymes and
come up, with ^{those} three great favorites ...
"Mary Had A Little Lamb," "Peter Peter," PUMPKIN ENTER
and "Three Blind Mice."

(MUSIC SWELLS AND FINISHES)

segue to .

x cv

ATX01 0027080

4/26/41

"IT ALL COMES BACK TO ME NOW" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

D:

Number FOUR! Here's the romantic ballad
that's celebrating spring by staying right
near the top in America's music fancy. I'd
like to sing your fourth favorite song this
week . . . "It All Comes Back To Me Now."

(MUSIC SWELLS AND FINISHES)

segue to

cv

4/26/41

("DO I WORRY" WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE! ^{and} ~~So and~~ behold it's time to
greet another new hit that's making its
first appearance on the Parade. Bea Wain
sings the ninth ranking tune in the country
... "Do I Worry."

(MUSIC SWELLS AND FINISHES)

segue to:

applause

cv

4/26/41

BARUCH: (ON CUE) We pause for station identification ...

THIS IS THE COLUMBIA...BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

... STATION BREAK ...

cv

ATX01 0027083

4/26/41

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: It's time for a Lucky Strike Extra ^f the Hit Paraders and I are going into cahoots to give you the lively new song that's coming up fast ... "It's High Time."

("IT'S HIGH TIME" WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

applause

COMMERCIAL 2

CV

ATX01 0027084

4/26/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - April 26, 1941

WOOD: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos: _____ percent more than the market average in _____, _____ percent more in _____, _____, and so on.

Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see us pay the price to get the finer, the lighter, the naturally milder leaf for Lucky Strike. And with these independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

Percentages and Markets quoted:

<u>1st Broadcast</u>		<u>2nd Broadcast</u>		
(a)	Adel, Georgia	37%	Horse Cave, Ky.	23%
(b)	Timmonsville, S.C.	82%	Blackshear, Ga.	44%

cv

(FANFARE NUMBER THREE)

BARUCH: Here they are...the survey headlines on the three top tunes of the week.

WOOD: Right, Andre...and we're pushing off with a real upset in the ratings...for the tune that takes third place is coming back to the Parade after a couple of weeks' absence, and jumps right up in the big money. The Hit Paraders sing the number THREE song from Maine to California..."Walking By The River."

("WALKING BY THE RIVER"HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song...You can score in your notebook another big surprise in the tune derby. This tune held the Lucky seven position last week, and tonight finds it up five places to rate second on the Parade. So here we go with the number two song in all the states..."There'll Be Some Changes Made."

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD: Number ONE! After all the survey results were counted
 we discover that ^{the} America ^{America likes} ~~likes~~ one song best of them
 all. And here it is...the number one ^{time} ~~song~~ in the
 land...^{is} "Amapola."

("AMAPOLA"..... WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back as usual with Your Hit Parade. In the Eastern and Central time zone you'll hear us one hour earlier if you're not on Daylight Saving, and for you folks out West, it'll be nine o'clock Mountain Time. Kay Kyser will be on Wednesday and Information Please Friday. Till then, goodnight for Bea Wain, Mark Warnow, the Hit Paraders...and for Lucky Strike, this is Barry Wood saying...so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

(PYRAMID TO)

WOOD:

(SINGS) So long for a while -- that's all the songs
for a while. (CHORUS SINGS) That's right ladies and
gentlemen, that's all for now -- but next Saturday
we'll be back with Your Hit Parade at eight o'clock.
And also remember, Information Please is changing its
day and time and will come to you every Tuesday night
starting May 6th. Consult your local newspaper for
time and station. Till next Saturday at eight o'clock,
goodnight for Bea Wain, Mark Warnow, the Hit Paraders...
and for Lucky Strike, 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. L.A. (SPEED) Riggs of Goldsboro, North Carolina.

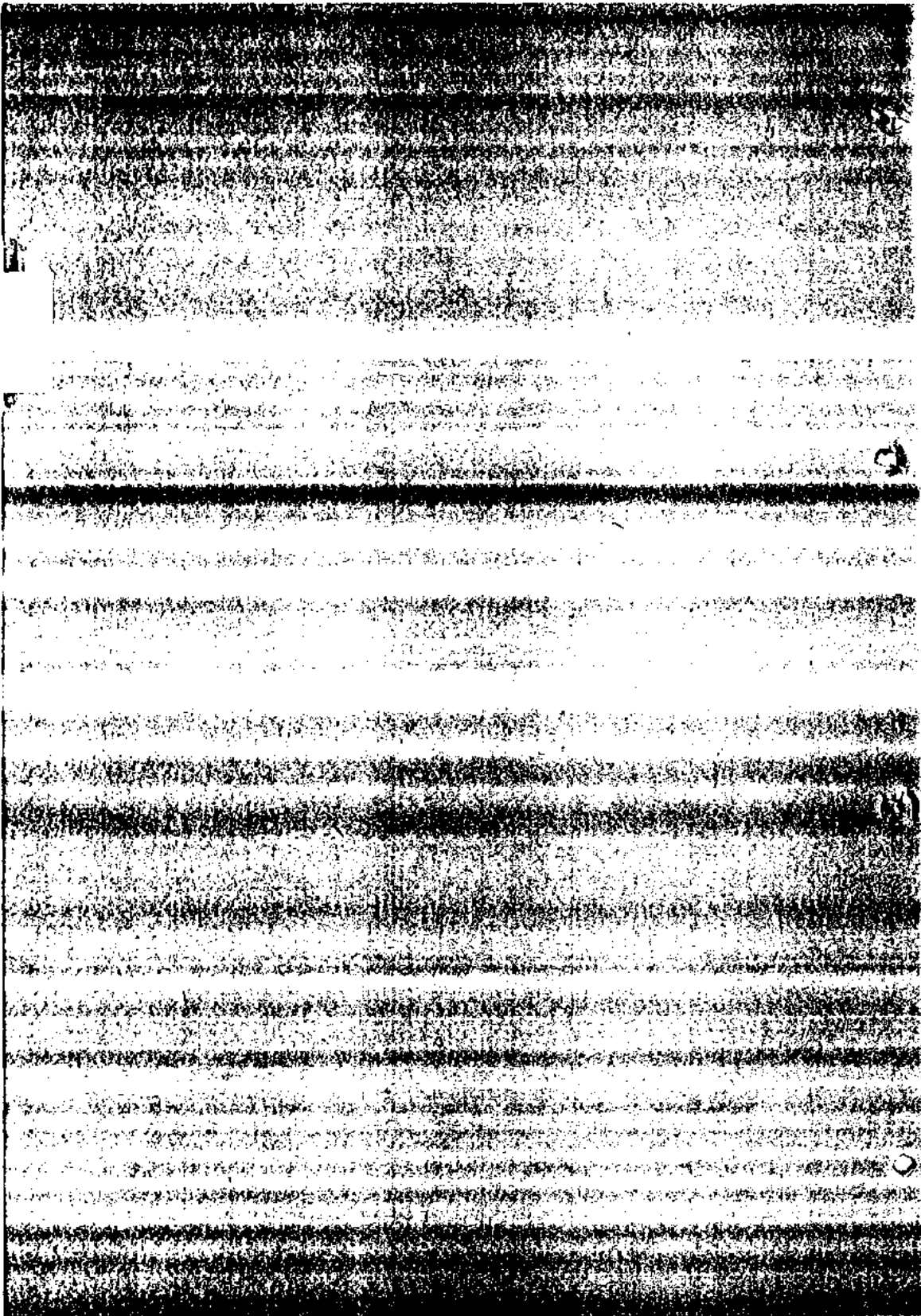
(SONG CREDITS, IF ANY)

This is the COLUMBIA...BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC...NEW YORK

TYPE



As BROADCAST

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

5/3/41

YOUR HIT PARADE - NO. 311

SATURDAY, MAY 3rd, 1941
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 5/4/41
12:00-12:45 A.M.

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

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

BARUCH: 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 that may be played on coast to coast
networks -- determined by Your Hit Parade Survey -- a
careful seven-day check on requests made to band
leaders, songs most played on the air and in the
automatic coin machines, and a survey of sales in sheet
music and phonograph records. Now here's your singing
master of ceremonies, Barry Wood, with the song that's
number SIX ... "Oh, Look At Me Now."

(APPLAUSE)

("OH, LOOK AT ME NOW". WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027093

5/3/41

WOOD: Hello, everybody ... this is Barry Wood.
 We opened the show with the tune that rates sixth
 place this week ... "Oh, Look At Me Now." On deck
 tonight are Bea Wain, the Hit Paradors, Mark Warnow
 and the Lucky Strike Orchestra ... and we'll all be
 coming your way with your ten ^{ALL AMERICAN} ~~survey~~ favorites and
 a trio of Lucky Strike Extras. But right now, it's
 Bea Wain stepping up to sing the FIFTH ranking song
~~in America~~ this week ... "Do I Worry."

("DO I WORRY" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

5/3/41

("IT ALL COMES BACK TO ME NOW". . . . HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Numb er EIGHT! Here's the romantic ballad that
 turns up in eighth place on the survey this week. The
 Hit Parad ers sing . . . "It All Comes Back To Me Now."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0027095

5/3/41

(" A LITTLE BIT SOUTH OF NORTH CAROLINA" . . WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ...
the Hit Paradars and I are heading down under the
Mason-Dixon Line to give you that up and coming
tune of the moment ... "A Little Bit South of North
CAROLINA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

ATX01 0027096

5/3/41

Lucky Strike "Your Hit Parade"
Commercial #1 - May 3, 1941

(CHANT UP AND FADE)

WOOD: Attention, everybody. Here's Andre Baruch with that new game ... "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this is a game with a point -- a game to show you that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets -- markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____ will draw these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, the person in the audience who holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco -- and

(CASH REGISTER) see what happens. All

MARKETS PICKED

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Clarksville, Va.	16%	Berling Cross, Ky.	27%
Callatis, Tenn.	3%	Mt. Sterling, Ky.	23%
Greeneville, Tenn.	40%	Oreasboro, Ky.	12%
Hazelhurst, Ga.	42%	Sanford, N.C.	4%
Lake City, S.C.	81%	South Boston, Va.	20%
Lebanon, Ky.	34%	Stoneville, N.C.	40%
Mullins, S.C.	65%	Wendell, N.C.	33%

rdf

ATX01 0027097

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
_____, (CASH REGISTER) and
Lucky Strike pays the _____ with
the _____,
card _____ dollars. Now, friends that
means that at tobacco auctions in _____,
_____, last season, The
American Tobacco Company paid _____ percent more
per pound for the tobacco it bought for its cigarettes
and other tobacco products -- yes, _____ percent
above the average market price paid for all the
various types and grades of tobacco sold there - and
the best we bought will go to Luckies. All right - next
market being drawn from the goldfish bowl and it's _____
_____.

(CROWD MURMURS UP)

(ETC)

(BELL)

BARUCH: Oh, - oh - there's the bell, ending this session of
Lucky "arkets. Thanks very much, everybody. Now here's
Basil Ruysdael.

rdf

5/3/41

RUYSDAEL: Ladies and gentlemen - playing "Lucky Markets" - and paying out these large sums of money - is the most forceful way we can think of to emphasize the fact that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South, as this game most dramatically demonstrates. For, remember, the names of the tobacco markets were drawn from the bowl completely at random and at every single one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1... Have you tried a Lucky lately?

rdf

ATX01 0027099

("WALKIN' BY THE RIVER". WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! We're moving along with the hit tune
 that winds up another busy week in fourth place on
 the list . . . "Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

("MAMA INEZ" ORCHESTRA)

WOOD: Time for a Lucky Strike Extra ...
Mark Warnow and the orchestra give it the Latin touch
as they rhumba away with that great song ... "Mama
Inez."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

5/3/41

("GEORGIA ON MY MIND" *Wain &* ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE! This tune went away for a week's
~~VACATION~~ sabbatical -- but comes back ^{home} tonight to fill

the number nine position on the Parade ...

^{Bea Wain Sings}
Mark Wainow leads the orchestra in ...

"Georgia On My Mind."

(MUSIC SWELLS AND FINISHES)

segue to

5/3/41

("MARIA ELENA" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

AND

WOOD: Number TEN! ~~Here's~~ another newcomer ~~that~~ dances
our way ~~in three quarter time.~~ I'd like to
introduce the hit ^{SONG} ~~waits~~ that comes on the Parade
in tenth place ... "Maria Elena."

(MUSIC SWELLS AND FINISHES)

~~segue to~~

applause

ct

5/3/41

BARUCH: (ON CUE) We pause for station identification ...

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ...

ct

ATX01 0027104

5/3/41

BARUCH: On with Your Hit Parade ... and here's your singing star -- Barry Wood.

WOOD: It's time out again for a Lucky Strike Extra. The Broadway show "Crazy with the Heat" supplied lots of fun, frolic and good tunes ... Bea Wain and the Hit Paraders have taken one of them to wrap up and deliver for a Lucky extra ... Mark Warnow gives the cue and here we go for "The Time Of My Life."

("THE TIME OF MY LIFE" WAIN, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

Commercial #2 -

WOOD: Now here's Basil Ruysdael with a word about "Lucky Markets" - that new game we listened to a few minutes ago.

RUYSDAEL: You remember how names of tobacco markets were drawn from that goldfish bowl, completely at random? Well, at each of these markets, you recall, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos: _____ percent more than the market average in _____, _____ percent more in _____, _____, and so on. Now that's most important - because, in buying tobacco, you get what you pay for. No one knows this better than the independent tobacco experts. At auction after auction, they see us pay the price to get the finer, the lighter, the naturally milder leaf for Lucky Strike. And with these independent experts - auctioneers buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately!

Percentages and Markets quoted:

	<u>1st Broadcast</u>	<u>2nd Broadcast</u>	
(a)	Lebanon, Ken. 34%	Bowling Green, Ky.	27%
(b)	Lake City, S.C. 31%	Stoneville, N.C.	40%

ct

5/3/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the latest survey reports on
the three top tunes of the week.

WOOD: Right, Andre ... and we're off with the number
THREE song. ~~IT'S~~ ^{IT'S} the big time hit that America
voted in third place this week ... "There'll Be
Some Changes Made."

("THERE'LL BE SOME CHANGES MADE" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

ATX01 0027107

5/3/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... It's a three-point
 rise in the tabulations for this tune, as it
 jumps right back into the big money. I'd
 like to sing the second favorite song in the
 country this week ... "The Wise Old Owl."

("THE WISE OLD OWL" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

et

5/3/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! Last week's tune king keeps up
 its winning pace and tope them all again.
 Bea Wain sings the number one song in all
 the land ... "Amapola."

("AMAPOLA" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CT

5/3/41

(PYRAMID TO)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget Wednesday night Kay Kyser and Friday ~~night~~ Information Please. Till next week, goodnight for Bea Wain, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

ct

ATX01 0027110

5/3/41

REPEAT SHOW

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime don't forget Information Please and Kay Kyser. Until next Saturday goodnight for Bea Wain, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

ATK01 0027111

5/3/41

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 .. 880 ON YOUR DIAL

ct

ATX01 0027112

to Broadcast

COLUMBIA BROADCASTING SYSTEM

5/10/41

YOUR HIT PARADE - #312
The American Tobacco Company

REBROADCAST SUNDAY 5/11/41
12:00-12:45 A.M.

SATURDAY, MAY 10, 1941
10:00-10:45 P.M. EST

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

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

BARUCH: 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 that may be played
on coast to coast networks -- determined by Your
Hit Parade Survey -- a careful seven-day check
on requests made to band leaders, songs most
played on the air and in the automatic coin
machines, and a survey of sales in sheet music
and phonograph records ... Now, here's your
singing master of ceremonies, Barry Wood, with
the song that's number EIGHT ... "There'll Be
Some Changes Made."

(APPLAUSE)

W.P.

("THERE'LL BE SOME CHANGES MADE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

ATX01 0027113

5/10/41

WOOD:

Hello, everybody ... this is Barry Wood. ~~We get~~
~~under way~~ ^{but heard} with your eighth ranking tune this week
 ... "There'll Be Some Changes Made." ~~the cast~~ ^{tonight we have on}
~~tonight~~ ^{have} includes Bea Wain, the Hit Paraders, Mark
 Warnow and the Lucky Strike Orchestra ... and we'll
 all be coming your way with ^{four} ~~the~~ ten survey winners
 and three Lucky Strike Extras for good measure.
 But right now, it's on with the rankings and ratings,
 as Bea Wain sings the Lucky Seven Song in America
 this week ... "Oh, Look At Me Now."

("OH, LOOK AT ME NOW" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ct

ATX01 0027114

5/10/41

("MARIA ELENA" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Here's the ballad success that
 came on the Parade last week and tonight turns
 up in ninth place on the list. I'd like to
 sing ... "Maria Elena."

(MUSIC SWELLS AND FINISHES)

segue to

ct

ATX01 0027115

5/10/41

("G'BYE NOW" WAIN, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... and it's a song from the score of that Broadway phenomenon "Hellzapoppin." This is the hodge-podge of crazy fun that Olsen & Johnson opened in New York over three years ago ... and it's still rolling customers in the aisles as one of the leading hits of the town. From the music of the show Bea Wain and the Hit Paradars sing that swell tune ... "G'Bye Now."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

ct

RTX01 0027116

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 - May 10, 1941

(CHANT UP AND FADE)

WOOD: Now here's Andre Baruch...So get set, everybody, for another session of that exciting game - "Lucky Markets".

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____, will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out the name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco....and then (SCOUND -- CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

(more)

ct

5/10/41

MAN OR WOMAN: _____ percent more.

BARUCH: _____ percent more in _____, (CASH REGISTER) and Lucky Strike pays the _____ with the _____ card _____ dollars. Now,

friends that means that at tobacco auctions in _____ last season, The American Tobacco Company paid _____ percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes _____ percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. All right - next market being drawn from the goldfish bowl and it's _____.

(CROWD MURMURS UP)

(ETC.)

BARUCH:

on of

Markets picked

Now

1st Broadcast

2nd Broadcast

Baxley, Ga.	52%	Baxley, Ga.	52%
Bloomfield, Ky.	28%	Carthage, N.C.	54%
Chase City, Va.	16%	Fairmont, N.C.	58%
Columbia, Tenn.	24%	Glasgow, Ky.	16%
Knoxville, Tenn.	35%	Hughesville, Md.	26%
Lawrenceville, Va.	32%	Lawrenceville, Va.	32%
Lebanon, Ky.	34%	Live Oak, Fla.	37%
		Richmond, Ky.	27%
		Statesboro, Ga.	54%

ct

ct

5/10/41

RUYSDAEL:

Ladies and gentlemen - we paid out these large sums of money in tonight's "Lucky Markets" for a very good reason. They helped us to show you - in the most forceful way we can think of - that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. We pay these higher prices at market after market all over the South. This was dramatically proved by drawing the names of the tobacco markets from the bowl completely at random. Remember, at every single one of these markets, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Have you tried a Lucky lately?

ot

ATX01 0027119

5/10/41

("NUMBER TEN LULLABY LANE" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! After a week's leave of absence,
 this tune kicked up its heels and jumps right
 back on the Parade. Number Ten this week is
 "Number Ten Lullaby Lane."

(MUSIC SWELLS AND FINISHES)

segue to

ct

ATK01 0027120

("INTERMEZZO" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number FOUR! It's a newcomer that America first heard as the violin solo Leslie Howard played in the motion picture "Intermezzo." Demands for it poured in and now it's a full-fledged song hit that ranks fourth in popular favor all over the country. The Hit Paraders sing ... "Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

ct

5/10/41

(~~"LISTEN TO THE MOCKING BIRD"~~ & "POLLY WOLLY DOODLE" . . . ORCHESTRA)

with "The Brown Jug"

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Double... Mark Warnow and
the Orchestra ride away with those two great favorites...

~~"Listen to the Mocking Bird"~~ and "Polly Wolly Doodle."

with "The Brown Jug"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

5/10/41

("WALKIN' BY THE RIVER" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Here's the ballad that finishes the week on the middle rung of your musical ladder. The Survey shows that the number five position goes to ... "Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

5/10/41

("DO I WORRY". WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! Bea Wain takes care of the vocal of the sixth ranking song in the states this week ... "Do I Worry."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027124

5/10/41

BARUCH: (ON CUE) We pause for station identification...

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

rdf

ATK01 0027125

5/10/41

-14-

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

WOOD: Time out again for a Lucky Strike Extra ... the Hit Paraders and I are tossing ten gallon hats in the air and giving out with that Mexican tune sensation ... "El Rancho Grande."

("EL RANCHO GRANDE" WOOD, HIT PARADERS AND ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

rdf

ATX01 0027126

5/10/41

WOOD: Now Basil Ruysdael sums up tonight's session of "Lucky Markets."

RUYSDAEL: Folks, it's important to remember that the names of the tobacco markets called out during our "Lucky Markets" game were drawn from the goldfish bowl completely at random. And, at each of these markets, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos: a percent more than the market average in a percent more in

and so on. Now that's worth thinking about, next time you buy cigarettes. For remember, you get what we pay for. And we pay the price to get the finer, the lighter, the naturally milder tobacco for Lucky Strike. Remember - with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Won't you try Luckies for a week?

Percentages and Markets quoted:

1st Broadcast

- (a) Bloomfield, Ky.
- (b) Knoxville, Tenn.

28%
35%

2nd Broadcast

- Lawrenceville, Va.
- Statesboro, Ga.

32%
54%

rdf

5/10/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three favorite songs in America this week.

WOOD: Right, Andre ... and first up is the number three song ... it came on the Parade last week and it only took seven days for its stock to rise and land it right up among the leaders. Bea Wain sings the number THREE song of the week ... "My Sister and I."

("MY SISTER AND I". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027128

5/10/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... The Hit Paraders get together
on all-America's choice for the second ranking song
of them all ... "The Wise Old Owl."

("THE WISE OLD OWL" HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

(FANFARE NUMBER ONE)

WOOD: Number ONE! The title holder last week keeps its place in the country's musical fancy and leads the list for the fourth time ... ^{Here's the No. 1 Song in All the Land} "Amapola."

("AMAPOLA"WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime don't forget to listen to Kay Kyser next Wednesday when he'll come to you from the United States Naval Station at San Diego and on Friday, of course, is Information Please as usual. Until next week, good night for Bea Wain, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME. . . .)

(APPLAUSE)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC

NEW YORK

rdf

5/10/41

WOOD: (SINGS) So long for a while -- that's all the songs
for a while. (CHORUS SINGS) That's right, ladies
and gentlemen, that's all for now -- but next
Saturday we'll be back with Your Hit Parade. In
the meantime don't forget Information Please. On
Wednesday night, Kay Kyser will be coming to you from
the United States Naval Station in San Diego. Now,
until next week, good night for Bea Wain, Mark Warnow,
the Hit Paraders ... and ^{for} ~~some~~ Lucky Strike, this
is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

rdf

ATX01 0027132

As Broadcast
2

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

5/17/41

YOUR HIT PARADE - No. 313

REBROADCAST SUNDAY 5/18/41
12:00-12:45 A.M.

SATURDAY, MAY 17, 1941

9:00 - 9:45 P.M.

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

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

BARUCH: 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 that may be played on this network
from coast to coast -- determined by Your Hit Parade
Survey -- a careful seven-day check on requests made
to band leaders, songs most played on the air and
in the automatic coin machines, and a survey of sales
in sheet music and phonograph records. Now, here's
your singing master of ceremonies, Barry Wood, with
the song that's number NINE ... "G'Bye Now."

(APPLAUSE)

(G'BYE NOW". WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

arc (APPLAUSE)

ATX01 0027133

5/17/41

And that was

WOOD:

Hello, everybody ... this is Barry Wood. ~~We said~~
~~hello with "G'bye Now"~~ the newcomer to the Parade
that's in ninth place ... Tonight's agenda includes
your ten top songs in the country this week, plus
a trio of Lucky Strike Extras. And doing the musical
honors will be Bea Wain, the Hit Paraders, and Mark
Warnow and the Lucky Strike Orchestra. But now, the
Parade moves along as Bea Wain sings your choice for
the number TEN position ... "Oh, Look At Me Now."

("OH, LOOK AT ME NOW". WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

5/17/41

(" THE THINGS I LOVE"WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! The Lucky spot this week is filled by
a newcomer that's taking its very first bow on the
Parade. Based on a selection by Tschaikowsky called
"Melodie," it's been coming up fast and tonight has
its official unveiling as a big-time hit. I'd like to
introduce the ballad that's teeing off in seventh
place ... "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

anc

5/17/41

("VIENI LA CONGA". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... and that
 means it's Latin-American time on the Parade -- as
 Mark Warnow and the Orchestra beat out the exciting
 rhythm of that tune terrific ... "Vieni la Conga."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

erc

ATX01 0027136

5/17/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 -

(CHANT UP AND FADE)

WOOD: Now here's Andre Baruch ... So get set, everybody, for another session of that exciting game - "Lucky Markets."

(SHORT CHANT - SOLD AMERICAN)

BARUCH: Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____, will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco ... and then (SOUND - CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

arc

ATX01 0027137

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - continued

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike pays the _____
with the _____, _____ card
_____ dollars. Now, friends that means that
at tobacco auctions in _____,
last season, The American Tobacco Company paid _____
percent more per pound for the tobacco it bought for
its cigarettes and other tobacco products - yes _____
percent above the average market price paid for all
the various types and grades of tobacco sold there -
and the best we bought will go to Luckies. All right -
- next market being drawn from the goldfish bowl and
it's _____,

Markets Picked

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Carthage, Tenn.	23%	Blackshear, Ga.	44%
Conway, S.C.	52%	Burlington, N.C.	42%
Danville, Ky.	17%	Henderson, N.C.	22%
Haxelhurst, Ga.	42%	Hopkinsville, Ky.	7%
Mullins, S.C.	69%	Johnson City, Tenn.	39%
Reidsville, N.C.	44%	Springfield, Ky.	30%
Rocky Mount, N.C.	49%	Timonsville, S.C.	82%

BARUCH: Oh - oh - there 's the bell, ending this session of
Lucky Markets. Thanks very much everybody. Now here's
arc Basil Ruysdael.

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1
(cont'd)

5/17/41

RUYSDAEL: Ladies and gentlemen - we paid out these large sums .
of money in tonight's "Lucky Markets" for a very good
reason. They helped us to show you - in the most
forceful way we can think of - that The American
Tobacco Company pays higher prices to get the
finer, the lighter, the naturally milder tobaccos.
We pay these higher prices at market after market all
over the South. This was dramatically proved by
drawing the names of the tobacco markets from the
bowl completely at random. Remember, at every
single one of these markets, The American Tobacco
Company paid well above the average market price
for tobacco - and the best we bought goes into
Luckies. No wonder that with independent tobacco
experts - auctioneers, buyers and warehousemen -
with men who know tobacco best, it's Luckies 2 to 1
....Have you tried a Lucky lately?

cs

ATX01 0027139

5/17/41

("THE WISE OLD OWL".....WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Bea Wain takes a vocal turn with the fifth ranking tune in all America this week...

"The Wise Old Owl."

(MUSIC SWELLS AND FINISHES)

segue to

CS

ATX01 0027140

("INTERMEZZO".....HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Here's the romantic tune that's
 celebrating its second week on the Parade by ranking
 mighty high in your musical favor. The Hit Paraders
 glide away with the tune that's in fourth place.....
 "Intermezzo."

(MUSIC SWELLS AND FINISHES)

~~segue to~~
Appaloosa

5/17/41

"THE BAND PLAYED ON.....WOOD, HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra...and it's a tune that first saw light of day during the lager and free lunch era of the gay nineties. Its career started again in Jimmy Cagney's latest motion picture "Strawberry Blonde" and tonight we're sending it your way as a swell Lucky Strike Extra. The Hit Paradars and I ^{up the light fantastic with} ~~waltz~~ on down with..."The Band Played On."

(MUSIC SWELLS AND FINISHES)

segue to

5/17/41

-11-

("WALKIN' BY THE RIVER".....WAIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! This is the tune that the survey shows
in sixth place in America this week. Bea Wain
sings..."Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

segue to

CS

ATX01 0027143

5/17/41

- 12 -

("MARIA ELENA" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The spotlight falls on the
 ballad success that's in eighth place on
 the Parade ... "Maria Elena."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

RTX01 0027144

5/17/41

- 13 -

BARUCH: (ON CUE) We pause for station identification ...

THIS IS THE COLUMBIA... BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

... STATION BREAK...

mc

ATX01 0027145

5/17/42

- 14 -

BARUCH: On with Your Hit Parade ... and here's your singing star -- Barry Wood.

WOOD: It's time for a Lucky Strike Extra... Bea Wain and the Hit Paraders line up together and do some very fancy yodeling with that peppy new tune ... "Let's Get Away From It All."

("LET'S GET AWAY FROM IT ALL" WAIN, HIT PARADERS, ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

mc

ATX01 0027146

5/17/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 -

WOOD: Now Basil Ruysdael sums up tonight's session of "Lucky Markets."

RUYSDAEL: Folks, it's important to remember that the names of the tobacco markets called out during our "Lucky Markets" game were drawn from the goldfish bowl completely at random. And, at each of these markets, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos:

a percent more than the market average in
a _____,
b percent more in b _____,
_____ and so on. Now that's worth thinking about, next time you buy cigarettes. For remember, you get what we pay for. And we pay the price to get the finer, the lighter, the naturally milder tobaccos for Lucky Strike. Remember - with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.... We suggest that - for your own smoking enjoyment - you

Percentages and Markets quoted:

	1st Broadcast	2nd Broadcast
(a) Carthage, Tenn.	25%	Springfield, Ky.
(b) Reidsville, N.C.	44%	Tinnsboro, S.C.
		30%
		82%

RTX01 0027147

5/17/41

(FANFARE NUMBER THREE)

BARUCH:

Here they are -- the nation's trio of tip-top tunes of the week.

WOOD:

Right, Andre ... and here's the number THREE song ... a very popular ballad that's entering the kingdom of the big three for the first time. I'd like to sing the third ranking song in the country ... "Do I Worry."

("DO I WORRY" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

5/17/41

- 17 -

(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song ... this tune has been climbing up and up and tonight ends just one spot away from the title. Bea Wain sings the song that you liked second best this week ... "My Sister and I."

("MY SISTER AND I" WAIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

ATX01 0027149

5/17/41

- 18 -

(FANFARE NUMBER ONE)

WOOD:

Number One! Here's America's top ranking song ...
the tune that comes home in first place from
border to border and coast to coast ... "Amapola."

("AMAPOLA"HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

MC

ATX01 0027150

5/17/41

- 19-A -
1st Show

WOOD:

(SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Bea Wain, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

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

Fade theme 20 seconds

WABC ... NEW YORK

880 ON YOUR DIAL.

MC

ATX01 0027151

5/17/41

- 19-B -
REPEAT SHOW

WOOD:

(SINGS) So long for a while -- that's all the
songs for a while. (CHORUS SINGS) That's right,
ladies and gentlemen, that's all for now -- but
next Saturday we'll be back with Your Hit Parade.
In the meantime don't forget Information Please
and Kay Kyser. Now, until next week, good night
for Bea Wain, Mark Warnow, the Hit Paraders ...
and for Lucky Strike, this is Barry Wood saying
... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

mc

ATX01 0027152

Broadcast

COLUMBIA BROADCASTING SYSTEM

5/24/41

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 314

REBROADCAST SUNDAY 5/25/41
12:00-12:45 A.M.

SATURDAY, MAY 24, 1941

9:00 - 9:45 P.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT *Sec.* "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a 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 that may be played on this network from coast to coast ... determined by Your Hit Parade Survey -- a careful seven-day check on requests made to band leaders, songs most played on the air and in the automatic coin machines, and a survey of sales in sheet music and phonograph records. Now here's your singing master of ceremonies Barry Wood, with the song that's number TEN ... "The Wise Old Owl."

Applause
("THE WISE OLD OWL" WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

ATX01 0027153

5/24/41

WOOD: Hello, everybody ... this is Barry Wood and
 we weighed anchor tonight with the tune that ranks
 tenth on the Parade this week ... "The Wise Old Owl."
 That leaves nine more survey winners and three Lucky
 Strike Extras that'll come your way this evening.
 Our cast includes the Hit Paraders, Mark Warnow and
 the Lucky Strike Orchestra ... and our new lady of
 song Louise King. And now, Louise makes her bow with
 the number SIX song of the week ... "Walkin' By The
 River."

("WALKIN' BY THE RIVER" KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

cv

("NUMBER TEN LULLABY LANE" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT: The Hit Paraders sing the ballad
 success that you voted in eighth place in America
 ... "Number Ten Lullaby Lane."

(MUSIC SWELLS AND FINISHES)

~~(APPLAUSE)~~

CV

5/24/41

("PARA VIGO ME VOY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ...

*So Mark Warrick and the Orchestra give it
and to the shake of the maracas we
that Latin American treatment with
rhumba on down with that Latin-American.*

song-sensation... "Para Vigo Me Voy."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

arc

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - May 24, 1941

5/24/41

(CHANT QUICK SALE - AMERICAN)

WHSMAN: Start 'er at 21!

(CHANT CONTINUED)

HUSING: This is Ted Husing, ladies and gentlemen, reenacting a tobacco auction in Wendell, North Carolina. A dozen or more buyers ... bidding in open competition ... are battling to get the finest of the fine tobacco that's being sold basket by basket here in this big warehouse. And it looks like ... yes ... still another basket's going ... going to ...

(CHANT UP ... SOLD AMERICAN)

WHSMAN: At 25!

HUSING: The warehouseman makes an opening bid of 25 - 25 dollars a hundred pounds for this next basket ... but already two buyers have signaled bids and it's up to 27 - 27. Now Lucky Strike bids 28 ... a leaf company 29 ... another cigarette company 30 and an export company 31. 31 - 31 chants the auctioneer as he eyes the buyers, looking for still another bid. And ... he gets it! Yes Lucky Strike bids 32. Will anyone top that? No ... No ... Lucky Strike gets this basket. Listen:

(CHANT UP AND FINISH)

arc

ATX01 0027157

5/24/41

AEL:

There you see how tobacco is bought ... right out in the open market 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, the lighter, the naturally milder tobaccos. For instance, during the past season, at tobacco auctions in Wendell, North Carolina, The American Tobacco Company paid 35 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 35 percent 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 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!

ATX01 0027158

("TWO HEARTS THAT PASS IN THE NIGHT" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Tonight we welcome a newcomer to
our hall of musical hits. It's the new tune
from the pen of that great Cuban composer
Ernesto Lecuona that's starting its Parade
career in ninth place all around the country.
I'd like to sing... "Two Hearts That Pass in the
Night."

(MUSIC SWELLS AND FINISHES)

segue to

edy

("MARIA ELENA".HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Here's the tune that did some mighty fast stepping during the week and moved up to the number four position. The Hit Paraders go into a huddle with . . . "Maria Elena."

(MUSIC SWELLS AND FINISHES)

segue to

edy

5/24/41

("A LITTLE BIT SOUTH OF NORTH CAROLINA". .KING, HIT PARADERS AND
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time out time for a Lucky Strike Extra ...
Louise King and the Hit Paradars get on the
Dixie Express and deliver the goods with
that swell new tune...."A Little Bit South of
North Carolina."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

edy

RTX01 0027161

("THE THINGS I LOVE" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! The lovely ballad based on
a Tchaikovsky melody holds its own in
national favor and finishes the week in the
Lucky seven spot. . . . "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

edy .

("DO I WORRY".KING AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! This romantic hit winds up a
 busy seven days just half way along on the
 musical ladder. Louise King sings the
 fifth ranking song on the list...."Do I Worry."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy

5/24/41

BARUCH: (ON CUE) We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

BARUCH: On with Your Hit Parade ... and here's your
singing star, Barry Wood.

WOOD: Well its Time for a Lucky Strike Extra... the Hit
Paraders and I head the batting order and
go to work on that up and coming lively tune...
"A Romantic Guy, I."

("A ROMANTIC GUY, I".....WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

edy

ATX01 0027165

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - May 24, 1941

5/24/41

WOOD: Now attention, smokers! Here's Andre Baruch to tell you why Luckies bring you greater smoking enjoyment.

BARUCH: Here are actual reports from the tobacco markets, proving that The American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example last season at Henderson, North Carolina.

VOICE: American paid 22 percent more than the market average.

BARUCH: Lawrenceville, Virginia.

VOICE: At Lawrenceville, American paid 32 percent more.

BARUCH: Valdosta, Georgia.

VOICE: American paid 41 percent more at Valdosta.

(cont'd.)

rdf

ATX01 0027166

5/24/41

RUYSDAEL: Smokers, so it goes at market after market - at one hundred and nineteen markets all over Tobaccoland. And here is an impressive fact ... these one hundred and nineteen markets handle 96 percent of all the cigarette tobaccos sold at auction in this country. Yet, at every one of them, independent tobacco experts saw us pay higher prices to get the finer, the lighter, the naturally milder tobaccos for Luckies. Is it any wonder they choose Luckies by an overwhelming majority? Sworn records show that over twice as many independent experts - buyers, auctioneers and warehousemen - smoke Luckies exclusively as smoke all other cigarettes combined. That's why we ask you - for your own smoking enjoyment - to try Luckies for a week. Start with the next package of cigarettes you buy. Ask for Lucky Strike!

rdf

ATX01 0027167

5/24/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three tip-top tunes
in the nation.

WOOD: Right, Andre ... and here's the number THREE
song. It's the hit tune from the recent motion
picture "Intermezzo" that sails wide and handsome
and enters the big money for the first time
tonight. The Hit Paraders sing the third ranking
song in the country ... "Intermezzo."

("INTERMEZZO". HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

5/24/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... Louise King sings
 your choice for the tune that rates second
 place ~~in America~~ this week ... "My Sister and I."

("MY SISTER AND I" KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

5/24/41

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 the price 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 two to one!

rdf

ATX01 0027170

(FANFARE NUMBER ONE)

Well

WOOD: Number ONE! That Latin tune leads the list again. Still on top and keeping up its record-breaking pace, America crowned it king again this week. I'd like to sing the number one song from Sandy Hook to San Diego ... "Amapola."

("AMAPOLA" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

- 20-A -
(1st Show)

5/24/42

WOOD:

(SINGS) So long for a while -- that's all the
songs for a while. (CHORUS SINGS) That's right,
ladies and gentlemen, that's all for now -- but
next Saturday we'll be back with Your Hit Parade.
In the meantime don't forget to listen to Kay
Kyser next Wednesday, and on Friday, Information
Please, as usual. Until next week, goodnight
for Louise King, Mark Warnow, the Hit Paraders
... and for Lucky Strike, this is Barry Wood
saying ... so long for a while.

"LUCKY STRIKE TIME" . . .)

(APPLAUSE)

mlk

ATK01 0027172

5/24/41

(Repeat)

WOOD: (SINGS) So long for a while -- that's all
the songs for a while. (CHORUS SINGS)
That's right, ladies and gentlemen, that's
all for now -- but next Saturday we'll be
back with Your Hit Parade. In the meantime
don't forget Information Please and Kay
Kyser. Now, until next week, goodnight for
Louise King, Mark Warnow, the Hit Paraders
... and for Lucky Strike, this is Barry Wood
saying ... so long for a while.

("LUCKY STRIKE TIME" . . .)

(APPLAUSE)

mlk

5/24/41

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

mlk

ATX01 0027174

COLUMBIA BROADCASTING SYSTEM

5/31/41

THE AMERICAN TOBACCO COMPANY

As Broadcast

"YOUR HIT PARADE" No. 315.

Mr. Boggianno

SATURDAY, MAY 31st, 1941.
9:00 - 9:45 P. M. EDST

REBROADCAST SUNDAY June 1, 1941
12:00-12:45 A.M.

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

RIGGS: (CHANT ... "SOLD AMERICAN")

BARUCH: 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 that may be played on
this network from coast to coast -- determined by
Your Hit Parade Survey -- a careful seven-day
check on requests made to band leaders, songs most
played on the air and in the juke boxes, and a
survey of sales in sheet music and phonograph records.
Now, here's your singing master of ceremonies, Barry
Wood, with the song that's number SIX..5
Number Ten Lullaby Lane
(APPLAUSE)

("NUMBER TEN LULLABY LANE" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Hml/

ATX01 0027175

5/31/41

WOOD:

Hello, everybody .. this is Barry Wood. And we
 launched the show with the tune that rates sixth
 place ... "Number Ten Lullaby Lane." Tonight's
 line-up includes your ten favorite songs of the
 week and a trio of Lucky Strike Extras. And
 bringing them to you will be Louise King, the
 Hit Paraders, and Mark Warnow and the Lucky Strike
 Orchestra. But now, the Parade rolls merrily
^{on}~~along~~ as Louise King sings the TENTH ranking song
 ... "Oh, Look At Me Now."

("OH, LOOK AT ME NOW"KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

hml/

5/31/41

("MARIA ELENA".HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paradars sail away with the
 tune that ranks fourth in popular favor this week
 ... "Maria Elena."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

ATX01 0027177

5/31/41

("LA CUCARACHA" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra -- and the Hit Paraders
and I are slipping into our best Spanish accents to
give you that swell Mexican song -- "La Cucaracha."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1.

5/31/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 -

(CHANT ESTABLISH AND FADE)

WOOD:

Now, friends, here's that game smokers are talking about. Let's go, Andre Baruch, with another exciting session of "Lucky Markets"!

(CHANT UP - SOLD AMERICAN)

BARUCH:

Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies - the tobaccos that give you a milder, better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets - markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____, will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco ... and then (SOUND - CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name please. Thank you - it's _____.

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - continued

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
(CASH REGISTER) and Lucky Strike pays the _____
with the _____, _____ card
_____ dollars. Now, friends that means that
at tobacco auctions in _____,
last season, The American Tobacco Company paid
_____ percent more per pound for the tobacco it
bought for its cigarettes and other tobacco products -
yes _____ percent above the average market price
paid for all the various types and grades of tobacco
sold there - and the best we bought will go to
Luckies. All right - next market being drawn from
the goldfish bowl and it's _____,
_____.

(CROWD MURMURS UP)

(ETC.)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much everybody. Now
here's Basil Ruysdael.

5/31/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - continued

RUYSDAEL: Ladies and gentlemen, do you know why we paid out these large sums of money tonight? Frankly, we did it to make you consider the facts, next time you step up to that cigarette counter. Yes, give just a moment's consideration to what this game proves - that Luckies pay the price to get the milder, better-tasting tobaccos. For remember, the names of the tobacco markets were drawn from that goldfish bowl completely at random. Yet, at every one of these markets, The American Tobacco Company paid higher prices to get the finer, milder leaf - and the best we bought goes into Luckies. If you want a milder, better tasting smoke, make that next package of cigarettes you buy - Lucky Strikes! With men who know tobacco best - the Luckies - 2 to 1

Markets Picked

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Abingdon, Va.	36%	Bloomfield, Ky.	28%
Chase City, Va.	16%	Durham, N.C.	17%
Danville, Ky.	17%	Fair Bluff, N.C.	43%
Danville, Va.	44%	Madison, N.C.	43%
Live Oak, Fla.	37%	Wabeno, N.C.	34%
Upper Marlboro, Md.	36%	Mt. Sterling, Ky.	25%
Valdosta, Ga.	41%	Tabor City, N.C.	57%

("G'BYE NOW" KING AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! Out of the fun, frolic, and buffoonery
of Olsen and Johnson's mad-house show, "Hellzapoppin",
comes a tune that makes the grade in a big way ...
this week you voted it your eighth favorite song on
the list. Louise King sings ... "G'Bye Now."

(MUSIC SWELLS AND FINISHES)

segue to

hml/

("THE THINGS I LOVE" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! Here's the melodic hit that's riding
 high in the Lucky Seven spot. I'd like to sing ...
 "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

5/31/41

("WITH A TWIST OF THE WRIST" KING AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ... Louise King does the honors with an up and at 'em tune from the recent musical comedy "Crazy With the Heat." Mark Warnow gives the cue and off we go "With a Twist of the Wrist."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CV

ATX01 0027184

("WALKIN' BY THE RIVER" HIT PARADERS & ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! The Hit Paraders do some fancy
yodelling with the song that rates ninth place
this week . . . "Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

segue to

cv

("DO I WORRY" WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Here's the tune that hits the
 middle mark on the survey this week. The
 number five position goes to "Do I Worry."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cv

5/31/41

BARUCH: (ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ...

ov

ATX01 0027187

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: ^{Well} It's time out for a Lucky Strike Extra ...
Mark Warnow and the Orchestra cut some tuneful capers with that great song ... "Dark Eyes."

("DARK EYES" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

cv

5/31/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 -

WOOD: Now Basil Ruysdael wonders how many of you are developing into sort of amateur tobacco experts.

RUYSDAEL: Well, ladies and gentlemen, you already know what kind of tobacco costs more at the auctions - the milder, better-tasting leaf. You also know why it costs more - because it makes the finest smoking. And our Lucky Markets game certainly shows you that, at market after market, The American Tobacco Company pays higher prices to get this finer, lighter, naturally milder tobacco - for example, _____ percent more than the market average in _____, _____ percent more in _____, _____, and so on. Well, now, smokers, the next step for you as amateur tobacco experts is to apply some of these facts, next time you stop up to that cigarette counter. Just remember that America's professional tobacco experts - trained in tobacco all their lives - show an overwhelming preference for Lucky Strike. In fact, with independent experts _____ men who know

make that
Lucky Strike.

Percentages and Markets quoted:

1st Broadcast

a) Danville, Ky. 17%
b) Abingdon, Va. 36%

2nd Broadcast

Bloomfield, Ky. 28%
Fair Bluff, N.C. 43%

5/31/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs in the land this week.

WOOD: Right, Andre ... and here goes with the number THREE song. It's the survey winner that pounds down the home stretch to finish another week in the big money. I'd like to sing the third ranking song in the country ... "Amapola."

("AMAPOLA" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

5/31/41

(FANFARE NUMBER ONE)

WOOD: Number ONE ... This week's tune title goes to the
 ballad hit that's getting there after five weeks
 on the Parade. Louise King sings the number one
 song from Manhattan to Malibu ... "My Sister and I."

("MY SISTER AND I". KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

5/31/41

1st Show

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

ARC

ATX01 0027193

5/31/41

Repeat Show

WOOD:

(SINGS) So long for a while -- that's all the
songs for a while. (CHORUS SINGS) That's right,
ladies and gentlemen, that's all for now -- but
next Saturday we'll be back with Your Hit Parade.
In the meantime, don't forget Information Please
and Kay Kyser. Now, until next week, goodnight
for Louise King, Mark Warnow, the Hit Paraders ...
and for Lucky Strike, this is Barry Wood saying
... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

arc

ATX01 0027194

5/31/41

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

(SONG CREDITS, IF ANY)

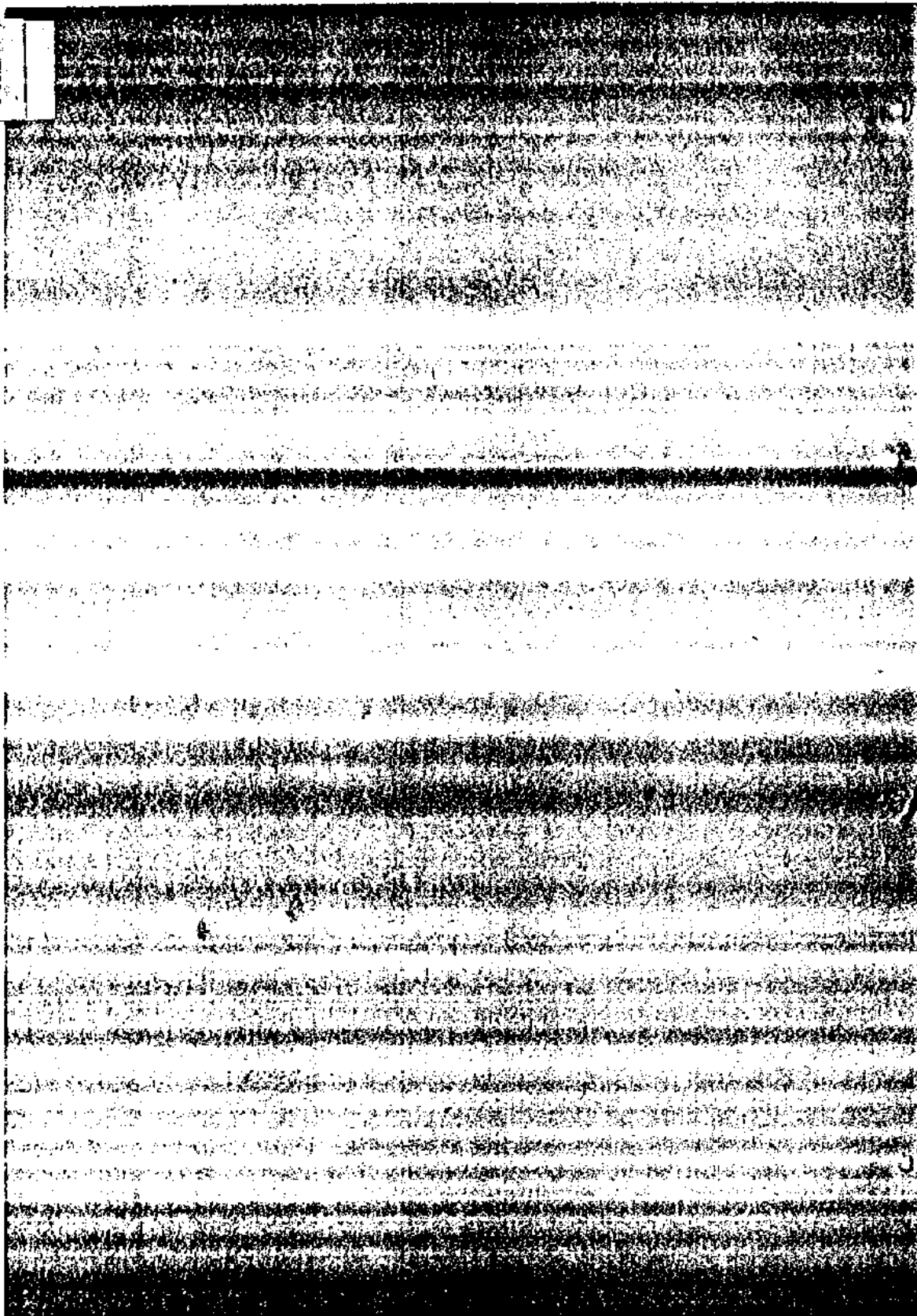
THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

arc

ATX01 0027195

JUNE



As Broadcast

6/7/41 sf

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - No. 316

REBROADCAST SUNDAY 6/8/41
12:00-12:45 A.M.

SATURDAY, JUNE 7, 1941
9:00 - 9:45 pm

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT...ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a cigarette
of ~~higher, better~~ ^{True light, naturally milder} tasting 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 that may be played on this network from
coast to coast -- determined by Your Hit Parade Survey--
a careful seven-day check on requests made to band
leaders, songs most played on the air and in the
automatic coin machines, and a survey of sales in sheet
music and phonograph records. Now, here's your singing
master of ceremonies, Barry Wood, with the song that's
number FOUR..."AMAPOLA."

(APPLAUSE)

("AMAPOLA".....WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES) (APPLAUSE)

ATX01 0027197

WOOD: Hello, everybody...this is Barry Wood. And we got under way ~~tonight~~ with the tune that's in fourth place..."Amapola." In featured roles tonight are Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And we'll all be pitching in to bring ^{up} your ten favorite songs of the week and three Lucky Strike Extras. But now, the Parade marches on, as Louise King sings the SEVENTH ranking song in the country..."G'Bye Now."

("G'BYE NOW" KING, ORCHELSTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("WALKIN' BY THE RIVER"HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Hit Paradars get together on the song that you voted in eighth place..."Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

segue to

("KERRY DANCE".....KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra -- Louise King
and the Hit Paradars skip across the green with
that great song favorite..."The Kerry Dance."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

6/7/41

WOOD: Now friends, take a good look at that cigarette you're smoking. Whatever brand it is, we're going on a trip to its birthplace!

BARUCH: That's right, folks... America's great tobacco auctions are the birthplace of cigarettes. And we want to show you how they buy tobacco in open competition. Yes, we want you to know that Lucky Strike pays higher prices to get ^{the light & naturally milder} finer tobaccos - to give you a milder, better-tasting cigarette.

(FADE IN CROWD NOISE - CHANT QUICK SALE - SOLD TO X)

WHSMAN: At 19!

LEWIS: This is Fulton Lewis, Jr., ladies and gentlemen, reenacting a tobacco auction in Morristown, Tennessee. Row after row of baskets piled high with golden brown burley fill this big tobacco warehouse... and each basket is being sold individually. A dozen or so buyers are battling for the basket that's now being sold ... and it's going ... going to ...

(CHANT UP - SOLD AMERICAN)

rdf

6/7/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - June 7, 1941
(cont'd.)

WHSMAN: At 22!

LEWIS: Already the warehouseman has called out an opening bid of 22 - 22 dollars a hundred pounds for this next basket .. and another sale is under way. Uh - uh - just as I was saying that, two buyers bid in rapid succession and the bid's 24 - 24. Now Lucky Strike bids 25 ... a leaf company 26 ... and another cigarette company signals 27. Hear the auctioneer chant it out? It looks like ... but no ... no ... Lucky Strike bids 28 and that tops 'em all. Yes, listen ...

(CHANT UP - SOLD AMERICAN)

RUYSBALL: Smokers, here's a question: What kind of tobacco is bought at the auctions for that cigarette you're smoking?

If it's a Lucky, you can answer with complete assurance, ~~the same as you pay the price to get, plain, light or that it's lighter, milder tobacco, because you hear the actual reports from the tobacco markets.~~ ~~the actual reports from the tobacco markets.~~ For example, ~~this report from~~ ^{last} Morrilstown, Tennessee; ~~last~~ last season,

The American Tobacco Company paid 33 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 33 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies ... Smokers, remember these facts, next time you step up to the cigarette counter. Remember, Luckies pay the price to give you milder, better-tasting tobaccos. So ask for Lucky Strike.

pdf

("THE THINGS I LOVE"WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! The Parade carries on with the romantic ballad that ranks sixth on the list...

"The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

("GEORGIA ON MY MIND"HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! Hoagy Carmichael's song hit returns to the Parade after a few weeks' vacation to take another bow in the limelight. The Hit Paradars go to town with the number ten song of them all...

"Georgia On My Mind."

(MUSIC SWELLS AND FINISHES)

segue to

("THE HUT SUT SONG"WOOD, HIT PARADERS, ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD:

Time out time for a Lucky Strike Extra...

the Hit Paraders and I are all wound up to let go
with a little Swedish double-talk. It's all part
of that new and zany tune creation...

"The Hut Sut Song."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("TWO HEARTS THAT PASS IN THE NIGHT"KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Louise King tosses in the vocal of the
tune that takes ninth place this week...

"Two Hearts That Pass in the Night."

(MUSIC SWELLS AND FINISHES)

segue to

("DO I WORRY"WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! This week's survey report tells us
that the fifth ranking position is filled by the
ballad hit..."Do I Worry."

(MUSIC SWELLS AND FINISHES)

segue to

BARUCH: We pause for station identification...

This is the COLUMBIA...BROADCASTING SYSTEM
(SNEAK THEME TO FINISH)

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

BARUCH: On with Your Hit Parade...and here's your singing star, Barry Wood.

WOOD: Time for a Lucky Strike Extra...Mark Warnow and the Orchestra are all set to burn a fast one down the center with that great Latin tune..."Mama Inez."

("MAMA INEZ"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

6/7/41

WOOD: Now Basil Ruysdael says we've got lots of folks wondering.

RUYSDAEL: It's a very healthy sort of wondering, Barry. For instance, a friend asked the other day: "Basil, how can The American Tobacco Company afford to pay those higher prices for tobacco?" Well, - I told him - I'm glad people like you are asking that question ... The answer is just that it's good business for us - because it's good smoking for you. We pay the price to get the finer, lighter, naturally milder tobaccos - so you can enjoy a milder, better-tasting cigarette. For example, we paid 23 percent more than the market average in Carthage, Tennessee last season - 30 percent more in Springfield, Kentucky - 34 percent more in Asheville, North Carolina. So it goes at market after market - and the best we buy goes into Luckies. It all adds up to this ... Because we buy the more expensive, milder tobaccos, we can offer you a milder, better-tasting cigarette - and that's good business for us, because more and more of you will want to smoke Luckies. See for yourself... make that next package of cigarettes you buy - Lucky Strike.

*Comparison with names of other tobacco -
it's fuckin' 2 to 1*

rdf

ATK01 0027210

6/7/41

(PANFARE NUMBER THREE)

BARUCH: Here they are ... the survey headlines on the three top tunes of the week.

WOOD: Right, Andre ... and stepping up is the number THREE song ... this tune came to the Parade six weeks ago and it's been shooting higher and higher ever since. Tonight it hits the pay-off-window as the third ranking tune in all the land. Louise King sings ... "Maria Elena."

("MARIA ELENA". KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

6/7/41.

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song... Here's the lovely ballad that's winding up the week just one spot away from the title. The Hit Paraders sing your second favorite song ... "Intermezzo."

("INTERMEZZO".HIT PARADERS, ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Hml/

6/7/41.

(FANFARE NUMBER ONE)

WOOD: Number ONE! Last week's winner rides on the wave of national favor and comes home again leading the list. I'd like to sing the number one song from Montauk to Monterey... "My Sister and I."

("MY SISTER AND I" WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

LUCKY STRIKE "YOUR HIT PARADE"
Closing - June 7, 1941

6/7/41

-18-

BARUCH: If you want a milder, better-tasting cigarette for your money -- if you want a cigarette that pays the price to get the lighter, milder tobaccos - if you want the smoke tobacco experts smoke - then you want Lucky Strikes. Yes, enjoy your smoking with milder, better-tasting Luckies! Try Lucky Strike - the cigarette you'll settle on for keeps.

rdf

ATX01 0027214

6/7/41

(1st Show)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike , this is Barry Wood saying... so long for a while.

(LUCKY STRIKE TIME. . .)

(APPLAUSE)

mlk

6/7/41
(Repeat)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget Information Please and Kay Kyser. Now, until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME. . .)

(APPLAUSE)

mlk

6/7/41

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

mlk

ATK01 0027217

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

A Broadcast
6/14/41

YOUR HIT PARADE - No. 317

SATURDAY, JUNE 14, 1941

REBROADCAST SUNDAY 6/15/41
12:00-12:45 A.M.

9:00 - 9:45 PM EDST
12:00 - 12:45 AM (Repeat)

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

RIGGS: (CHANT . . . "SOLD AMERICAN")

BARUCH: 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 that may be played on this network
from coast to coast -- determined by Your Hit Parade
Survey -- a careful seven-day check on requests made
to band leaders, songs most played on the air and in
the automatic coin machines, and a survey of sales
in sheet music and phonograph records. Now, here's
your singing master of ceremonies, Barry Wood, with
the song that's number EIGHT ... "Just a Little Bit
South of North Carolina."

(APPLAUSE)

(JUST A LITTLE BIT SOUTH OF NORTH CAROLINA . . . WOOD, HIT PARADERS,
ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0027218

6/14/41

WOOD: Hello, everybody ... this is Barry Wood. And we raised the curtain with the newcomer that's in eighth place ... "Just a Little Bit South of North Carolina." That leaves nine more survey winners and three Lucky Strike Extras that will come your way tonight. Delivering them to you will be Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. But right now we're hitting the survey trail as Louise King sings your number SIX song this week ... "AMAPOLA."

(AMAPOLA.KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

(THE THINGS I LOVEHIT PARADERS AND ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paradars rally round to
 give you the ballad that's moved up to fourth
 place on the list ... "The Things I Love."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

6/14/41

(LET'S GET AWAY FROM IT ALL KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... and here's another up and coming tune discovered by the old hit maker Mr. T. Dorsey. Louise King and the Hit Paradars do some extra special work with the swell new song ... "Let's Get Away From It All."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027221

(CHANT ESTABLISH AND FADE)

WOOD: Now, friends, here's that game smokers are talking about. Let's go, Andre Baruch, with another exciting session of "Lucky Markets".

(CHANT UP - "SOLD AMERICAN")

BARUCH: Folks, this game of ours has a real meaning for smokers. It proves that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos for Luckies, the tobaccos that give you a milder, better-tasting cigarette. Here in a goldfish bowl are the names of one hundred and nineteen different tobacco markets, markets where tobacco buyers buy over 96 percent of all the cigarette tobacco sold at auction in this country. Now a member of our audience, Miss _____ of _____ will draw the names of these tobacco markets completely at random out of the goldfish bowl, and as I call out each name, whoever in the audience holds the card for that market will call out the percentage figure above the average market price we paid there for tobacco and then (SOUND - CASH REGISTER) see what happens. All right, Miss _____, will you draw the first name, please. Thank you. It's _____.

rdp

Lucky Strike "Your Hit Parade"
Commercial #1 (Cont'd.)

6/14/41

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,

_____, (CASH REGISTER) and
Lucky Strike pays the _____ with the
_____ card _____ dollars.

Now, friends, that means that at tobacco auctions
in _____,
last season, The American Tobacco Company paid
_____ percent more per pound for the
tobacco it bought for its cigarettes and other tobacco
products - yes, _____ percent above the average
market price paid for all the various types and grades
of tobacco sold there and the best we bought will go
to Luckies. All right - next market being drawn
from the goldfish bowl, and it's _____,

(CROWD MURMURS UP)
(ETC.)

(BELL)

BARUCH: Oh - oh - there's the bell ending this session of
Lucky Markets. Thanks very much, everybody. Now here's
Basil Ruysdael.

rdf

6/14/41

Lucky Strike "Your Hit Parade"
Commercial #1 (Cont'd.)

RUYSDAEL: What does this "Lucky Markets" game mean to you smokers listening in? Well, it shows you that at market after market we pay the price to get the finer, lighter, naturally milder tobaccos. You'll remember that, at every one of those markets - drawn completely at random - The American Tobacco Company paid well above the average market price for tobacco, and the best we buy goes into Luckies! And what does finer tobacco mean to you? It means more smoking enjoyment. It means a milder, better-tasting cigarette. Next time you step up to a cigarette counter, ask for Lucky Strike. With men who know tobacco best, it's Luckies 2 to 1.

Markets Picked

1st Broadcast

2nd Broadcast

Pelham, Ga. 38%
 Mebane, N.C. 34%
 Louisville, Ky.
 (7th St.) 17%
 Rocky Mount, N.C. 49%
 Lebanon, Ky. 34%
 Goldsboro, N.C. 49%
 Brockneal, Va. 34%

Johnson City, Tenn. 39%
 Mt. Pleasant, Tenn. 21%
 Tabor City, N.C. 57%
 Lake City, S.C. 31%
 La Plata, Md. 20%
 Tarboro, N.C. 50%
 Bloomfield, Ky. 28%

rdf

6/14/41

(THE HUT SUT SONG.WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! That crazy bit of Stockholm
double talk comes on the Parade tonight as a
newcomer. The Hit Paradars and I go to work on
the seventh ranking tune of the week ..."The Hut
Sut Song."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(Applause)

rdf

6/14/41

(TWO HEARTS THAT PASS IN THE NIGHTHIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! The latest survey reports give the
 number ten position to Ernesto Leucuna's ballad hit
 ... "Two Hearts That Pass In The Night."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

RTX01 0027226

6/14/41

(WALKIN' BY THE RIVER WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Reading from left to right, it's
 yours truly and the orchestra and your ninth
 ranking song ^{of the} ~~this~~ week ... "Walkin' By The River."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

raf

6/14/41

(DO I WORRYKING AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Here's the tune that winds up the
week exactly half way along in the rankings. Louise
King sings the song that takes fifth place..
"Do I Worry".

(MUSIC SWELLS AND FINISHES)

(Applause)

rdf

6/14/41

BARUCH: (ON CUE) We pause for station identification.

This is the COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

rdf

ATX01 0027229

6/14/41

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: Time for a Lucky Strike Triple ... Mark Warnow and the Orchestra dive ~~deep~~ into the trunk of Mother Goose ditties and come up with those three great favorites ... "Mary Had A Little Lamb," "Peter, Peter Pumpkin Eater," and "Three Blind Mice."

(MARY HAD A LITTLE LAMB, PETER PETER PUMPKIN EATER, THREE BLIND MICE
... ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

rdf

ATX01 0027230

6/14/41

WOOD: Now Andre Baruch tells us of a compliment that came his way ...

BARUCH: Well, Barry, it was after the last time we played "Lucky Markets" on Your Hit Parade. A gentleman from the audience approached me after the broadcast and said - "Mr. Baruch, that game's not just advertising - it really puts the facts on the line." He pointed out that we don't just say we buy finer tobaccos, we prove it.

RUYSDAEL: Yes, Andre, and I believe that's a story with a hint for many a smoker listening in. In two words, it says "Try Luckies." Our Lucky Markets game certainly shows you that we pay the price to get the finer, lighter, naturally milder tobaccos for Luckies - for example, (a) percent more than the market average in (a), (b) percent more in (b), and so on. The finer, more expensive tobaccos can make a world of difference in your cigarette enjoyment. You'll find real mildness in Luckies - you'll find better taste and greater smoking enjoyment waiting for you in every package. So the very next time you step up to the cigarette counter, ask for Lucky Strike.

Percentages and Markets Quoted:

rdf

<u>1st Broadcast</u>	<u>2nd Broadcast</u>
(a) Lebanon, Ky. 54%	Bloomfield, Ky. 28%
(b) Rocky Mount, N.C. 49%	Lake City, S.C. 81%

ATX01 0027231

6/14/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... America's top three tunes of the week --- plus a great new song that has a special meaning to all of us today.

WOOD: Right, Andre ... and leading off is the number THREE song. It's the hit tune that came our way seven weeks ago and it's been rolling along in fine style ever since. This week you went to the polls and voted it your third favorite song in the country. Louise King sings ... "My Sister and I."

(MY SISTER AND I KING AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

6/14/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... This tune has been forging ahead step by step every week, and tonight shows up just one spot away from the title. I'd like to sing the number two song in all the land ... *"Maria Elena"*

(MARIA ELENA.WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

6/14/41

(FANFARE NUMBER ONE)

WOOD:

Number ONE! The tune that comes home the winner started its career as a violin solo in Leslie Howard's latest motion picture. The song attracted so much attention that it was released as a popular song. After that, it was a quick hop and a skip onto the Parade, and this week it jumped to the top of the heap. The Hit Paraders sing your number one song in the country ... "Intermezzo."

(INTERMEZZO.HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

6/14/41

(INTRODUCTION TO "ARMS FOR THE LOVE OF AMERICA" . . . WOOD,
HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BARUCH: Last Tuesday night at the Ordnance Day Celebration in the Nation's Capitol, Barry Wood had one of the biggest thrills of his life. He and the Hit Paraders were officially selected to introduce for the first time to the people of America, a great new patriotic song. This stirring number was written by Irving Berlin at the special request of the War Department and they have extended to us the privilege of presenting it on YOUR HIT PARADE tonight. It is an honor to bring to our audience from coast to coast, the song which expresses so forcefully the feelings of the millions of people throughout the land who stand behind our national defense efforts ... "Arms for the Love of America."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CV

ATX01 0027235

6/14/41

(1st Show)

WOOD:

(SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

cv

ATK01 0027236

(Repeat Show)

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget Information Please and Kay Kyser. Now, until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

cv

ATX01 0027237

6/14/41

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

cv

RTX01 0027238

COLUMBIA BROADCASTING SYSTEM

The American Tobacco Company
YOUR HIT PARADE - #318

As Broadcast

6/21/41

SATURDAY, JUNE 21, 1941
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 6/22/41
12:00-12:45 A.M.

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

BARUCH: Have you tried a Lucky lately?

RIGGS: (CHANT ... ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a cigarette of milder, better-tasting 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 that may be played on this network from coast to coast -- determined by Your Hit Parade survey -- a careful seven-day check on requests made to band leaders, songs most played on the air and in the automatic coin machines, and a survey of sales in sheet music and phonograph records. Now, here's your singing master of ceremonies, Barry Wood, with the song that's number SEVEN . . . "Amapola."

("AMAPOLA".WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027239

6/21/41

WOOD: Hello, everybody ... this is Barry Wood. And we weighed anchor with your Lucky Seven Song this week ... "Amapola." The roll call tonight includes Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And the official business on hand will be to bring you your ten survey tunes and a trio of Lucky Strike Extras. Right now, Louise King falls in step with the Parade as she sings the EIGHTH ranking song of the week ... "Just A Little Bit South of North Carolina."

(JUST A LITTLE BIT SOUTH OF NORTH CAROLINA . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

ATX01 0027240

6/21/41

(THE THINGS I LOVEHIT PARADERS, ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders sing the ballad
hit that's holding down the number FOUR position
this week . . . "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0027241

6/21/41

(THE TIME OF MY LIFEKING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... and it's that
swell song from the Broadway show "Crazy with the
Heat." Mark Warnow strikes up the band, the
Hit Paraders join Louise King and off we go with ...
"The Time of My Life."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027242

(COMMERCIAL #1)

6/21/41

WOOD: Friends, if you want to know what makes a milder, better-tasting smoke ... you'll find the answer at the tobacco auctions.

BARUCH: That's right, folks, right there, in the open market ... in open competition for tobaccos ... is where Luckies get their mildness and better taste. For, at auction after auction, we pay well above the average market price to get the finer, lighter, naturally milder leaf. Let's show you how it goes ...

(CROWD NOISE - SNEAK UNDER AVERAGE MARKET -
CHANT QUICK SALE - SOLD AMERICAN)

WHSMAN: Start 'er at 22!

(CHANT CONTINUES)

FISHELL: This is Dick Fishell, ladies and gentlemen, reenacting a tobacco auction in this great tobacco warehouse at Pelham, Georgia. Over a dozen buyers are bidding here - they represent cigarette, leaf, and export companies - and each basket of tobacco is sold individually to the highest bidder - oh - oh - another sale!

(SOLD TO X)

mlk

ATX01 0027243

6/21/41

WHSMAN: At 24.

FISHELL: That was the warehouseman, calling out the opening bid on the next basket. It's 24 - 24 dollars a hundred pounds. But those buyers are right after this fine, mild leaf - and - yes - the bid's been raised twice already. It's 26 now - 26. Now Lucky Strike bids 27 - an export company 28 - another cigarette company 29. Now it's Luckies again, bidding 30 - 30 - that other cigarette company makes it 31 - but Lucky Strike tops that with a bid of 32. And, yep it's going, going to Lucky Strike.

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: Well, smokers, here in a nutshell is what those tobacco auctions mean to you....You get what we pay for. We pay the price to get the finer, lighter, naturally milder tobaccos at the auctions so you can enjoy a milder, better-tasting cigarette in Luckies. And this is true at auction after auction. The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at Pelham, Georgia, last season, American paid 38 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products.

-more-

mlk

ATX01 0027244

6/21/41

(THE HUT SUT SONG.WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number FIVE! The zany tune that twisted
its way onto the Parade last week moves up
to fifth place on the list. The Hit
Paraders and I go to work on... "The
Hut Sut Song."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

mlk

6/21/41

RUYSDAEL
cont'd

Yes, 38 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. What does finer tobacco mean to you? It means more smoking enjoyment -- a better-tasting cigarette. Make that next package you buy, Lucky Strike. With men who know tobacco best, it's Luckies 2 to 1.

mlk

ATX01 0027245

6/21/41

(DO I WORRYKING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! Louise King steps up to
sing your choice for the sixth ranking
song of the week ... "Do I Worry."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

mlk

ATX01 0027246

6/21/41

(GREEN EYES ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Time for a Lucky Strike Extra ... and
that means it's Latin-American time on
the Parade. Mark Warnow and the Orchestra
rhumba away with that great favorite....
"Green Eyes."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SEGUE TO

mlk

6/21/41

(TWO HEARTS THAT PASS IN THE NIGHT WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Here's the ballad that you
 voted to take ninth place this week ...
 "Two Hearts That Pass in the Night".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

mlk

ATX01 0027248

6/21/41

(DADDY KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! And a newcomer skips onto the Parade to take its first bow. This tune was written by a student at the University of Pennsylvania and not so long ago Sammy Kaye discovered it and gave it a start in the music world. Tonight Louise King introduces it as the tenth ranking song of the week... "Daddy".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

6/21/41

BARUCH:

(ON CUE) We pause for station identification

This is the COLUMBIA ... BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

....STATION BREAK.....

mlk

ATK01 0027250

6/21/41

(INTRODUCTION TO "ANY BONDS TODAY"WOOD, HIT PARADERS, ORCH)

(FADE FOR ANNOUNCEMENT)

BARUCH:

Tonight we are proud to bring you a great new song written in the spirit of National Defense ~~by~~ Irving Berlin. At the request of the Treasury Department, to assist in the National Defense Bond Campaign, we present for the first time on the air a challenge to each and every one of us who wants to preserve the American way of life. Barry Wood and the Hit Paradars sing ... "ANY BONDS TODAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

mlk

ATX01 0027251

WOOD: Now Basil Ruysdael wonders how far it is from this program to your cigarette counter?

RUYSDAEL: That's one way of putting it, Barry. You see, folks, I think some of you listening to this program are sort of unintentionally putting off trying Luckies. You hear facts and figures that prove we pay the price to get the finer, milder tobaccos. Yet, by the time you step up to that cigarette counter, too many things have intervened. So you just automatically ask for a package of....whatever cigarette you've been smoking. Now if this is what's been happening in your case, I'd like to take just a few seconds to show you that you may have been missing something. The amount of enjoyment you get out of a cigarette depends on the quality of tobacco that's put into it. Well, The American Tobacco Company consistently pays the price to give you the finer, the lighter, the naturally milder tobaccos. For example, listen to these actual reports from tobacco markets ...

mlk

ATX01 0027252

6/21/41

BARUCH: American paid 30 percent more than the market average last season at Oxford, North Carolina - 37 percent more at Live Oak, Florida - 41 percent more at Petersburg, Virginia.

RUYSDAEL: So it goes at market after market and the best we buy goes into Luckies. Now smokers, you get what we pay for. Luckies are a milder, better-tasting cigarette because we pay the price to get the lighter, milder tobaccos. But just how much more smoking enjoyment this means to you personally ... well, you'll never know until you try Luckies. So make that next package of cigarettes you buy, Lucky Strike.

mlk

ATX01 0027253

6/22/41.

(PANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs in the land
this week *and your singing star Barry Wood -*

WOOD: *O.K.* ~~Right~~, Andre ... and first up is the number THREE song.
It's the ballad that came to the Parade eight weeks ago
and still rides high in national favor. Louise King
sings the third ranking tune in the country ...
"My Sister and I."

(MY SISTER AND I. KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

(FANFARE NUMBER TWO)

WOOD: The Number TWO song ... The Hit Paraders sing the
 melodic hit that finishes in second place this week...
 "Intermezzo."

(INTERMEZZO HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

6/21/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! Tonight we hand the musical crown to a new king of the survey. This tune started on the Parade two months ago ~~and~~ every week since it's been a little closer to the top ^{and} Tonight it reaches the end of the line ~~and~~ I'd like to sing the number ONE song in all America ...
"Maria Elena."

(MARIA ELENA.WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hml/

6/21/41

BARUCH: Does your cigarette give you the most smoking enjoyment for your money? Consider the known facts in favor of Luckies -- that at market after market Luckies pay the price to get the milder, better-tasting tobaccos - that the independent tobacco experts themselves smoke Luckies two to one. Yes, compare your cigarette with the tobacco experts' own smoke and we think you'll decide to give Luckies a real try. Next time you step up to that cigarette counter, ask for Lucky Strike.

hml/

ATX01 0027257

WOOD: (SINGS) So long for awhile -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

6/21/41

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget Information Please and Kay Kyser. Now, until next week, goodnight for Louise King, Mark Warnow, the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME. . . .)

(APPLAUSE)

6/21/41

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

hml/

ATX01 0027260

A Broadcast

COLUMBIA BROADCASTING SYSTEM

6/28/41

YOUR HIT PARADE - NO. 319

SATURDAY, JUNE 28, 1941

REBROADCAST SUNDAY 6/29/41

12:00-12:45 A.M.

9:00 - 9:45 PM EDST
12:00 -12:45 REPEAT

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

RIGGS: (CHANT ... "SOLD AMERICAN")

BARUCH: 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 that may be played on this network
from coast to coast -- determined by Your Hit Parade
Survey -- a careful seven-day check on requests made
to band leaders, songs most played on the air and in the
automatic coin machines, and a survey of sales in sheet
music and phonograph records. Now, here's your singing
master of ceremonies, Barry Wood, with the song that's
number TEN ... "G'Bye Now".

(APPLAUSE)

(G'BYE NOW.WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

ATX01 0027261

6/28/41

WOOD: Hello, everybody ... this is Barry Wood. We
 launched the show with the tune that comes back
 to the Parade to take tenth place ... "G'Bye Now".
 In the line-up tonight are Louise King, the Hit
 Paraders, and Mark Warnow and the Lucky Strike
 Orchestra. And we'll be coming your way with your
 ten survey winners and three Lucky Strike Extras.
 But right now, it's on with the rankings and
 ratings as the Hit Paraders sing your number
FOUR song... "The Things I Love."

("THE THINGS I LOVE" HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

mlk

6/28/41

(A LITTLE BIT SOUTH OF NORTH CAROLINA.WOOD, ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE! It's all aboard for Dixie Land
with the tune that finishes in ninth place
this week ... "A Little Bit South of North
Carolina."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

6/28/41

(YOU AND I. KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ...

here's a tune that was composed by radio
maestro Meredith Willson as a theme for
his Thursday night show. People liked it
so much that it entered music row as a
popular song, and right now ^{it's} on the way
up. Louise King and the Hit Paradars sing
the swell new tune ... "You and I".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

mlk

ATX01 0027264

6/28/41

-5-

(CHANT ESTABLISH AND FADE)

WOOD: Now, friends, here's that game smokers are talking about.
Let's go, Andre Baruch, with another session of "Lucky
Markets!"

(CHANT UP - SOLD AMERICAN)

BARUCH: Folks, this game of ours has a real meaning for smokers.
It proves that The American Tobacco Company pays the
price to get the finer, the lighter, the naturally
milder tobaccos for Luckies - the tobaccos that give
you a milder, better-tasting cigarette. Here in a
goldfish bowl are the names of one hundred and nineteen
different tobacco markets - markets where tobacco
buyers buy over 96 percent of all the cigarette tobacco
sold at auction in this country. Now a member of our
audience, Miss _____
of _____
will draw the names of these tobacco markets completely
at random out of the goldfish bowl, and as I call out
each name, whoever in the audience holds the card for
that market will call out the percentage figure above
the average market price we paid there for tobacco ...
and then (SOUND - CASH REGISTER) see what happens.
All right, Miss _____, will
you draw the first name please? Thank you - it's
_____.

rdf

ATX01 0027265

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #1 - June 28, 1941
(cont'd.)

6/28/41

MAN OR
WOMAN: _____ percent more.

BARUCH: _____ percent more in _____,
_____. (CASH REGISTER) And
Lucky Strike pays the _____ with the
_____, _____
card _____ dollars. Now friends, that
means that at tobacco auctions in _____
_____ last season, The American
Tobacco Company paid _____ percent more per pound
for the tobacco it bought for its cigarettes and other
tobacco products - yes _____ percent above
the average market price paid for all the various types
and grades of tobacco sold there - and the best we
bought will go to Luckies. All right - next market
being drawn from the goldfish bowl and it's _____
_____, _____.

(CROWD MURMURS UP)

(ETC.)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of
Lucky Markets. Thanks very much, everyone... Now here's
rdf Basil Ruysdael.

LUCKY STRIKE "YOUR HIT PARADE"
COMMERCIAL #1 - June 28, 1941
(cont'd.)

6/28/41

RUYSDAEL: Smokers, Lucky Markets is a great deal more than ^{just} a game ... it shows you why Luckies are a milder, better-tasting cigarette. It shows you that at market after market we pay the price to get the finer, the lighter, the naturally milder tobaccos. For remember ... every one of those tobacco markets was drawn completely at random and, at every one of them, The American Tobacco Company paid well above the average market price for tobacco - and the best we buy goes into Luckies. That's why Luckies give you greater smoking enjoyment, the enjoyment that comes only from finer, milder, better-tasting tobaccos. Next time, ask for Lucky Strike. With men who know tobacco best, it's Luckies 2 to 1.

LUCKY MARKETS PICKED

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
Abingdon, Va.	36%	Abingdon, Va.	36%
Adel, Ga.	37%	Chase City, Va.	16%
Douglas, Ga.	50%	Dillon, S.C.	65%
Durham, N.C.	17%	Goldsboro, N.C.	49%
Fair Bluff, N.C.	43%	Lake City, Fla.	46%
Johnson City, Tenn.	39%	Mullins, S.C.	65%
Lake City, Fla.	46%	Whiteville, N.C.	60%
Louisville, Ky.	13%		
(Camp Taylor			

rdf

6/28/41

(AMAPOLA. HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! The Hit Paraders hit their vocal stride
and give you the Lucky Seven Song this week ...

"Amapola."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

6/28/41

(DO I WORRY.KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! Louise King does the honors with the
 song that America voted in ^{to} sixth place on the list
 ... "Do I Worry."

(MUSIC SWELLS AND FINISHES)

Segue to

arc

(LA CONGA. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... Mark Warnow and
the Orchestra go into their dance with that knockout
tune from down Havana way ... "La Conga."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

arc

6/28/41

(MY SISTER AND I.WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Here's the ballad hit that winds up the
week with plenty of America's backing and takes fifth
place on the Parade ... "My Sister and I."

(MUSIC SWELLS AND FINISHES)

segue to

arc

6/28/41

(DADDY. KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The zippy little ditty that hopped onto
the Parade last week moves up two spots to the number
eight position. Louise King sings ... "Daddy."

(MUSIC SWELLS AND FINISHES)

arc

6/28/41

BARUCH: (ON CUE) We pause for station identification ...
THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

arc

ATX01 0027273

6/28/41

BARUCH: On with Your Hit Parade ... and here's your singing star, Barry Wood.

WOOD: It's time out time for a Lucky Strike Extra ... Born in the Lillian Russell days of the gay nineties, this tune was brought back a few years ago in the Broadway show, "One Sunday Afternoon" ... and last winter in "Strawberry Blonde," the movie version of the play, it hit the popularity path for the third time. The Hit Paraders and I yodel off to work with that big time favorite ... "The Band Played On."

(THE BAND PLAYED ON.WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL II

ARC

ATX01 0027274

6/28/41

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - June 28, 1941

WOOD: Now Basil Ruysdael wonders if there's any contradiction between what you know and what you smoke.

RUYSDAEL: Yes, ladies and gentlemen, you know that finer tobacco means a finer cigarette. You know that the makers of Luckies pay the price to get the finer, the lighter, the naturally milder leaf. For example, as our Lucky Markets game showed you a few minutes ago, we paid _____ percent more than the market average last season at _____, _____ percent more at _____, _____ ... So it goes at market after market and the best tobacco we buy goes into Luckies. Well, folks, that's what you know - now let me ask: what do you smoke? If your answer isn't: "Luckies"... well ... maybe you're missing something! Why not find out for yourself how much real smoking enjoyment there is in Luckies' milder, better-tasting tobaccos. Remember, with men who know tobacco best, it's Luckies 2 to 1. So make that next package of cigarettes you buy Lucky Strike.

MARKETS AND PERCENTAGES QUOTED

rdf

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
(a)	Abingdon, Va. 36%	Lake City, Fla.	46%
(b)	Fair Bluff, N.C. 43%	Dillon, S.C.	65%

6/28/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top tunes of the week
right off the survey wires.

WOOD: Okay, Andre ... and the song that steps up to the
plate to fill the number THREE spot is a real upset
in the ratings. This tune came on the Parade three
weeks ago and has been shooting ahead with leaps and
bounds. Tonight finds it at the pay-off window as
America's number three song of them all. Louise King
and the Hit Paraders sing ... "The Hut Sut Song."

(THE HUT SUT SONG. KING, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

6/28/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... The runner-up title this week goes to the smash ballad hit that's celebrating its eighth week on the Parade. The Hit Paraders sing the second ranking song in the country ...
"Intermezzo."

(INTERMEZZO.HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

are

6/28/41

(FANFARE NUMBER ONE)

WOOD: Number ONE ... last week's winner keeps in front of
all opposition and pounds down the stretch to take
top honors again. I'd like to sing the number one
song from Coney to Catalina ... "Maria Elena."

(MARIA ELENA. WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

EFC

6/28/41

-15-A
1st Show

WOOD: (SINGS) So long for a while -- that's all the songs for a while. (CHORUS SINGS) That's right, ladies and gentlemen, that's all for now -- but next Saturday we'll be back with Your Hit Parade. In the meantime, don't forget to listen to Kay Kyser next Wednesday, and on Friday, Information Please, as usual. Until next week, ^{then} goodnight for Louise King, Mark Warnow, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

arc

ATX01 0027279

6/28/41

-15-B
Repeat Show

WOOD: (SINGS) So long for a while -- that's all the songs
for a while. (CHORUS SINGS) That's right, ladies
and gentlemen, that's all for now -- but next
Saturday we'll be back with Your Hit Parade. In the
meantime, don't forget Information Please and Kay
Kyser. Now, until next week, goodnight for Louise
King, Mark Warnow, and the Hit Paraders ... and for
Lucky Strike, this is Barry Wood saying ... so long
for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

arc

ATX01 0027280

6/28/41

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

arc

ATX01 0027281