

0788583-007

ATX01 0027282



COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

THE AMERICAN TOBACCO COMPANY

7/5/41

YOUR HIT PARADE - #320

(REVISED)

SATURDAY, JULY 5, 1941  
9:00 to 9:45 P.M. EDST

REBROADCAST SUNDAY 7/6/41  
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 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 ..... "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)

rdf

ATX01 0027284

7/5/41

WOOD:

Hello, everybody ... this is Barry Wood. We opened the show with the Lucky Seven Song this week ... "Just a Little Bit South of North Carolina." The agenda for the evening calls for your ten survey hits and three Lucky Strike Extras. Delivering them to you will be Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. Right now, the survey rolls on as Louise King sings the TENTH ranking song on the list ... "Amapola."

("AMAPOLA", . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

7/5/41

("THE THINGS I LOVE". . . . .HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! The Hit Paraders sing the tune that's  
                  holding down the number FOUR position this week ...  
                  "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

arc

7/5/41

("WITH A TWIST OF THE WRIST" . . . . . KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time . . . and we turn the spot on Louise King. Louise and the Hit Paradars break into song with that swell tune... "With a Twist of the Wrist."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

7/5/41

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 - July 5, 1941

(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 \_\_\_\_\_

arc

COMMERCIAL #1 (CONT'D)

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 goes into 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  
arc Basil Ruysdael ...



7/5/41

RUYSDAEL: Smokers, do you see now why Luckies are a milder, better-tasting cigarette? Lucky Markets gives you the reasons - one right after another. For it shows you that, at market after market, we pay the price to get the finer, the lighter, the naturally milder tobaccos. And note this... Every one of those tobacco markets was drawn completely at random - yet, at every one of them, you'll recall, 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

1st Broadcast

Danville, Ky	17%
Greenville, Tenn.	40%
Madison, N. C.	43%
New Tazewell, Tenn.	37%
Owensboro, Ky	12%
Rogersville, Tenn.	32%
Tabor City, N.C.	57%

2nd Broadcast

Carthage, Tenn.	23%
Chase City, Va.	16%
Lake City, Fla.	46%
Lake City, S. C.	81%
Upper Marlboro, Md.	36%
Wallace, N. C.	67%
Washington, N.C.	52%

rdf

7/5/41

("G'BYE NOW", . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Parade rolls on with <sup>the</sup> bouncy tune from the madcap Broadway show "Hellzapoppin" that picks up a pair of points in the race this week and finishes in eighth place. I'd like to sing... "G'Bye Now."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

7/5/41

("MY SISTER AND I" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! Here's the ballad hit that's occupying  
the middle berth on the Parade. Louise King sings  
the number five song ... "My Sister and I."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

("QUEIREME MUCHO" . . . . .ORCHESTRA)

*Mark Warnows*

WOOD: It's time for ~~the~~ Lucky Strike Extra ... and here's  
a Latin tune that's going great guns around the  
states these days under the title of "Yours."  
But down south in the rhumba and tango country  
they call it ... "Queireme Mucho."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

("DO I WORRY". . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number Nine! It's yours truly and the orchestra with  
your choice for the ninth ranking song in the land ...  
"Do I Worry."

(MUSIC SWELLS AND FINISHES)

rdf

("DADDY". . . . .KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SIX! The Parade rolls on with the catchy  
tune that's jumped up to sixth place in the rankings ...  
"Daddy."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

7/5/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK...

rdf

ATX01 0027296

7/5/41

(INTRODUCTION TO "ANY BONDS TODAY")

BARUCH:

A Lucky Strike special extra -- Two weeks ago on Your Hit Parade, Barry Wood introduced Irving Berlin's new song written for the Defense Bond Campaign. Since then, this tune has been adopted as the official theme of the United States Treasury Program Millions For Defense, and Barry Wood sang it on their first broadcast last Wednesday night. Tonight he repeats this tune which strikes the keynote of our National Defense effort --

"Any Bonds Today."

("ANY BONDS TODAY" . . . . . WOOD, HIT PARADERS)

*Commercial #2*



7/5/41

WOOD: Now here's a question that only you smokers can answer:

VOICE: Is it good business for The American Tobacco Company to pay so much above the average market price for tobacco?

RUYSDAEL: Well, ladies and gentlemen, the answer's "yes," not because we say so but because millions of you smokers say so, every time you ask for a package of Luckies. We pay the price to get the finer, the lighter, the naturally milder tobaccos. That makes Luckies a finer, milder, better-tasting cigarette. And as a result more and more of you are smoking Luckies. That's why it's really the very best of business practices for The American Tobacco Company to pay, for example, \_\_\_\_\_ percent more than the market average at \_\_\_\_\_, last season, \_\_\_\_\_ percent more at \_\_\_\_\_, and so on, as our Lucky Markets game showed you a few minutes ago. So it goes at market after market and the best we buy goes into Luckies. Yes, that's good business for us because it's good smoking for you. Is it any wonder that with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike.

rdf

MARKETS AND PERCENTAGES QUOTED

<u>1st Broadcast</u>		<u>2nd Broadcast</u>	
(a) Danville, Va.	17%	(a) Upper Marlboro, Md.	36%
(b) Greenville, Tenn.	40%	(b) Lake City, S. C.	81%

ATX01 0027298

(FANFARE NUMBER THREE)

BARUCH: Here they are --- the nation's three top tunes of the week.

WOOD: Right, Andre ... and here's the number THREE song. Tonight marks its tenth week in the Hall of Musical Fame and it's still up on top with the leaders. Louise King sings the third ranking song in the country ... "Maria Elena."

("MARIA ELENA" . . . . .KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

7/5/41

- 17 -

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... Here's the song hit that  
fills second place on the Parade for the fifth time.  
The Hit Paraders sing the number two song of them  
all ... "Intermezzo".

{INTERMEZZO" . . . . . HIT PARADERS, ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

dmd

ATX01 0027300

(FANFARE NUMBER ONE)

WOOD: Number ONE! America's favorite song this week is  
 that crazy tongue twister that came from nowhere  
 and in four short weeks jumped to the top of the  
 heap. The Hit Paraders and I would like to sing  
 the number one song from Long Branch to Long Beach ...  
"The Hut Sut Song."

("THE HUT SUT SONG" . . . . . WOOD, HIT PARADERS,  
 ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy

7/5/41

-19A-

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

edy

ATX01 0027302

7/5/41

(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, and the Hit Paraders... and for Lucky Strike, this is Barry Wood saying .. so long for a while.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

edy

7/5/41

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-

edy

ATX01 0027304

7/12/41

COLUMBIA BROADCASTING SYSTEM

YOUR HIT PARADE - NO. 321

SATURDAY, JULY 12, 1941

REPEAT BROADCAST SUNDAY 7/13/41  
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 ... 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 NINE . . . "Amapola"

("AMAPOLA" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk



7/12/41

-2-

WOOD: Hello, everybody ... this is Barry Wood. We  
teed off with the tune that's in ninth place  
in the rankings this week ... "Amapola." On  
hand are Louise King, the Hit Paraders, and  
Mark Warnow and the Lucky Strike Orchestra.  
And we'll all be bringing you your ten survey  
tunes and three Lucky Strike Extras. Right  
now, the Parade swings on, as Louise King sings  
the number SIX song on the list ... "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

mlk

ATX01 0027306

7/12/41

("THE THINGS I LOVE" . . . . . HIT PARADERS, ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! The hit ballad based on a Tchaikovsky  
melody keeps its head high and winds up the week  
crowding the leaders. The Hit Paraders sing your  
fourth favorite song ... "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

7/12/41

-4- (REVISED)

("DIXIE GIRL" . . . . . WOOD, HIT PARADERS, ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:        It's time for a Lucky Strike Extra ... Here's a  
              new tune written by a newspaper man - Kent Cooper,  
              General Manager of the Associated Press. Released  
              a few weeks ago, the song is traveling fast around  
              the music circles ... in fact, it's the featured  
              number of the stage show that's now being held over  
              for a third week at the Radio City Music Hall ~~in~~  
~~New York~~. The Hit Paradars and I get together on  
              that swell song ... "Dixie Girl".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

mlk

ATX01 0027308

7/12/41

-5-

(BEGIN CHANT AND CROWD FADE)

BARUCH: Smokers, we're actually going to show you now why Luckies are a milder better-tasting cigarette. We're going to show you how at auction after auction we go after the finer, lighter, milder tobacco and pay the price to get it.

(CHANT UP - CROWD NOISE - SOLD AMERICAN)

WHSMAN: Next basket - at 16!

(CHANT CONTINUES)

WARNER: This is your Washington <sup>Correspondent</sup> ~~News Commentator~~, Albert Warner, ladies and gentlemen, reenacting a tobacco auction in Lebanon, Kentucky. Long rows of baskets piled high with tender, fragrant burley leaf cover the floor of this big warehouse. Each basket goes to the highest bidder ... and with a dozen or more buyers competing ... the bidding gets mighty lively. Listen - another sale!

(SOLD TO X)

mlk

ATX01 0027309

7/12/41

RUYSDAEL  
cont'd

Well, folks, you get what we pay for. So, if you want a finer cigarette made from finer tobaccos ... a milder, better-tasting smoke ... make the next package you buy, Lucky Strike. Remember, with men who know tobacco best, it's Luckies 2 to 1 !

mlk

ATX01 0027310

7/12/41

("GREEN EYES" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:            Number TEN1 Mark Warnow leads the Orchestra in  
the newcomer that's stepping onto the Parade in  
tenth place. It's <sup>that</sup> ~~the latest~~ hit from Latin-  
American land ... "Green Eyes."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

7/12/41

("MY SISTER AND I" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SEVEN! Your choice for the lucky seven  
                  song of the week is the popular ballad hit ...

                  "My Sister and I."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

7/12/41

("IT'S HIGH TIME" . . . . . KING, HIT PARADERS, ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... Louise King  
and the Hit Paradars take it on the downbeat  
and sing out with that lively tune of the  
moment ... "It's High Time."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mlk



7/12/41

("DO I WORRY" . . . . .WOOD, ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number EIGHT! After an even dozen weeks of  
Hit Parade fame and fortune, this tune is  
still riding the crest and takes eighth place  
in the ratings ... "Do I Worry."

(MUSIC SWELLS AND FINISHES)

segue to

mlk

7/12/41

-11-

("DADDY" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! Up and up this tune is going, and  
                  this week it knocks off the number five spot on  
                  the Parade. Louise King sings ... "Daddy."

(MUSIC SWELLS AND FINISHES)

mlk

ATX01 0027315

7/12/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

mlk

ATX01 0027316

7/12/41

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

WOOD: Right, Andre ... and it's time for a Lucky Strike  
Extra the Warnow way. Mark and the Orchestra  
get together on a stand-out combination of melody  
and rhythm with that big time favorite ...  
"Short'nin Bread."

("SHORT'NIN BREAD" . . . . . ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

mlk

7/12/41

WOOD: All right, everybody ... Basil Ruysdael says ... it's time for a smoke!

RUYSDAEL: Yes, ladies and gentlemen ... Whatever cigarette you smoke, light up, won't you? ... I want to ask you a few questions, and if you're actually smoking, you'll be in a better position to answer ... Now tell me: Is that cigarette giving you all the smoking enjoyment you want? Does it completely please your taste? Is it thoroughly mild? Now, if you can't honestly answer a very emphatic "yes" to those three questions - well, 'gh time you tried Luckies. For you may be really missi. ething. Luckies are a milder, better-tasting cigarette be 'e The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos - for example, 27 percent more than the average market price last season at Richmond, Kentucky - 33 percent more at Morristown, Tennessee - 37 percent more at New Tazewell, Tennessee. So it goes at market after market - and the best tobacco we buy goes into Luckies. So why not try Luckies for a week. Make that next package you buy, Lucky Strike.

mlk

ATX01 0027318

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top tunes in the nation ... according to the last minute survey reports.

WOOD: Okay, Andre ... and we're off with the number THREE song. It's the top flight hit that pulled in a pile of your musical votes during the week, finishing up in third place all around the country ... The Hit Paraders sing ... "Intermezzo".

("INTERMEZZO" . . . . .HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... Second place goes to  
the tune that's been a Hit Parade Song winner  
for eleven weeks. Louise King sings ~~your~~  
~~number two song~~ ... "Maria Elena."

("MARIA ELENA" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

(FANFARE NUMBER ONE)

WOOD: Number ONE! That zany bit of topsy turvey double-talk that jumped to the top last week still holds the title of America's favorite song. The Hit Paraders and I would like to sing the number one tune from Boston to Burbank ... "The Hut Sut Song."

("THE HUT SUT SONG" . . . . . WOOD, HIT PARADERS, ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf



7/12/41

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.

mlk

ATX01 0027322

7/19/41

("IT'S SO PEACEFUL IN THE COUNTRY" . . . . . KING, HIT PARADERS,  
ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Time out time for a Lucky Strike Extra ...

Louise King and the Hit Paradars head for  
*the great outdoors*  
~~the farm~~ with an up and coming tune of the  
moment ... "It's So Peaceful in the Country".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

djc

7/19/41

("AMAPOLA" . . . . .HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! The Hit Paradars do some  
fancy vocal work with the song that  
ranks tenth in the <sup>land</sup>~~country~~ . . . "Amapola."

(MUSIC SWELLS AND FINISHES)

segue to

dje

7/19/41

("THE THINGS I LOVE" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number FOUR! This week makes it an even  
half dozen times that you've voted this  
ballad your fourth favorite song of them  
all ... "The Things I Love."

(MUSIC SWELLS AND FINISHES)

mlk

7/19/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

....STATION BREAK....

mlk

ATK01 0027326



7/19/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song.. The Hit Paraders do the honors with the ballad that takes the runner up title this week ... "Intermezzo".

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk

(FANFARE NUMBER ONE)

WOOD:        Number ONE! America's musical ballots have  
              been counted and the championship pennant  
              for this week goes to that dizzy ditty ...  
              "The Hut Sut Song."

("THE HUT SUT SONG" . . . . .WOOD, HIT PARADERS, ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mlk



7/19/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME. . . )

(APPLAUSE)

mlk

ATX01 0027330

7/19/41

-20-

(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)

mlk

ATX01 0027331

7/19/41

-21-

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 0027332

COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

7/26/41

YOUR HIT PARADE - No. 323  
The American Tobacco Company

REBROADCAST SUNDAY 7/27/41  
12:00-12:45 A.M.

SATURDAY, JULY 26, 1941  
9:00-9:45 PM EDST

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

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

BARUCH: That chant is your reminder that Luckies are a milder,  
better-tasting cigarette because we pay the price to  
get the finer, the lighter, the naturally milder  
tobaccos. With men who know tobacco best, it's  
Luckies 2 to 1!

(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 ... "Just A Little Bit South of  
North Carolina".

(APPLAUSE)

"JUST A LITTLE BIT SOUTH OF NORTH CAROLINA"....WOOD, HIT PARADERS  
& CRCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0027333

7/26/41

WOOD: Hello, everybody ... this is Barry Wood ... the tune that raised the curtain was your seventh ranking song of the week ... "Just A Little Bit South of North Carolina". ~~and~~ That leaves nine more survey winners and three Lucky Strike Extras to come your way during the next forty-five minutes. And doing the honors will be Louise King, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. But now the survey steams ahead, as Louise King sings the number FOUR song of the week ... "Maria Elena".

("MARIA ELENA". . . . .KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ct

("GREEN EYES" .....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Six! The Hit Paradars sing away with  
the tune that moves up to SIXTH place in  
the ratings ... "Green Eyes".

(MUSIC SWELLS AND FINISHES)

segue to

ct

7/26/41

-5-

WOOD:

*you'll find that*  
Friends, whatever qualities you're looking for in a cigarette ... depend on the tobacco that's bought for it at the auctions.

BARUCH:

That's right, folks, what happens at the auctions has a lot to do with your smoking enjoyment. Luckies are a milder, better-tasting cigarette because at auction after auction Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. Let's show you how it's done.

(CROWD NOISE LOUD - CHANT QUICK SALE - SOLD AMERICAN)

WHSMAN:

Start 'er at 23!

VON ZELL:

This is Harry Von Zell, ladies and gentlemen -here to reenact a tobacco auction at South Boston, Virginia. Well, there are hundreds of people here to see the sale. The baskets of fragrant tobacco leaf really fill this huge warehouse! And the sales keep moving right along - a basket is sold about every ten seconds. Listen, there's a sale now ...

(SOLD TO X)

edy

ATX01 0027336

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1

7/26/41

WHSMAN: At 26:

VON ZELL: 26 - 26 dollars a hundred pounds is the warehouseman's opening bid on the next basket. Now watch things happen - over a dozen buyers bidding - and it's up to 28 (dollars) already - 28. Now Lucky Strike bids 29 - another cigarette company 30 - a leaf company makes it 31. Now an export company 32 - Lucky Strike 33. 33 - 33 chants the auctioneer. Any more bids? No. It's going, going to Lucky Strike at 33.

*omit 1st show only*

(CHANT UP SOLD AMERICAN)

edy

ATX01 0027337



7/26/41

RUYSDAEL: Well, smokers, now you know what happens when a basket of fine, mild leaf comes up for sale at those auctions. The buyers bid again and again...as the price goes up and up. Yes, the kind of tobacco you enjoy more, costs more. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder tobaccos. For example at South Boston, Virginia, last season, American paid 40 per cent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 40 per cent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. That's why Lucky Strike means fine tobacco - and more smoking enjoyment for you. Remember, with men who know tobacco best, it's Luckies 2 to 1. Make that next package you buy, Lucky Strike.

jm

ATX01 0027338

7/26/41

("DO I WORRY" . . . . . KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Ten! The Parade swings on as Louise King  
                 sings the song that rates TENTH place in national  
                 favor this week . . . "Do I Worry".

(MUSIC SWELLS AND FINISHES)

segue to

ct

("MY SISTER AND I" . . . . .WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! *I'd like to sing* ~~Here's~~ the ballad hit that  
America voted in eighth place on the Parade ..  
"My Sister and I".

(MUSIC SWELLS AND FINISHES)

segue to

ct

7/26/41

("MAMA INES" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time ...  
Mark Warnow and the Orchestra take the  
South American rhumba road with that fast  
and furious Latin hit ... "Mama Ines".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ct

7/26/41

("THE THINGS I LOVE" .....HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! The Hit Paraders do the  
                  harmonizing on the ballad song that ranks  
                  FIFTH in the country this week ... "The  
                  Things I Love".

(MUSIC SWELLS AND FINISHES)

segue to

ct

7/26/41

("YOURS" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! It's a nine gun salute for a  
                  newcomer that's stepping up for its parade  
                  premier tonight. I'd like to sing the song  
                  that's starting off in the ninth ranking  
                  position .. "Yours".

(MUSIC SWELLS AND FINISHES)

et

7/26/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ....

7/26/41

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

WOOD: Right, Andre ... and it's time for Louise King's  
Lucky Strike Extra of the evening ... Louise  
and the Hit Paraders follow through and give you  
that lively song of the day ... "The Time Of My Life".

("THE TIME OF MY LIFE" . . . . . KING, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2



7/26/41

LUCY STRIKE - "YOUR HIT PARADE"

COMMERCIAL #2 - JULY 26, 1941

WOOD: Now, friends, Basil Ruysdael points out that ~~you're~~  
*at* tobacco buyers even though you've never visited an  
auction.

RUYSDAEL: That's right smokers. Every time you step up to the  
cigarette counter and ask for a package of cigarettes--  
you're buying tobacco. And if you choose your  
cigarettes the way the tobacco experts do, the chances  
are that you'll ask for Luckies. For among  
independent tobacco experts -- auctioneers, buyers and  
warehousemen--- ~~Lucy~~ <sup>Lucky</sup> Strike has twice as many  
exclusive smokers as have all other cigarettes combined.  
You see, these experts know that Luckies are a milder,  
better-tasting cigarette, because, at market after  
market they see us pay the price to get the finer, the  
lighter, the naturally milder leaf. For example at  
Brookneal, Virginia, last season, The American Tobacco  
Company paid 34 per cent more than the average market  
price for tobacco -- at Adel, Georgia, 37 per cent more  
-- at Madison, North Carolina, 43 per cent more -- and  
the best we buy goes into Luckies. Yes, Lucky Strike  
means fine tobacco -- and more real smoking enjoyment  
for you. So next time you step up to that cigarette  
counter, buy like an expert, -- ask for Lucky Strike.

(FANFARE NUMBER THREE)

BARUCH: Here they are - the survey headlines on the  
three leading songs of the week.

WOOD: Okay, Andre ... and here's the number THREE  
song...It's that whacky bit of musical whimsy  
that's polishing off a popular week and ending  
high up in the big money. The Hit Paraders  
and I sing the third ranking tune in the land ...  
"The Hut Sut Song".

("THE HUT SUT SONG" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... The Swing ditty composed by a Penn University lad picks up three points during the week and leaps forward to second place on the Parade. Louise King sings ~~your~~ ~~second place song of the week~~ ... "Daddy".

("DADDY" . . . . .KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

(FANFARE NUMBER ONE)

WOOD:           Number ONE .... The tune that captures the title  
 this week adds another notch to its championship  
 belt. Six weeks ago it rose to the top of the  
 heap, and tonight finds it right back in the  
 number one berth as America's favorite song ...  
"Intermezzo".

("INTERMEZZO" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

et

7/26/41

BARUCH: When you hear the name, Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

ct

ATX01 0027350

7/26/41

(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, and the Hit Paraders ..... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

arc

ATX01 0027351

(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

7/26/41

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.

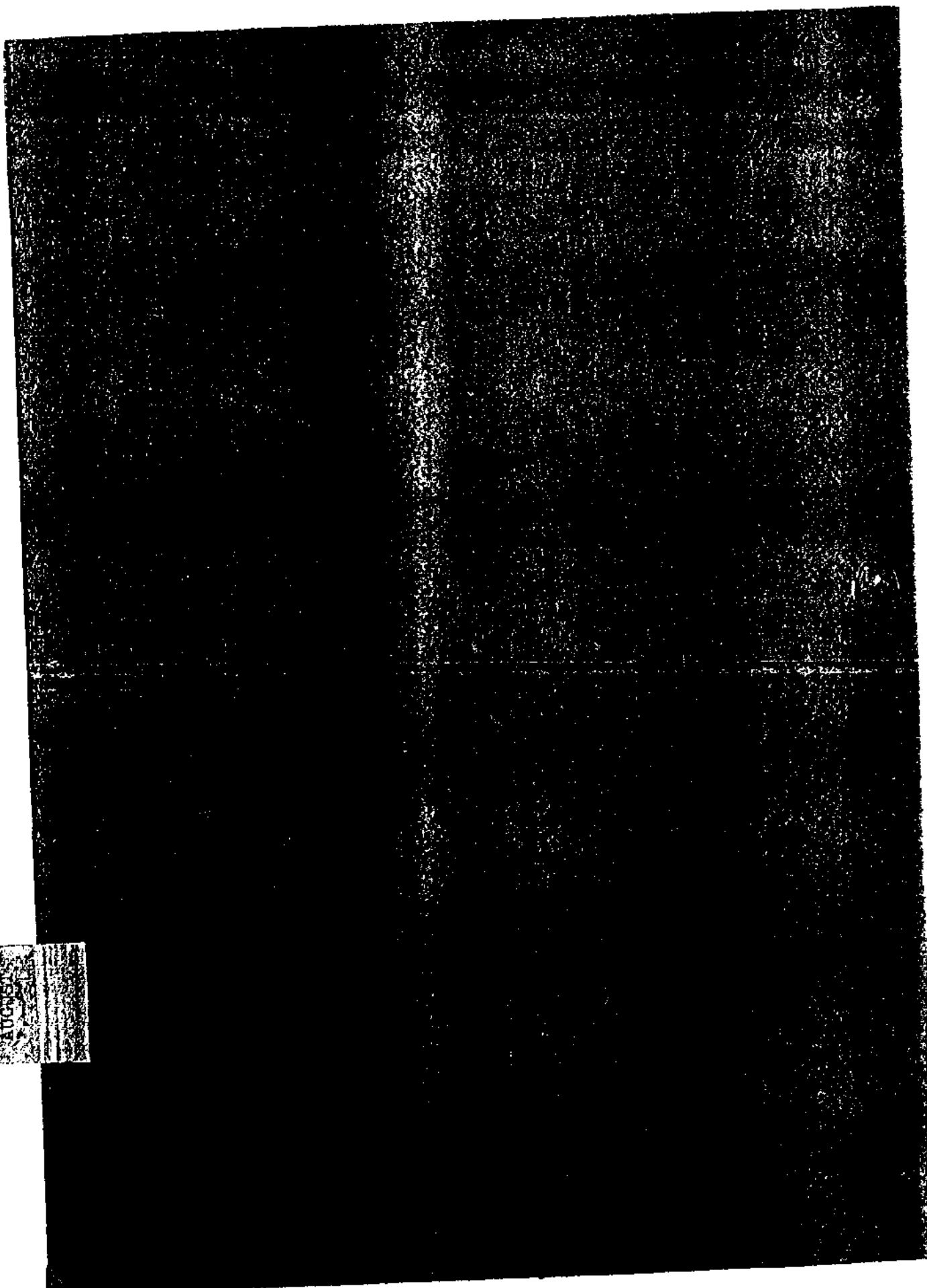
Fade theme 20 seconds

WABC ... NEW YORK

arc

RTX01 0027353





AUG 1954

COLUMBIA BROADCASTING SYSTEM

8/2/41

LUCKY STRIKE - YOUR HIT PARADE - #324

*As Broadcast*

SATURDAY, AUGUST 2nd, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 8/3/41  
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 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 ... "Yours."

("YOURS" . . . . . WOOD, ORCHESTRA)

mo

ATK01 0027355

8/2/41

WOOD: Hello, everybody ... this is Barry Wood.  
 We whistled off to work with <sup>the</sup>~~your~~ Lucky  
 Seven Song this week ... "Yours." On hand  
 tonight are Louise King, the Hit Paraders,  
 and Mark Warnow and the Lucky Strike Orchestra.  
 And our official business of the evening will  
 be to bring you your ten survey favorites and  
 a trio of Lucky Strike Extras. But coming up  
 now is Louise King to give you the tenth  
 ranking song on the Parade ... "My Sister and I."

("MY SISTER AND I" . . . . .KING, ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mc

8/2/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! Here's the ballad hit that  
                  you've voted your fourth favorite song  
                  in the country this week . . . "Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

mo

8/2/41

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

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ...  
The Hit Paradars and I have brushed up  
on our Spanish talk to give you that  
big time Mexican melody . . .

"El Rancho Grande".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL 1)

jwh

8/2/41

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 - AUGUST 2, 1941

(CHANT ... ESTABLISH & 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, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 \_\_\_\_\_.

jwh

ATX01 0027359

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 goes into Luckies. All right - next market being  
drawn from the goldfish bowl and it's \_\_\_\_\_,  
\_\_\_\_\_.

(CROWD MURMURS UP)  
(ETC)

(BELL)

BARUCH: Ch - ch - there's the bell, ending this session of  
Lucky Markets. Thanks very much, everyone. Here's  
Basil Ruysdael who says ... it's your turn now.

jwh

LUCKY MARKETS PICKED IN FIRST COMMERCIAL (EARLY SHOW) 8/2/41

Chase City, Va.	16%
Gallatin, Tenn.	32%
Greenville, Tenn.	40%
Kingstree, S. C.	71%
Morristown, Tenn.	35%
Owensboro, Ky.	12%
Stoneville, N. C.	40%

LUCKY MARKETS PICKED IN FIRST COMMERCIAL (LATE SHOW) 8/2/41

Conway, S. C.	52%
Durham, N. C.	17%
Fayetteville, Tenn.	27%
Greenville, Tenn.	40%
Kenbridge, Va.	27%
Metter, Ga.	57%
Richmond, Ky.	27%
Wendell, N. C.	35%

AIX01 0027361



8/2/41

RUYSDAEL: That's right, smokers. Now's the time to decide what your next purchase of cigarettes will be. If mildness... better taste .. are the qualities you're looking for ... you'll find them in Luckies. For, in a cigarette, it's the tobacco that counts ... and as we've shown you, we pay the price at market after market to get the finer, the lighter, the naturally milder tobaccos. Remember, every one of those tobacco markets was drawn completely at random, yet 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 Lucky Strike means fine tobacco - and more real smoking enjoyment for you. Is it any wonder that with men who know tobacco best, it's Luckies 2 to 1? Make that next package of cigarettes you buy ... LUCKY STRIKE.

jwh

ATK01 0027362

8/2/41

("JUST A LITTLE BIT SOUTH OF NORTH CAROLINA" . . . .KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number EIGHT! The Parade rolls on, as  
Louise King sings America's choice for  
the eighth ranking song of the week ...  
"Just a Little Bit South of North Carolina."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATK01 0027363

("THE THINGS I LOVE" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! It's yours truly and the  
Orchestra and the romantic ballad that  
occupies the middle position on the  
Parade ... "The Things I love."

(MUSIC SWELLS AND FINISHES)

segue to

mc

8/2/41

("LET'S GET AWAY FROM IT ALL" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           It's Lucky Strike Extra time ... and  
                  we're off on a musical jaunt with an  
                  up and coming tune just meant for  
                  vacation time. Louise King and the Hit  
                  Paraders hitch their wagons together and  
                  hit the road with "Let's Get Away From  
                  It All."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mc

8/2/41

("GREEN EYES" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: *Number six!*  
Swinging along in top flight style, this Latin favorite ends up the week in sixth place on the list. The Hit Paradars sing ... "Green Eyes."

(MUSIC SWELLS AND FINISHES)

~~segue to~~

nt

8/2/41

("TIL REVEILLE" . . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! <sup>Open</sup> ~~The~~ hats go off to a  
 newcomer that's taking its first Parade  
 bow tonight. A big favorite in the  
 training camps throughout the country,  
 this tune is all set for a major musical  
 career. I'd like to introduce the song  
 that's starting off in ninth place on  
 the list ... "'Til Reveille."

(MUSIC SWELLS AND FINISHES)

mc

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM...

(SNEAK THEME TO FINISH)

.... STATION BREAK....

mc

8/2/41

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

WOOD: Okay, Andre ... and before we give you your favorite tune trio of the week, Mark Warnow and the ~~Orchestra~~<sup>boys</sup> are getting together on a pair of musical numbers that rate high on your all-time Hit Parade. It's a Lucky Strike Double starring those two great songs ... "The Bowery" and "Daisy-Belle."

MUSIC: ("THE BOWERY" and "DAISY-BELLE" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2



8/2/41

COMMERCIAL #2 - August 2, 1941

WOOD: Now Basil Ruysdael says it's easy for you smokers to get what you want.

RUYSDAEL: Yes, ladies and gentlemen, it's easy if you remember certain facts about tobacco. For instance, most smokers want a milder, better-tasting cigarette. How to get it? Well, simply remember that, in a cigarette, it's the tobacco that counts ... the finer the tobacco, the finer the smoke. Now Luckies are a milder, better-tasting cigarette because 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. Yes, folks, just remember Lucky Strike means fine tobacco - and that's why Luckies are milder and better-tasting. With men who know tobacco best, it's Luckies 2 to 1. So make that next package of cigarette: you buy Lucky Strike.

LUCKY MARKETS PICKED IN SECOND COMMERCIAL (EARLY SHOW) 8/2/41

Morristown, Tenn.	58%
Kingstree, S. C.	71%

LUCKY MARKETS PICKED IN SECOND COMMERCIAL (LATE SHOW) 8/2/41

Kenbridge, Va.	27%
Greenville, Tenn.	40%

ATX01 0027370

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs in the country this week.

WOOD: Right Andre ... and here we go with the number THREE song. It's the big time hit that's been cruising around on the Parade 10 these fourteen weeks, and it's still on top in the big money. The Hit Paraders sing the third ranking song in the nation ... "Maria Elena".

("MARIA ELENA" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... that catchy capricious, cantata  
 keeps sailing in the breeze of national popularity and  
 finishes your runner-up song of the week. The Hit  
 Paraders and I <sup>id</sup> ~~would~~ like to sing the <sup>time that's in</sup> ~~number two song~~  
<sup>second place</sup> ~~in the country~~ ... "The Hut Sut Song."

("THE HUT SUT SONG" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD: Number ONE! America's tune title this week goes to the song sensation that's made the grade after seven times on the Parade. Louise King sings the number one song from Saratoga to Del Mar .. "Daddy."

("DADDY" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

- 8/2/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

nt

ATX01 0027374

8/2/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

nt

ATX01 0027375

8/2/41

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

nt

ATX01 0027376

COLUMBIA BROADCASTING SYSTEM

*A Broadcast*

YOUR HIT PARADE - LUCKY STRIKE  
No. 325

8/9/41

SATURDAY, AUGUST 9, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 8/10/41  
12:00-12:45 A.M.

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

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

BARUCH: That chant is your reminder that Luckies are a milder,  
better-tasting cigarette because we pay the price  
to get the finer, the lighter, the naturally milder  
tobaccos. 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 FIVE ... "The Hut Sut Song."

("THE HUT SUT SONG". . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027377



8/9/41

WOOD: Hello, everybody ... this is Barry Wood. The song that opened the show was your fifth ranking tune of the week ... "The Hut Sut Song." On the bill tonight are Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And we'll all be bringing you your ten survey favorites and three Lucky Strike Extras. Right now, the Parade marches on, as Louise King sings the number TEN song on the list ... "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 0027378

8/9/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders sing the song that got America's vote for the fourth ranking position on the Parade . . . "Intermezzo."

(MUSIC SWELLS AND FINISHES)

~~segue to~~  
*applause*

rdf

8/9/41

("IDA" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Extra  
... the Hit Paradars and I take it on the  
down-beat with a sunny tune that occupies  
a stellar post on your all-time Hit Parade.  
Mark Warnow gives the cue and off we go with  
that swell favorite ... "Ida."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027380

8/9/41

-5-

(ORCHESTRA - MUSIC ESTABLISH AND FADE)

VOICE #1: Opening day at a southern tobacco auction ... Today  
all roads lead to the big tobacco warehouse!

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

VOICE #3: A red letter day in the tobacco country!  
(MUSIC UP - OUT - CROWD NOISE - AND CHANT - AMERICAN)

WHSMAN: At 18! (CHANT)

THORGERSEN: This is Ed Thorgersen, folks, here to reenact the  
opening August 5th, of one of the country's great  
tobacco markets in Tifton, Georgia. And, say,  
excitement is at fever pitch in this big tobacco  
warehouse. Sales just started a minute ago and the  
whole crowd of farmers and buyers follows every bid  
the auctioneer chants. You know, all these hundreds  
of baskets of fragrant, tobacco leaf filling the  
warehouse are sold individually - sold to the highest  
bidder. *Next comes another sale*  
~~There's one now that's going - going.~~  
(SOLD - X)

rdf

ATX01 0027381

8/9/41

WHSMAN: At 23!

THORGERSEN: The warehouseman calls out the opening bid on the next basket, 23 - 23 dollars a hundred pounds but this is fine, mild leaf - the dozen or more buyers would all like to have it. So just while I said that, the price was bid up to 26 - 26 dollars. And now a cigarette company bids 27 - Lucky Strike 28 - a leaf company 29 - Lucky Strike 30 - 30 - 30 - an export company 31 - but Lucky Strike comes back with 32 and - yes - yes - that tops 'em all. It's going to Lucky Strike at 32.

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: Smokers, this year, as every year, Lucky Strike is paying the price to get the kind of tobacco that gives you a better smoke. For example at Tifton, Georgia, on the opening day, <sup>Get Lucky</sup> August 5th, The American Tobacco Company paid 24 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 24 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Well, that's typical of what happens at market after market, season after season. To give you a milder, better-tasting cigarette, we consistently pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Next time you buy cigarettes remember, Lucky Strike means fine tobacco - and more real enjoyment for you. So ask for Lucky Strike.

8/9/41

("GREEN EYES" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SIX!   The Survey rolls on, as Mark Warnow  
and the Orchestra play the song that rates sixth  
place on the Parade this week ... "Green Eyes."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

Y'

8/9/41

("TIL REVEILLE". . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number EIGHT! Here's the ballad hit that climbed up  
a notch in the ratings and finishes the week your  
eighth ranking song of them all ... "Til Reveille."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

8/9/41

("WE GO WELL TOGETHER", . . . . . KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time for a Lucky Strike Extra ... Louise King  
and the Hit Parade Men jump on the band wagon  
and give out with that lively up and at 'em tune  
of the day ... "We Go Well Together."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf



("YOURS" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SEVEN! The Survey reports tell us that  
the Lucky Seven Spot this week goes to that  
big time Latin tune ... "Yours."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

8/9/41

("I WENT OUT OF MY WAY". . . . .KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE!   It's an all out welcome to the  
                  ballad that joins the Parade for the very first  
                  time.   Louise King sings the musical newcomer  
                  that's in ninth place... "I Went Out Of My Way."

(MUSIC SWELLS AND FINISHES)

rdf

ATX01 0027387

8/9/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ...

pdf

ATX01 0027388

8/9/41

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

WOOD: It's Lucky Strike Extra time the South American Way -- 'cause Mark Warnow and the Orchestra are shaking a Latin beat out of their collective sleeve and sounding off with that sensational song creation ...

"Viene La Conga."

("VIENE LA CONGA". . . . . .ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

pdf

8/9/41

WOOD: Now Basil Ruysdael tells you one simple fact that has made millions of smokers switch to Luckies.

RUYSDAEL: It's just this, Barry: in a cigarette, it's the tobacco that counts. Better tobacco means a better smoke - and more real enjoyment for you. Well, Lucky Strike means fine tobacco. Reports from market after market all over the South show that we pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season The American Tobacco Company paid 35 percent more than the average market price for tobacco at Wendell, North Carolina - 41 percent more at Petersburg, Virginia - 45 percent more at Louisburg, North Carolina. So it goes at market after market - and the best tobacco we buy goes into Luckies. ~~That's why~~, if you want a milder, better-tasting cigarette, we suggest that you smoke the smoke tobacco experts smoke. Remember, with men who know tobacco best, it's Luckies 2 to 1. Make the next package you buy Lucky Strike.

rdf

8/9/41

(PANFARE NUMBER THREE)

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

WOOD: Right, Andre ... and it's number three coming up.  
Based on a melody by Tchaikovsky, this ballad came  
on the <sup>Parade</sup> thirteen weeks ago. But tonight is  
the first time that it ~~shows up hitting~~ <sup>hits</sup> pay dirt  
as one of America's top tune contenders. I'd like to  
sing the THIRD ranking song in the country ... "The  
Things I Love."

("THE THINGS I LOVE". . . . .WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

(FANFARE NUMBER ONE)

WOOD:           Number ONE! Last week's winner keeps its lead  
                  in the tune derby and breaks the tape the king  
                  of musicdom. Louise King sings the number ONE  
                  song from St. Augustine to Seattle ... "Daddy."

("DADDY" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

8/9/41

1  
BARUCH:

When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf -- and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco -- and more real smoking enjoyment for you. Make that next package you buy, Lucky Strike.

ct

ATX01 0027393



8/9/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

ct

ATX01 0027394

8/9/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying .... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

ct

ATX01 0027395

8/9/41

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

35

ATX01 0027396

8/16/41

WOOD: Hello, everybody...this is Barry Wood. We launched  
the show with ~~your~~<sup>the</sup> eighth ranking song of the week...  
"Yours." Our musical crew tonight includes Louise King,  
the Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. And we'll all be sailing your way with your  
ten survey favorites and three Lucky Strike Extras.  
But right now, it's Louise King coming up on deck with  
the daffy ditty that holds FIFTH place on the list...  
"The Hut Sut Song."

("THE HUT SUT SONG". . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

CS

8/16/41

("THE THINGS I LOVE" . . . . . HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders chant away with the ballad hit that ranks fourth in national fancy this week . . . "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

8/10/41

("YES INDEED" . . . . . WOOD, HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ...  
the Hit Paraders and I are tossing together the words  
and music of a swiny tune that's really on the way up.  
So here's the downbeat for that swell song ... "Yes  
Indeed."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

8/16/41

(ORCHESTRA - MUSIC ESTABLISH AND FADE)

WOOD: Friends, if you had mingled with the crowds on the streets of Mullins, South Carolina last Tuesday morning, you might have heard something like this.

(CROWD NOISE UP THEN UNDER)

VOICE #1: Saay...looks like everybody in the county came to town for the opening of the tobacco auctions.

VOICE #2: Hurry up, Jos, I want to get over to the warehouse to see how the sales are going.

(CROWD NOISE UP THEN FADE)

BARUCH: Yes, Mullins, South Carolina, was a gay and busy place last Tuesday morning - and everybody was talking about one thing ... the opening of this season's tobacco auctions.

(MUSIC UP AND TAKEN OUT BY CROWD AND AUCTIONEER)

(CHANT QUICK SALE - SOLD AMERICAN)

CB

ATX01 0027400

8/16/41

WHSMAN: At 22!

WELLS: This is Linton Wells, ladies and gentlemen, reenacting the opening day excitement in one of Mullens' big Tobacco warehouses. Farmers from miles around brought their tobacco here before daybreak and hundreds of thousands of pounds of it have been piled high in baskets and arranged in long rows that cover the warehouse floor. Hear that chant? It means the auctioneer has already gone into action. He's selling each basket of the fragrant leaf individually - to the highest bidder. Listen - here comes another sale.  
(SOLD TO X)

WHSMAN: At 26!

WELLS: No time wasted here...the warehouseman has already called out the opening bid on this next basket. It's 26 - 26 dollars a hundred pounds ... but it's fine, mild leaf ... and with a dozen or more buyers in open competition, the price is sure to go up and up. Yes ... the bid's 29 already. Now Lucky Strike bids 30 ... an export company 31 .. a leaf company 32, 32, 32 who'll bid 33? 33 it is as Lucky Strike bids again. Now another cigarette company bids 34 .. but Lucky Strike signals still another bid ... and I think ... yes ... this basket's going ... going to Luckies at 35!

(CHANT UP - SOLD AMERICAN)

es

ATX01 0027401



8/16/41

RUYSDAEL: Smokers, what happened on opening day this year in Mullens, South Carolina is typical of what happens at market after market, year after year all over the tobacco country. To give you a milder, better-tasting cigarette, we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, on opening day this year, last Tuesday, August 12th, in Mullens, South Carolina, the American Tobacco Company paid 25 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 25 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Yes, Lucky Strike means fine Tobacco. So if you want a cigarette that's consistently milder, better-tasting... next time, ask for Lucky Strike. Remember, with independent experts, with men who know tobacco best ... it's Luckies 2 to 1.

cs

ATX01 0027402

8/16/41

- 9 -

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SEVEN! The Hit Paraders sing  
the song that takes the title for  
your Lucky Seven Tune of the week ...

"Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATX01 0027403

8/16/41

("WITH A TWIST OF THE WRIST" . . . . . KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's Lucky Strike Extra time ... and here's  
a bouncing tune fresh from ~~the Broadway~~  
~~revue "Crazy With The Heat."~~ <sup>Louise King</sup>  
and the Hit Paradars rally round and  
deliver the goods with the lively song  
... "With a Twist of the Wrist."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mc

ATK01 0027404

8/16/41

- 11 -

("MARIA ELENA" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SIX! It's yours truly,  
                  the orchestra and the song America  
                  voted in sixth place ... "Maria Elena."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATX01 0027405

8/16/41

- 13 -

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK...

no

ATX01 0027406

8/16/41

- 14 -

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

WOOD: Okay, Andre, and it's time for Mark Warnow's  
Lucky Strike Extra ... Mark and the Orchestra  
get a firm grip on things and burn a fast  
one down the center with that all-time  
favorite ... "Dark Eyes."

("DARK EYES" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

mc

ATX01 0027407

8/16/41

- 15 -

WOOD: Now Basil Ruysdael tells you what's in store for you, if you smoke the smoke tobacco experts smoke.

Barry,

RUYSDAEL: Well, I can sum it all up in just two words: fine tobacco. In Luckies, you'll enjoy the better taste - the mildness - the all 'round greater smoking enjoyment that come only from fine tobacco. For, smokers, fine tobacco is what counts in a cigarette - and it's what has made Luckies the choice of millions. You see, at market after market we pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, at Franklin, Tennessee, The American Tobacco Company paid 27 percent more than the average market price for tobacco - at Abingdon, Virginia 36 percent more - at Boone, North Carolina, 42 percent more. So it goes at market after market - and the best tobacco we bought goes into Luckies. So, if you want a milder, better-tasting cigarette, remember ... Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1. So make the next package of cigarettes you buy, Lucky Strike.

mc

ATKO1 0027408

8/16/41

(FANFARE NUMBER THREE)

BARUCH: Here they are - America's tip top tune trio of the week - with Barry Wood doing the survey reporting.

WOOD: Right, Andre ... and there were plenty of spills and thrills in the final ratings. First up is the number three song. It's a tune that was born down South America way and ~~tonight is marking its sixth appearance on the Parade~~ <sup>fest</sup> During the week, it picked up three big points and jumped right into pay-off land. The Hit Paraders sing the THIRD ranking song in the country ... "Green Eyes."

("GREEN EYES" . . . . . HIT PARADERS, ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

djc



8/16/41

(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song ... and here's a real surprise in the song race. Last week's eighth place tune hitched itself to a star and climbed all the way to the runner-up position - a mighty powerful leap. I'd like to sing the second ranking song in the nation ... "Til Revoille."

("TIL REVILLE" . . . . . WOOD, ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

djc

(FANFARE NUMBER ONE)

WOOD:

Number ONE! In spite of all the serious competition, your winner for the past two weeks keeps out in front and winds up still the leader of them all. Louise King sings the number one song from Passaic to Pasadona... "Daddy."

("DADDY" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

dje

8/16/41

BARUCH:

When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf - and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. Make that next package you buy, Lucky Strike.

djc

ATX01 0027412

8/16/41

(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 Kysor next Wednesday, and on Friday, Information Please, as usual. Until next week, goodnight for Louise King, Mark Warnow, and the Hit Paradors ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

djc

ATX01 0027413

8/16/41

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 -

djc

ATX01 0027414

COLUMBIA BROADCASTING SYSTEM

8/23/41

YOUR HIT PARADE - No. 328  
The American Tobacco Company

*As Broadcast*

SATURDAY, AUGUST 23, 1941  
9:00-9:45 PM EDT

REBROADCAST SUNDAY 8/24/41  
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 PIEE . . .)

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 ...

"The Hut Sut Song."

(APPLAUSE)

"THE HUT SUT SONG" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ct

ATX01 0027415

8/23/41

WOOD:

Hello, everybody ... this is Barry Wood  
 ... we weighed anchor with your eighth  
 ranking tune of the week ... "The Hut Sut  
 Song." In the line-up tonight are Louise  
 King, the Hit Paraders and Mark Warnow and  
 the Lucky Strike Orchestra ... and our  
 musical agenda includes your ten survey  
 winners and three Lucky Strike Extras.  
 Right now, the Parade <sup>gets going</sup> ~~swings~~ along, as  
 Louise King sings the number SIX song on  
 the list ... "Yours."

"YOURS" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ct

8/23/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE: The spot shines on the  
Hit Paradars as they sing the ballad  
that holds fifth place in popular  
fancy this week ... "Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

ct



("WHY CRY BABY" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           It's time out time for a Lucky Strike  
Extra ... and that means the Hit Paraders  
and I are getting down to business with  
a tuneful combination of romance and  
rhythm. It's a cue from maestro Warnow  
and off we go with that swell ditty ...  
"Why Cry Baby."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL I)

ct

8/23/41

(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, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 last season bought 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 last season for tobacco... and then (SOUND - CASH REGISTER) see what happens. All right, Miss \_\_\_\_\_ will you draw the first name please. Thank you - it's

\_\_\_\_\_.

ct

(Commercial #1 Cont'd)

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 goes into 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  
Basil Ruysdael says this game of ours tells a story.

ct

8/23/41

Commercial #1 continued

RUYSDAEL: It's the story of fine tobacco, ladies and gentlemen - and of how, at market after market, Luckies pay the price to get the finer, the lighter, the naturally milder leaf. For remember, at every one of those tobacco markets - drawn completely at random - The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. Yes, as this game clearly demonstrates, Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Next time you buy cigarettes, just remember this: better tobacco makes a better cigarette. So ask for Lucky Strike.

**LIST OF LUCKY MARKETS PICKED**

**FIRST SHOW**

Hartsville, Tenn	20%
La Plata, Md.	20%
Louisburg, N. C.	45%
New Albany, Ind.	10%
Petersburg, Va.	41%
Wallace, N. C.	67%
Royboro, N. C.	237%
Howell City, Ky.	237%

**REPEAT SHOW**

Aberdeen, N. C.	10%
Chadbourn, N. C.	55%
Greeneville, Tenn	40%
Hazelhurst, Ga.	42%
Lebanon, Ky.	34%
Mebane, N. C.	34%
Pamlico, S. C.	54%

("DO YOU CARE" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! The survey rolls on and Louise King takes  
the vocal of the song that you voted in tenth place  
this week ... "Do You Care."

(MUSIC SWELLS AND FINISHES)

segue to

arc

8/23/41

("TIL REVEILLE". . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! I'd like to sing the tune that America  
picked as its ninth favorite song of them all ...

"Til Reveille."

(MUSIC SWELLS AND FINISHES)

segue to

arc

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

(FADE FOR ANNOUNCEMENT)

WOOD:           It's Lucky Strike Extra time ... Louise King and the  
Hit Paradars take a step forward and give out with  
that lively song of the moment ... "It's High Time."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

("YOU AND I" . . . . .HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SEVEN! This lovely ballad moves up two places  
in the ratings to become your Lucky Seven Song of the  
week. The Hit Paradars sing ... "You and I."

(MUSIC SWELLS AND FINISHES)

segue to

arc



8/23/41

("THE THINGS I LOVE". . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! Here's the big time song hit that's  
                  keeping a firm grip on national favor and knocks off  
                  the fourth ranking position on the Parade ... "The  
                  Things I Love."

(MUSIC SWELLS AND FINISHES)

arc

8/23/41

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

WOOD: Okay, Andre ... and it's time for Mark Warnow's Lucky Strike Extra. Mark and the Orchestra take us on a musical ride down ~~the~~ <sup>South America</sup> way with a great ~~Cuban~~ <sup>Latin</sup> tune. ~~Down there they call it "El Manicero," but in the States it's known as~~ "The Peanut Vendor."

~~("THE PEANUT VENDOR"~~ <sup>"La Conga"</sup> . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

arc

8/23/41

WOOD: Now here's Basil Ruysdael with a handful of telegrams.

RUYSDAEL: Yes, Barry, they're wires that have come in from tobacco markets down South. You know, the 1941 tobacco auctions are getting under way. And again this year, as every year, Lucky Strike is paying the price to get the finer, the lighter, the naturally milder tobaccos - the kind that give you a milder, better-tasting smoke. For example, this telegram reports that for the first week of sales at Dillon, South Carolina, The American Tobacco Company paid 27 percent more than the average market price for tobacco. For the same period at Whiteville, North Carolina, according to this wire, American paid 35 percent more. And this one says that at Lake City, South Carolina, we paid 40 percent more. And so the story goes in report after report from all over the South - and the best tobacco we buy goes into Luckies. Smokers, Lucky Strike means fine tobacco. That's why ... if you want a milder, better-tasting cigarette ... smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

LIST OF LUCKY MARKETS PICKED

Dillon, S. C.  
Whiteville, N. C.

27%  
35%

ATX01 0027428

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs in the country as reported by Your Hit Parade Survey.

WOOD: Right, Andre ... and we're sounding off first with the number THREE song. It's the ~~Datta~~ hit that's spending it's second week up among the top trio as your third favorite song in the nation. The Hit Paraders sing ... "Green Eyes."

("GREEN EYES" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

8/23/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... It's a four-point jump in the rankings for this tune as it skips right back to second place on the Parade .. I'd like to sing the runner up song of the week... "Maria Elena."

("MARIA ELENA" . . . . .WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

(FANFARE NUMBER ONE)

WOOD: Number ONE! Your <sup>four</sup>~~three~~-week-old winner holds its own in the tune derby and crosses the line out in front again. Louise King sings the number one song from Mt. Washington to Nob Hill ... "Daddy."

("DADDY" . . . . .KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

8/23/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . .)

(APPLAUSE)

rdf

ATX01 0027432

8/23/41

(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, and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

rdf

RTX01 0027433



8/23/41

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

rdf

ATX01 0027434

COLUMBIA BROADCASTING SYSTEM

YOUR HIT PARADE - No. 329  
The American Tobacco Company

8/30/41

SATURDAY, AUGUST 30, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 8/31/41  
12:00-12:45 A.M.

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

RIGGS: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies 2 to 1.

(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. And now here's your singing master of ceremonies, Barry Wood, with the song that's number SEVEN ...

"Yours."

*applause*  
("YOURS" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027435

8/30/41

WOOD: Hello, everybody ... this is Barry Wood. Our opening melody of the evening was your lucky seven song this week ... "Yours." That leaves nine more survey winners and three Lucky Strike extras to be delivered your way tonight before closing time. And bringing them to you will be Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. But right now, we're getting back on the survey trail as Louise King and the Hit Paraders sing the daffy bit of nonsense that takes TENTH place on the Parade ... "The Hut Sut Song."

("THE HUT SUT SONG". . . . . KING, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

8/30/41

("THE THINGS I LOVE" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! A big musical favorite all summer,  
this lovely ballad keeps up the good work  
and finishes the week in the number six position ...  
"The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

8/30/41

("PARA VEGA ME VOY". . . . . KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike Extra ... and we're taking a hop, skip, and a jump to a rhumba beat, as Louise King and the Hit Paradars get together on that South American tune terrific ... "Para Vega Me Voy."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

8/30/41

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - August 30, 1941

(MUSIC ESTABLISH AND FADE)

VOICE #1: Tuesday, August 26th - it's the opening day of the 1941 tobacco auction season in Kinston, North Carolina.

VOICE #2: Tobacco experts from all over the South ... farmers from miles around ... buyers who represent the various cigarette, leaf and export companies are all in town for the beginning of the 1941 auctions.

VOICE #3: Today Tobacco is king!  
(CROWD NOISE AND CHANT - SOLD AMERICAN)

WHSMAN: At 23! (CHANT)

FISHELL: Ladies and gentlemen, this is Dick Fishell reenacting the opening last Tuesday, August 26th, of one of the country's great tobacco markets, Kinston, North Carolina. This huge tobacco warehouse is crowded with people - bustling with excitement - and there are thousands of pounds of tobacco arranged in long rows of baskets. The auctioneer is selling each basket individually. Hear him? (CHANT UP) That's a running record of each bid - each sale. Here comes a sale now ...

(SOLD TO X)

rdf

ATX01 0027439

8/30/41

WHSMAN: At 25!

FISHELL: That was the warehouseman calling out the opening bid on the next basket - 25 - 25 dollars a hundred pounds. But over a dozen buyers are out to get this fine, mild leaf and the bid's already up to 28 - 28. Now Lucky Strike bids 29 ... an export company 30... a leaf company 31 - Lucky Strike 32. 32 - 32 - 32 chants the auctioneer. Oh - oh - another cigarette company bids 33! Will Lucky Strike top that? Yes ... 34 ... and it looks like this basket's going ... going to Luckies at 34!

(CHANT UP - SOLD AMERICAN)

rdf

ATK01 0027440

Commercial #1 - August 30, 1941  
(cont'd.)

8/30/41

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts - the better the tobacco, the better the smoke. That's why this year, as every year, Lucky Strike is paying the price at market after market to get the finer, the lighter, the naturally milder leaf - the kind that gives you a milder, better-tasting cigarette. For example, last Tuesday, August 26th, at the opening of this year's auctions in Kinston, North Carolina, The American Tobacco Company paid 26 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 26 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Yes smokers, Lucky Strike means fine tobacco. That's why, with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

rdf

ATX01 0027441



8/30/41

("GREEN EYES". . . . .ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number FIVE!   The Parade marches on ... and  
Mark Warnow leads the orchestra in the fifth  
ranking song in the nation ... "Green Eyes."

(MUSIC SWELLS AND FINISEES)

segue to  
*Apprise*

rdf

8/30/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number FOUR! That popular theme song of a recent  
Leslie Howard movie rates high in your favor as  
the fourth ranking tune of them all. The Hit  
Paraders sing ... "Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

8/30/41

("THE BAND PLAYED ON". . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... and we're sailing along with a four-star tune that rates a special place on your list of all-time favorites. The Hit Paradars and I get in the mood with that swell Lucky Extra ... "The Band Played On."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

8/30/41

("I GUESS I'LL HAVE TO DREAM THE REST". . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! Louise King steps up to bid welcome to the ballad that's starting it's Parade career tonight. Here's the newcomer that you voted in eighth place ... "I Guess I'll Have to Dream the Rest."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

("YOU AND I" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! This romantic melody winds  
up another busy week along music row and  
takes the title of ninth ranking song on  
the list . . . "You and I."

(MUSIC SWELLS AND FINISHES)

eds

8/30/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

eds

ATX01 0027447

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

WOOD: Okay, Andre ... and it's time for a Lucky  
Strike Extra the Warnow way ... Mark and  
the Orchestra get on the bandwagon and  
ride to town with that great song favorite  
... "Shortnin' Bread."

("SHORTNIN' BREAD" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL 2)

eds

8/30/41

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - August 30, 1941

WOOD: Now Basil Ruysdael reminds you of something mighty important ...

RUYSDAEL: It's just this, ladies and gentlemen! In buying cigarettes - don't forget that you're really buying tobacco. If you want a finer smoke - one that's milder and better-tasting - remember Lucky Strike means fine tobacco. This is a statement of fact. For at market after market all over the South, we consistently pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, last season, The American Tobacco Company paid 34 percent more than the average market price at Brookneal, Virginia, 43 percent more at Madison, North Carolina, 49 percent more at Goldsboro, North Carolina. So it goes at market after market - and the best tobacco we buy goes into Luckies. Now surely you want a milder, better-tasting smoke - so why not buy a cigarette you know is made of fine tobacco. Yes, smoke the smoke tobacco experts smoke. Make your next package Lucky Strike.

eds

ATX01 0027449



(FANFARE NUMBER THREE . . . )

BARUCH: Here they are ... the three top songs in the country, with Barry Wood headlining the headliners.

WOOD: Right, Andre ... and a surprise long shot turns up in the number THREE spot. It's the soldier ballad that jumped all the way from ninth place back into the big money as America's third favorite song on the Parade ... I'd like to sing ...

"'Til Reveille."

( "'TIL REVEILLE" . . . . .WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO . . . )

WOOD:

The Number TWO Song . . . The Hit Paraders  
do the honors with the tune that takes  
second place in the U. S. This week . . .  
"Maria Elena."

("MARIA ELENA" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER ONE . . . )

WOOD:

Number ONE! Here's the country's choice for the top song of the week ... it's the swingy tune written by a college undergraduate that's celebrating its fifth week as the leader of the list. Louise King sings the number one song from ~~cat bay~~ <sup>KATIE</sup> to Catalina ... "Daddy."

("DADDY" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

8/30/41

2  
BARUCH:

When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: That at market after market we pay the price to get the milder, better-tasting leaf -- and that the independent tobacco experts themselves smoke Luckies 2 to 1 over all other cigarettes combined. Yes, Lucky Strike means fine tobacco. Make that next package you buy, Lucky Strike.

eds

ATX01 0027453

(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 and the Hit Paraders ...  
and for Lucky Strike, this is Barry Wood  
saying ... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

eds

(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)

eds

8/30/41

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

(SONG CREDITS, IF ANY)

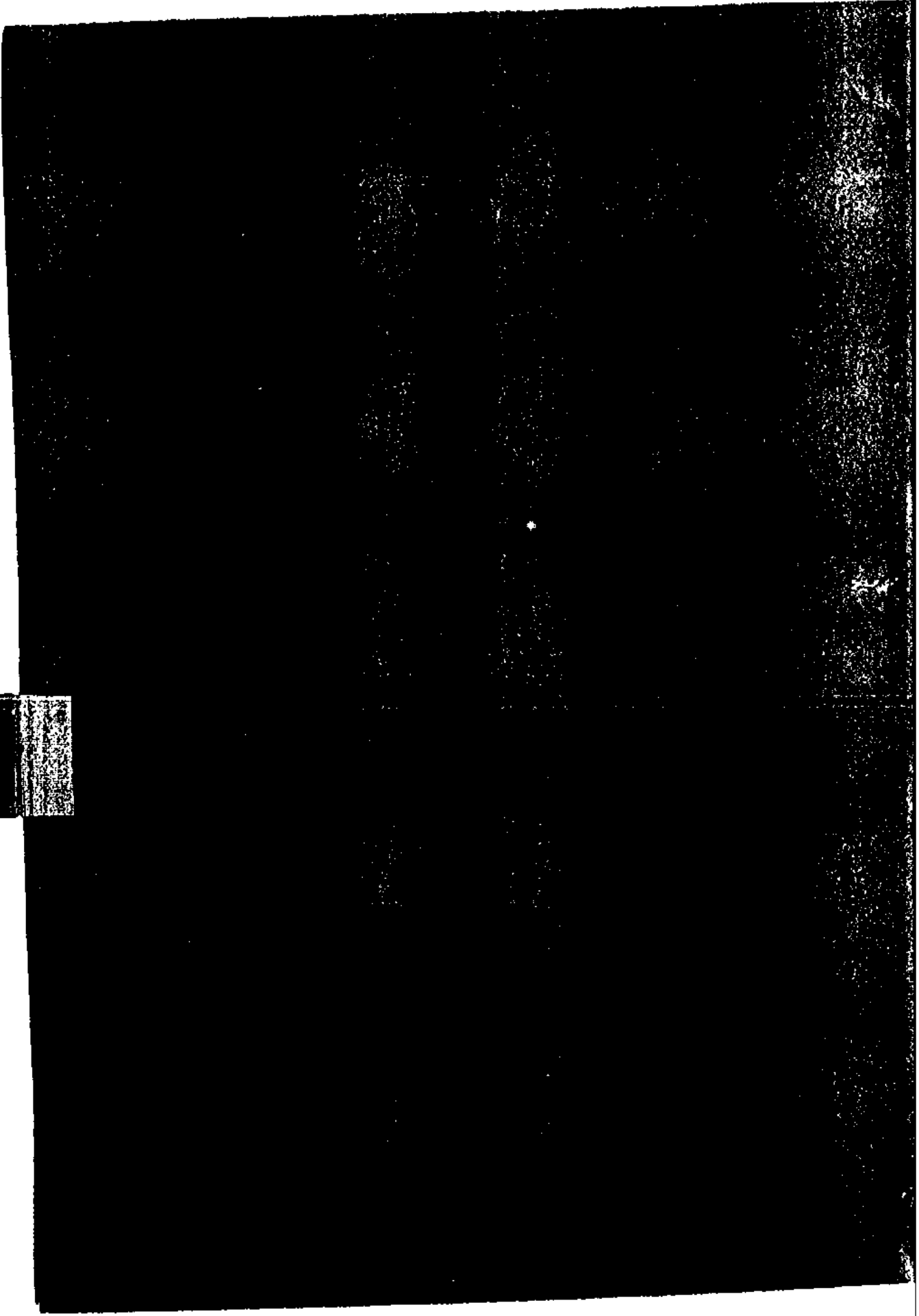
This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade theme 20 seconds -

WABC ... NEW YORK

eds

ATX01 0027456





COLUMBIA BROADCASTING SYSTEM

*As Broadcast.*

LUCKY STRIKE - YOUR HIT PARADE - #330

9/6/41

SATURDAY, SEPTEMBER 6th, 1941  
9:00 to 9:45 P.M.

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

REBROADCAST SUNDAY 9/7/41  
12:00-12:45 A.M.

RIGGS: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why with men who know tobacco best, it's Luckies 2 to 1.

(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. And now, here's your singing master of ceremonies, Barry Wood, with the song that's number FIVE ... "You And I".

(APPLAUSE)

("YOU AND I" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027458

9/6/41

WOOD: Hello, everybody ... This is Barry Wood ... and the  
 tune that opened the show was your fifth ranking song  
 this week ... "You And I". The personnel tonight  
 includes Louise King, the Hit Paraders, and Mark Warnow  
 and the Lucky Strike Orchestra <sup>and</sup> ... Our mission will be to  
 bring you your ten survey winners and three Lucky Strike  
 Extras. Right now, the Parade swings along as Louise  
 King takes her bow with the tune that holds EIGHTH  
 place on the list ... "I Guess I'll Have To Dream The  
 Rest".

("I GUESS I'LL HAVE TO DREAM THE REST" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

9/6/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number NINE!    The Hit Paradars rally 'round to sing  
the hit ballad that rates ninth in all-America this  
week . . . "Intermezzo".

(MUSIC SWELLS AND FINISHES)

segue to

rdf

9/6/41

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

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike Extra ... the Hit  
Paraders and I are taking a musical flyer with a bright  
and sunny tune of the day. Here comes the cue and  
off we go with that swell ditty ... "A Romantic Guy, I"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027461

9/6/41

(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, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours 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 gold-fish  
bowl are the names of one hundred and nineteen different  
tobacco markets - markets where tobacco buyers last season  
bought 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 last season 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 0027462

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 goes into 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 Basil

Ruysdael.

rdf

9/6/41

RUYSDAEL: Ladies and gentlemen, if you want a milder, better-tasting smoke, just remember - better tobacco makes a better cigarette, and this game of ours proves that at market after market we consistently pay the price to get the finer, the lighter, the naturally milder leaf. Yes smokers, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. That's why Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Make the next package you buy Lucky Strike.

Markets Picked

1st Broadcast

Bowling Green, Ky. 27%  
Farrville, N.C. 49%  
Madison, Ind. 18%  
Martinsville, Va. 56%  
Mebane, N.C. 34%  
New Tazewell, Tenn. 37%  
Varina, N.C. 52%  
Wallace, N.C. 67%

2nd Broadcast

Adel, Ga. 37%  
Burlington, N.C. 42%  
Clarksville, Va. 16%  
Conway, S.C. 52%  
Knoxville, Tenn. 35%  
Morristown, Tenn. 32%  
South Hill, Va. 45%  
Tarboro, N.C. 50%

ATX01 0027464

9/6/41

("GREEN EYES" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number FOUR!    It's a big step forward for this Latin  
              favorite as it moves up and up towards the top. Mark  
              Warnow leads the Orchestra in the fourth ranking song  
              in the country ... "Green Eyes".

(MUSIC SWELLS AND FINISHES)

segue to

rdf



9/6/41

("TIME WAS" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number TEN!   It's a city hall greeting for  
the ballad that's coming on the Parade for  
the very first time. I'd like to introduce  
the tune that's starting off in tenth place ...  
"Time Was".

(MUSIC SWELLS AND FINISHES)

segue to

eds

9/6/41

("WE GO WELL TOGETHER . . . . . KING, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... the tune  
that fills the bill is a lively number that's  
getting a big play along the music lanes.  
Louise King and the Hit Paradars go into cahoots  
and give out with ... "We Go Well Together".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

ATX01 0027467

9/8/41

("THE THINGS I LOVE" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number SIX! I'm in for the vocal of the  
romantic ballad you've elected to be  
your sixth favorite song ... "The Things  
I Love".

(MUSIC SWELLS AND FINISHES)

segue to

eds

9/6/41

("MARIA ELENA" . . . . .KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number SEVEN! Louise King steps up to the  
              microphone to give you your Lucky Seven song  
              of the week . . . "Maria Elena".

(MUSIC SWELLS AND FINISHES)

9/6/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

... STATION BREAK ...

eds

ATX01 0027470

9/6/41

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

WOOD: Right, Andre ... and it's time for our South  
American Lucky Strike Extra ... Mark Warnow  
and the Orchestra sound off with that hot  
Latin tune creation ... "Mama Ines".

("MAMA INES") . . . . .ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

eds

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - September 6, 1941

9/6/41

WOOD: Folks, here's Basil Ruysdael with news of things that are happening down South ...

RUYSDAEL: Well, smokers, many of the 1941 tobacco auctions are now in full swing. Reports are coming in thick and fast. And this year, as every year, Luckies are paying the price to get the finer, the lighter, the naturally milder tobaccos - the kind that give you a milder, better-tasting smoke. For example, during the first three weeks of sales at Mullins, South Carolina, The American Tobacco Company paid 30 percent more than the average market price for tobacco, and for the same period at Whiteville, North Carolina, American paid 37 percent more. So it goes in reports from market after market all over the South - and the best tobacco we buy goes into Luckies. Smokers, remember in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

Markets and Percentages Quoted

Mullins, S.C.	30%
Whiteville, N.C.	37%

RTX01 0027472

(FANFARE NUMBER THREE . . . )

BARUCH: Here they are - the top hatted tune trio of the week ... with Barry Wood telling the survey story.

WOOD: Okay, Andre ... and we're off with the number THREE Song ... it's the big time hit that's spending its third week in the inner circle of the big three. The Hit Paraders sing the third ranking song in the nation ... "'Til Reveille",

(" 'TIL REVEILLE" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds



( FANFARE NUMBER TWO . . . )

WOOD: The Number TWO Song . . . Last week's lucky seven song hit the popularity jack pot and shot all the way up into the big money . . . I'd like to sing your second place song this week . . . "Yours".

("YOURS" . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ods

(FANFARE NUMBER ONE . . . )

WOOD: Number ONE . . . Here's that song again . . . still on top after a dozen times on the parade . . . for the sixth consecutive week America has gone to the polls and voted this song the leader of the list. Louise King sings the number one song of them all . . . "Daddy".

("DADDY" . . . . .KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

9/6/41

(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, *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)

eds

ATX01 0027476

9/6/41

(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,  
and the Hit Paraders ... and for Lucky Strike,  
this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

eds

ATX01 0027477

9/6/41

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

eds

COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - YOUR HIT PARADE - No. 331

9/13/41

SATURDAY, SEPTEMBER 13, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 9/14/41  
12:00-12:45 A.M.

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

REGS: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why 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 ... "Yours."

(APPLAUSE)

("YOURS" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

RTX01 0027479

9/13/41

-2-

WOOD:

Hello, everybody ... this is Barry Wood ... We got under way with your fourth ranking tune of the week ... "Yours." The cast tonight is headed by Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And our musical business includes your ten survey winners, a pair of Lucky Strike extras, and later in the show a special presentation. Right now, the survey rolls on as Louise King renders your number TEN song of the week ... "I Guess I'll Have to Dream the Rest."

("I GUESS I'LL HAVE TO DREAM THE REST" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mc

ATX01 0027480

9/13/41

-3-

("THE THINGS I LOVE" . . . . .HIT PARADERS, ORCHESTRA)  
(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! The Hit Paradars do some close  
                  harmony with the romantic ballad that takes  
                  ninth place on the list ... "The Things I Love."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATK01 0027481



9/13/41

("YES INDEED" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Extra ...  
and the Hit Paradars and I are letting go with  
an up and coming bit of big-time rhythm. It's  
a downbeat from the orchestra and we steam along  
with that swell tune ... "Yes, Indeed."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

MC

ATX01 0027482

9/13/41

(MUSIC ESTABLISH THEN FADE INTO MONTAGE OF  
WAREHOUSE NOISES - RUMBLE OF HAND TRUCKS -  
SHOUTS, ETC.)

VOICE #1: Tuesday, September 9th - the opening day of the  
1941 tobacco auctions in Oxford, North Carolina.

VOICE #2: It's long before daybreak ... but Oxford's big  
tobacco warehouses are blazing with light ...  
seething with activity ... for this is the big day  
of the year.

VOICE #3: Trucks, trailers and wagons have been arriving all  
night long. As each farmer's leaf is unloaded, it  
is arranged in baskets - then weighed and ticketed  
and placed on the warehouse floor.

VOICE #1: Sales will begin promptly at 9 A.M. Anyone can bid  
- anyone can buy - and many thousands of pounds of  
tobacco will be sold.

(MUSIC UP ... TAKEN OUT BY CROWD AND AUCTIONEER)

*Riggs*

(CHANT QUICK SALE ~~SOLE~~ AMERICAN)

mc

ATX01 0027483

9/13/41

WHSMAN: At 26!

HUSING: This is Ted Husing, ladies and gentlemen, reenacting this year's opening on Tuesday, September 9th of one of the country's great tobacco markets - Oxford, North Carolina. This huge warehouse is a block long and although it's crowded with people, one man alone is the center of interest. He's the auctioneer and he's selling this fine crop of tobacco basket by basket. The dozen or more buyers grouped around him are doing some lively bidding. Here comes a sale now.

(SOLD TO X)

WHSMAN: At 27!

HUSING: 27 - 27 dollars a hundred pounds - that's the warehouseman's opening bid for this next basket. Right away Lucky Strike bids 28 And another cigarette company bids 29 ... an export company 30 ... a leaf company 31. Now Lucky Strike bids 32, but without a moment's hesitation three other buyers raise the bid in rapid succession. It's up to 35 dollars now. 35 - 35 chants the auctioneer ... but here comes still another bid from Lucky Strike - 36! And it looks like ... yes ... this basket's going ... going to Luckies at 36! (CHANT UP SOLD AMERICAN)

mc

ATX01 0027484

9/13/41

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts - so why not choose a cigarette you know is made of fine tobacco - Lucky Strike. We furnish you proof of this fact in actual reports from market after market all over the South - proof that this year as every year, Lucky Strike is consistently paying the price to get the finer, the lighter, the naturally milder leaf. For example, on opening day of this year's auctions in Oxford, North Carolina last Tuesday, September 9th, The American Tobacco Company paid 25 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes 25 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Smokers, Lucky Strike means fine tobacco. So if you want a milder, better-tasting cigarette ... next time, ask for Lucky Strike.

rdf

ATX01 0027485

9/13/41

("DADDY" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE!    Louise King takes a turn with  
the tune that holds down fifth place on the  
Parade this week . . . "Daddy."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

9/13/41

("DO YOU CARE" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! After a two weeks' vacation this ballad jumps back on the Parade to fill sixth place in America's musical favor ... "Do You Care."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

9/13/41

("INTERMEZZO" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

GOOD: Number EIGHT! That big summer hit keeps up  
the good work and finishes the week in <sup>the</sup> eighth  
ranking position. The Hit Paradars sing  
... "Intermezzo."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

9/13/41

("MARIA ELENA" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number SEVEN!    It's yours truly taking  
              the vocal of the tune that you elected the  
              Lucky Seven Song of the week . . . "Maria Elena."

(MUSIC SWELLS AND FINISHES)

rdf



9/13/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

rdf

9/13/41

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

WOOD: <sup>O.K.</sup> Right, Andre ... and it's time for a Lucky Strike  
Extra ... Louise King and the Hit Paraders step  
front and center and give out with that lively  
tune of the moment ... "What Do You Hear From  
Your Heart."

("WHAT DO YOU HEAR FROM YOUR HEART" . . . . KING, HIT PARADERS,  
ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

rdf

ATX01 0027491

REVISED

LUCKY STRIKE "YOUR HIT PARADE" - 14 -  
Commercial #2 - September 13, 1941

9/13/41

WOOD: Now, friends, Basil Ruysdael tells us one thing  
that's true of any cigarette.

RUYSDAEL: The amount of enjoyment you get out of a cigarette  
depends on the kind of tobacco that goes into it ...  
the better the tobacco, the better the smoke. And  
you'll find Luckies a milder, better-tasting cigarette -  
because, at market after market, we pay the price to  
get the finer, the lighter, the naturally milder leaf.  
For example, last season, The American Tobacco Company  
paid 28 percent more than the average market price at  
Bloomfield, Kentucky, 35 percent more at Knoxville,  
Tennessee, 41 percent more at Weston, Missouri. So it  
goes at market after market - year after year - and  
the best tobacco we buy goes into Luckies. Yes,  
smokers, in a cigarette it's the tobacco that counts  
and Lucky Strike means fine tobacco. That's why ...  
if you want a milder, better-tasting cigarette ...  
smoke the smoke the tobacco experts smoke. With men  
who know tobacco best it's Luckies 2 to 1. Make the  
next package you buy, Lucky Strike.

ATK01 0027492

9/13/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the tip top tune trio of the week -- and Barry Wood with the survey news.

WOOD: *Right* Yes, Andre ... *but first I want to remind you* and folks, ~~after the big three~~ *about* we're going to bring you that special *were bringing up after the big 3* presentation we mentioned a little while ago. ~~But~~ *(*Coming up now is the Latin favorite that moved up one spot on the list to take third place in the country. The Hit Paraders sing the number THREE song ... "Green Eyes."

("GREEN EYES" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... It's a big step forward for this ballad as it climbs closer to the title. I'd like to sing the second ranking song in all-America this week ... "'Til Reveille."

(" 'TIL REVEILLE" . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER ONE)

WOOD: Number ONE! A long shot comes up from the ranks, passes the field, and romps home the winner of the week. Written by the popular maestro Meredith Willson, ~~this tune, on the Parade five times,~~ picked up a pile of your votes <sup>during the</sup> ~~Last~~ week and went from fifth place all the way up to the top. Louise King sings the number ONE song in the nation ... "You and I."

("YOU AND I" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(MUSIC SWELLS - FADE FOR)

VOICE #1:

This is Your Hit Parade of popular songs. For more than six years we have brought you each week the melodies that capture your current fancy. Through the years there are some songs that stand out and live on ... They are the great songs that arouse an emotion in the hearts of men and grow with the passing of time. <sup>Tonight</sup> ~~Today~~ we are celebrating the anniversary of just such a song ... our country's greatest song. It was inspired <sup>in the Embargo</sup> ~~on this night of~~ September 14<sup>th</sup> one hundred twenty-seven years ago <sup>of time</sup> when the United States was engaged in a struggle to preserve her right to the freedom of the seas. The story of its <sup>writer</sup> ~~composer~~, Francis Scott Key, and the dramatic events which inspired this young lawyer - <sup>Composed</sup> who had never <sup>before</sup> ~~written~~ a song - belong to the legends of America. And the <sup>tremendous</sup> ~~emotion and feeling~~ that he poured into <sup>has</sup> ~~this~~ song ~~have~~ been shared by millions of Americans everywhere and will be for all time.

(MUSIC SWELLS - FADE FOR)

eds

9/13/41

VOICE #2:

It was first sung along the eastern seaboard. Then America began to expand and with it grew the song's powerful appeal. It was on the lips of the pioneers as they traveled west to stake new territory for the United States. It found its way into the timber lands and cotton fields, into the factories and schools. It became the symbol of unity of a country vast and varied enough for ten countries. It meant more and more as America moved forward ... through the years of her growing pains ... til the time when America took her place as a great free country of the world. Today, as we celebrate the anniversary of this song, our liberties are again being challenged ... but long and difficult though the road may be, the convictions of a free people can still be heard in the echo of a song ... for all over this nation, from the woods of Maine to the shores of California, from the farmlands of the northwest to the winding Rio Grande, you can hear America singing ...

("STAR SPANGLED BANNER" . . . . . ORCHESTRA, CHORUS, AUDIENCE)

(MUSIC UP TO FINISH)

(APPLAUSE)

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

- fade theme 20 seconds -

WABC ... NEW YORK

eds



*As Broadcast*

COLUMBIA BROADCASTING SYSTEM

YOUR HIT PARADE

SATURDAY SEPTEMBER 20, 1941  
9:00 - 9:45 PM

9/20/41

REBROADCAST SUNDAY 9/21/41  
12:00-12:45 A. M.

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

ANNOUNCER: In a cigarette it's the tobacco that counts.  
(CHANT ... "SOLD AMERICAN")

ANNOUNCER: Lot that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the  
price to get the milder, better-tasting leaf.  
That's why with men who know tobacco best, it's  
Luckies 2 to 1.

(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 ... "Maria Elena."

(APPLAUSE)

(MARIA ELENA . . . . . WOOD, HIT PARADERS, ORCHESTRA.)

(MUSIC SWELS AND FINISHES)

(APPLAUSE)

ATX01 0027498

9/20/41

WOOD:

Hello, everybody ... this is Barry Wood ... and that was "Maria Elena," the song that rates eighth place in America this week. On the bill tonight are Louise King the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra ... and we'll all be coming your way with the week's ten survey winners, and a trio of Lucky Strike Extras. Right now, it's Louise King coming up on deck with <sup>the</sup> ~~your~~ Lucky Seven Song on the list ... "Daddy".

(DADDY . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

CS

~~103~~ 9/20/41

(TIME WAS . . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! After a week's leave of absence,  
this ballad hit comes back to the Parade to  
fill the ninth ranking spot in your musical  
favor ... "Time Was."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0027500

9/20/41

(THE TIME OF YOUR LIFE . . . . . KING, HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike Extra ...  
and ~~we're talking along with~~ a catchy bit  
of words and music. Louise King and the  
Hit Paradars get down to some tuneful business  
with that swell ditty ... "The Time of Your Life."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

rdf

ATX01 0027501

(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, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours 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 last season bought 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 last season for tobacco ... and then (SOUND - CASH REGISTER) see what happens. All right, Miss \_\_\_\_\_ will you draw the first name please.. Thank you - it's \_\_\_\_\_.

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

goes into 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 Basil

Ruysdael says ... all those figures you heard add up

to one simple fact.

RUYSDAEL:

Yes, ladies and gentlemen...and that fact is that Luckies are a milder, better-tasting cigarette. For remember, in a cigarette it's the tobacco that counts, and this game of ours proves that at market after market we consistently pay the price to get the finer, the lighter, the naturally milder leaf. Yes, smokers, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price for tobacco - and the best we bought goes into Luckies. That's why Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. So buy like an expert - next time choose a cigarette you know is made of fine tobacco - Lucky Strike.

Markets Picked

1st Broadcast

Goldsboro, N.C.	49%
Greenville, N.C.	55%
Lebanon, Ky.	34%
Martinsville, Va.	56%
Metter, Ga.	57%
Robersonville, N.C.	59%
South Hill, Va.	45%

2nd Broadcast

Chadbourn, N.C.	55%
Chase City, Va.	16%
Hopkinsville, Ky.	7%
La. Plata, Md.	20%
Loris, S.C.	54%
Petersburg, Va.	41%
Rogersville, Tenn.	32%

REVISED

- 8 -

9/20/41

(GREEN EYES . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR!   Mark Warnow and the Orchestra  
                  travel the latin trail with the fourth  
                  ranking tune in America . . . . . "Green Eyes."

(MUSIC SWELLS AND FINISHES)

segue to

ATX01 0027505



9/20/41

(JIM. . . . .KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! We're rolling out the red plush carpet for a newcomer that's hopping on the Parade for the first time tonight. Louise King is right on the beam for your tenth ranking song ... "Jim."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

REVISED

- 10 -

9/20/41

("WHY CRY BABY" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Okay, Andre ... and it's time for a Lucky Strike  
Extra ... The Hit Paradars and I put our heads  
together and off we go with that peppy tune of  
the day ... "Why Cry Baby."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0027507

9/20/41

(I GUESS I'LL HAVE TO DREAM THE REST . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! It's a step in the right direction for this tune as it moves up to fifth place on the Parade. Louise King sings ... "I Guess I'll Have to Dream the Rest."

(MUSIC SWELLS AND FINISHES)

*Seque to*

rdf

12  
~~8~~  
9/20/41

(DO YOU CARE . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SIX! The Parade swings on .. and it's yours  
truly jumping in for vocal of the ballad that took  
sixth place this week... "Do You Care."

(MUSIC SWELLS AND FINISHES)

~~segue to~~  
(Applause)

CS

ATX01 0027509

9/20/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

rdf

ATX01 0027510

REVISED

- 14 -

9/20/41

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

WOOD: Right, Andre ... It's Lucky Strike Extra Time ...  
You know, these days Latin rhythms seem to have  
a through wire to all the places you go dancing.  
And when the conga line forms, you can bet your  
bottom peso that the orchestra will be playing  
that latest South American sensation ... "Elen,  
Elen, Elen." So take it Mark ...

(BLEN, BLEN, BLEN .. . . . ORCHESTRA)

(APPLAUSE)

ATX01 0027511

9/20/41

- 15 -

WOOD: Now Basil Ruysdael brings us news from Dixie.

RUYSDAEL: It's news, Barry, but it tells an old truth: in a cigarette it's the tobacco that counts - the better the leaf, the better the smoke. And latest reports from the tobacco country show that again this year, as every year, Lucky Strike is paying the price to get the finer, the lighter, the naturally milder leaf - the kind that gives you a milder, better-tasting smoke. For example, on the opening day of this year's auctions at Danville, Virginia, Tuesday, September 16th, The American Tobacco Company paid 27 percent more than the average market price for tobacco. And on the first day's sales at South Hill, Virginia, American paid 33 percent more. So it goes day after day, week after week, year after year, at markets all over the South - and the best tobacco we buy goes into Luckies. Yes, smokers, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. But why not prove this to yourself? Next time ask for Lucky Strike.

*Lucky Strike*  
Danville, Va. ——— 27%  
South Hill, Va. ——— 33%

9/20/41

- 16 -

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top songs in the nation ... and Barry Wood gives us the survey news.

WOOD: Right, Andre ... and here's the number THREE song ... it's the soldier ballad that kept out in front during the week, and winds up in third place in the U.S. The Hit Paraders sing ... "Til Reveille."

(TIL REVEILLE . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

ATK01 0027513



9/20/41

- 17 -

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... it's a hop and  
skip of two points for this tune as it  
climbs up into the big money. I'd like  
to sing the second ranking song in  
all-America this week ... "Yours."

(YOURS . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

ATX01 0027514

9/20/41

- 18 -

(FANFARE NUMBER ONE)

WOOD:           Number ONE! Another blue ribbon goes  
to that melodic song hit. Last week it  
shot up to the title position and tonight  
finds it still there as your choice tune  
of them all. Louise King sings the number  
one song from Manhattan to Malibu ...  
"You and I."

(YOU AND I . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

ATX01 0027515

9/20/41

- 19 -

(1st SHOW)

WOOD: (SINGS) So long for a while; that's all  
the songs for a while

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played

WOOD: 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  
and the Hit Paraders ... and for Lucky  
Strike, this is Barry Wood saying ...  
so long for a while.

(LUCKY STRIKE TIME . . . )

(APPLAUSE)

mc

ATX01 0027516

9/20/41

- 19 A -

(REPEAT SHOW)

WOOD: (SINGS) So long for a while; that's all  
the songs for a while

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played

WOOD: 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)

mc

ATX01 0027517

9/20/41

- 20 -

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

mc

ATX01 0027518

COLUMBIA BROADCASTING SYSTEM

*An Broadcast*

THE AMERICAN TOBACCO COMPANY

9/27/41

YOUR HIT PARADE - No. 333

SATURDAY, SEPTEMBER 27, 1941

REBROADCAST SUNDAY 9/28/41

12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: In a cigarette it's the tobacco that counts.

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

BARUCH: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why 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 SIX ... "Do You Care."

*-applause-*

("DO YOU CARE" . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

arc (APPLAUSE)

ATX01 0027519

9/27/41

WOOD:

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

We launched the show with the tune that took sixth place this week ... "Do You Care." The line-up tonight includes Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And we'll be tuning in on your ten survey winners, and three Lucky Strike Extras. Right now, the Hit Paraders gather round to give you the song you voted in NINTH place on the list ... "Maria Elena."

("MARIA ELENA" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

arc

9/27/41

("JIM" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! Louise King takes the spot for the tune  
                  that you voted into tenth place this week ... "Jim."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc



9/27/41

("EL RANCHO GRANDE" . . . . .WOOD, HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Extra ... The Hit Paraders and I toss a sombrero in the air and get going with a sunny tune from south of the border. It's the jumping beat of that great Latin favorite ... "El Rancho Grande."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

arc

9/27/41

-5-

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - September 27, 1941

WOOD: Friends, Basil Ruysdael says opening day at a Southern Tobacco Auction is a mighty exciting event.

RUYSDAEL: That's right, folks. It's a red-letter day ... and farmers from miles around come to town to watch the auctions where their tobacco is being sold. (SNEAK IN CROWD NOISE AND CHANT) Let's show you how it's done.

(CROWD AND CHANT UP ... SOLD AMERICAN)

WHSMAN: At 23! (CHANT)

THORGERSEN: Hello everybody, this is Ed Thorgersen. We're reenacting the opening of the 1941 tobacco auction season in Reidsville, North Carolina on Tuesday, September 16th. Row after row of baskets piled high with fragrant leaf fill this big tobacco warehouse and excitement runs high among the farmers as the auctioneer sells each basket individually - to the highest bidder. There's lively competition among a dozen or more buyers. Listen - here comes a sale now!

(SOLD TO JOYCE)

edy

ATX01 0027523

9/27/41

-6-

WHSMAN: At 26!

THORGERSEN: That was the warehouseman calling out the opening bid for this next basket. It's 26 - 26 dollars a hundred pounds but already three different buyers have raised it in quick succession. The bid's 29 now ... 29. But Lucky Strike wants this fine, mild leaf and bids 30. Now another cigarette company makes it 31 ... an export company 32 ... and Lucky Strike 33. Any more bids? Yes ... a leaf company bids 34. 34 - 34 chants the auctioneer and it looks like this basket's going ... going ... but wait! Lucky Strike bids again! 35 - 35 chants the auctioneer. Will anyone top that? No ... no ... Lucky Strike gets it at 35!

(CHANT UP - SOLD AMERICAN)

edy

ATK01 0027524

9/27/41

-7-

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts. It's because this fact is so important to every smoker that we bring you reports from market after market all over the South. These reports prove that this year, as every year, Lucky Strike is consistently paying the price to get the finer, the lighter, the naturally milder leaf. For example, during the first week of sales at this year's auctions in Reidsville, North Carolina, 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 tobacco sold there - and the best we buy goes into Luckies. That's why, with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes smokers, Lucky Strike means fine tobacco. Prove this to yourself - make your next package Luckies - and see if you don't agree that they are a milder better-tasting cigarette.

edy

ATX01 0027525

9/27/41

("DADDY" . . . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number SEVEN! The Parade swings on with the  
              lively tune that captures the Lucky Seven  
              Spot this week ... "Daddy."

(MUSIC SWELLS AND FINISEES)

Segue to

ct

9/27/41

- 9 -

("I GUESS I'LL HAVE TO DREAM THE REST" . . . . .WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! It's a move in the right direction  
for this ballad as it hikes up to fourth place  
in the country ... "I Guess I'll Have to Dream  
the Rest."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATX01 0027527

9/27/41

- 10 -

("DAISY-BELLE" AND "THE BOWERY" . . . . . HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ...  
Here's a great pair of tunes that rank  
mighty high in your all-time favorite group.  
Mark Warnow and the Orchestra hit a  
three-quarter beat and give out with  
those two swell songs ... "Daisy-Bell"  
and "The Bowery."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

mc

ATX01 0027528

9/27/41

- 11 -

("I DON'T WANT TO SET THE WORLD ON FIRE" . . . KING, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! Behold a newcomer . . . and  
it not only is stepping on the Parade  
for its premiere performance, but starts  
off in a mighty high place in the rating.  
Louise King sings your fifth ranking song  
. . . "I Don't Want to Set the World on Fire."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATK01 0027529



9/27/41

- 12 -

("TIME WAS" . . . . . WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number EIGHT! It's a vocal coming my way, and the  
                  song's the one you elected to fill the eighth  
                  place on the Parade ... "Time Was."

(MUSIC SWELLS AND FINISHES)

mc

ATX01 0027530

9/27/41

- 13 -

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

(SNEAK THEME TO FINISH)

...STATION BREAK...

mc

ATX01 0027531

9/27/41

-14-

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

WOOD: Right, Andre ... and it's time for a Lucky  
Strike Extra ... Louise King and the Hit  
Paraders get together and ride to town  
with that up and at 'em tune of the day ...  
"It's High Time."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

nt

ATX01 0027532

9/27/41

-15-

WOOD: Friends, the well-known tobacco auctioneer, Reuben Smothers, was recently asked this question: What cigarette do you smoke and why? Here's what he answered:

MAN: Well, I've smoked Luckies for 7 years. You see, at auction after auction, I've watched Lucky Strike pay the price to get the finer, milder leaf - so it's just plain common sense for me to smoke 'em.

RUYSDAEL: Ladies and gentlemen, it's common sense for any smoker to choose a cigarette he knows is made of fine tobacco. For, in a cigarette, it's the tobacco that counts. And you have proof that Lucky Strike means fine tobacco. We bring you actual reports from markets all over the South, showing that Lucky Strike pays the price to get the finer, the lighter, the naturally milder leaf. For example, last season at Richmond, Kentucky, The American Tobacco Company paid 27 percent more than the average market price for tobacco - at Asheville, North Carolina 34 percent more - at Greeneville, Tennessee, 40 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. No wonder that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Why not prove to yourself that better tobacco makes a better cigarette - Next time ask for Lucky Strike.

nt

ATX01 0027533

(FANFARE NUMBER THREE)

BARUCH: Here they are ... your top ranking tune trio of the week -- and Barry Wood with the Survey news.

WOOD: Okay, Andre ... and first up is the number THREE song. It's the ballad hit that's been shooting high in national favor and winds up the week one of the leaders. The Hit Paraders sing the third ranking song in America ... "Til Reveille."

("TIL REVEILLE" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

9/27/41

-17-

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... That big-time Latin  
hit keeps sailing along in the top brackets  
and ends your runner-up song of the week.  
Louise King sings the second place tune of  
them all ... "Yours."

("YOURS" . . . . . KING, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

ATX01 0027535

9/27/41

(FANFARE NUMBER ONE)

WOOD:           Number ONE! It's a three-time victory  
                   for this ballad as it stays at the top  
                   of the ratings to take the ace position  
                   in your musical favor. I'd like to sing  
                   the number one song from Columbia to  
                   Stanford ... "You and I."

("YOU AND I" . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

9/27/41

BARUCH: When you hear the name Lucky Strike, think of fine tobacco. For remember these two facts: that at market after market we pay the price to get the milder, better-tasting leaf -- and that with independent <sup>Tobacco</sup> experts - with men who know tobacco best - it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. But see for yourself. Next time ask for Lucky Strike.

eds

ATX01 0027537



9/27/41

WOOD: (SINGS) So long for a while;  
That's all the songs for a while

CHORUS: (SINGS) So long to Your Hit Parade  
And the tunes that you picked to be played

WOOD: That's right, ladies and gentlemen, that's  
all for now -- but next Saturday we'll be  
back with Your Hit Parade. Don't forget  
that Daylight Saving is over, so next week  
we'll be on at nine o'clock eastern standard  
time. In the meanwhile listen to Kay Kyser  
next Wednesday, and on Friday, Information  
Please as usual. Until next week, good  
night 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)

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

9/27/41

WOOD: (SINGS) So long for a while;  
That's all the songs for a while

CHORUS: (SINGS) So long to Your Hit Parade  
And the tunes that you picked to be played

WOOD: That's right ladies and gentlemen, that's  
all for now. This is the end of Daylight  
Saving so next Saturday night we'll be on  
at nine o'clock Pacific time and seven o'clock  
Mountain Time. In the meanwhile listen to  
Kay Kyser next Wednesday, and on Friday,  
Information Please as usual. 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)

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

(SONG CREDITS, IF ANY)

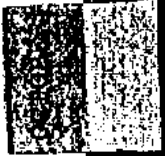
This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

eds

ATX01 0027539



COLUMBIA BROADCASTING SYSTEM

*As Broadcast* 10/4/41

THE AMERICAN TOBACCO COMPANY  
YOUR HIT PARADE - No. 334

SATURDAY, OCTOBER 4, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 10/5/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette it's the tobacco that counts.

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

BARUCH: Let that chant remind you that Lucky Strike means fine tobacco. At market after market we pay the price to get the milder, better-tasting leaf. That's why 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 FIVE ... "Do You Care."

("DO YOU CARE" . . . . . WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027541

10/4/41

WOOD: Hello, everybody....this is Barry Wood. We got under way with your fifth ranking song ... "Do You Care". The cast tonight is headed by Louise King, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And the agenda calls for your ten musical winners of the week and three Lucky Strike Extras. Right now, it's Louise King at the microphone to sing your eighth place song on the Parade ... "I Guess I'll Have To Dream The Rest".

("I GUESS I'LL HAVE TO DREAM THE REST".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

10/4/41

("INTERMEZZO".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number Nine! After a seven day sabbatical, this ballad hit comes back to the Parade and fills the number nine position on the list. The Hit Paraders sing ... "Intermezzo".

(MUSIC SWELLS AND FINISHES)

segue to

rdf

10/4/41

"PARA VEGO ME VOY". . . . . KING, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra . . . . . Louise King  
and the Hit Paraders take a page from their South  
American notebook and get together on that big  
time rhumba favorite . . . "Para Vego Me Voy".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0027544

LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #1- October 4, 1941

10/4/41

(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, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market the American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf - the kind that gives 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 last season bought 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 last season for tobacco...and then (SOUND - CASH REGISTER) see what happens. All right, Miss \_\_\_\_\_ will you draw the first name please. Thank you - it's \_\_\_\_\_,

fc

ATX01 0027545



10/4/41

LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #1 - OCTOBER 4, 1941  
(CONT)

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  
goes into 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 Basil Ruysdael  
reminds you that you get what we pay for.

fc

LUCKY STRIKE "YOUR HIT PARADE" -7-  
COMMERCIAL #1 - OCTOBER 4, 1941  
(CONT)

10/4/41

RUYSDAEL:

That's right, ladies and gentlemen. You enjoy a milder, better-tasting smoke in Luckies, because at market after market we consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For, smokers - make no mistake - in a cigarette it's the tobacco that counts. And 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. That's why Lucky Strike means fine tobacco. Isn't that a good reason for you to try Luckies next time you buy cigarettes?

**Lucky Markets Picked on Your Hit Parade**

<b>Richmond, Va.</b>	<b>65%</b>	<b>Grand Blain</b>	
<b>Rocky, Pa.</b>	<b>65%</b>	<b>Springfield, N. C.</b>	<b>65%</b>
<b>Blackburn, N. C.</b>	<b>65%</b>	<b>Goldens, N. C.</b>	<b>65%</b>
<b>Boonville, Pa.</b>	<b>65%</b>	<b>Lake City, Fla.</b>	<b>65%</b>
<b>Bradford, Pa.</b>	<b>65%</b>	<b>Louisville (Camp Taylor), Ky.</b>	<b>65%</b>
<b>Buttsville, Va.</b>	<b>65%</b>	<b>Marietta, Ga.</b>	<b>65%</b>
<b>Chapel Hill, N. C.</b>	<b>65%</b>	<b>Maple, N. C.</b>	<b>65%</b>
<b>Clayton, N. C.</b>	<b>65%</b>	<b>Springfield, Ky.</b>	<b>65%</b>

ATK01 0027547

("YES INDEED".....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Ten! It's a city hall welcome for this newcomer  
as it hops on the Parade a full fledged survey hit.  
The Hit Paradars and I give out with the number ten  
song of the week.... "Yes Indeed".

(MUSIC SWELLS AND FINISHES)

segue to

are

10/4/41

("TIME WAS".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Six! It's a two point rise at your musical polls  
for this ballad as it climbs up to sixth place in the  
country. The Hit Paradars sing ... "Time Was".

(MUSIC SWELLS AND FINISHES)

segue to

arc

10/4/41

("CAMPTOWN RACES" .. & .. "OH SUZANNAH".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Time out for a Lucky Strike Double ... we're swinging along with two great songs from the pen of Stephen Foster that hold high positions on your all time Hit Parade. Mark Warnow and the Orchestra get on the band wagon and ride away with the ... "Camptown Races" and "Oh Suzannah".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

("TIL REVELLE"..... .WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Four! It's yours truly for the vocal of the  
soldier ballad that takes fourth place on the list ...  
"Til Reveille".

(MUSIC SWELLS AND FINISHES)

segue to

arc

("JIM".....KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number Seven! The Lucky Seven spot this week goes to  
the tune that moved up three places to get there.  
Louise King sings the seventh ranking song of the  
Parade ... "Jim".

(MUSIC SWELLS AND FINISHES)

arc

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

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

arc



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

WOOD: Right, Andre ... and it's Lucky Strike Extra time .. The Hit Paraders and I go into partnership on some very lively musical business. It's a cue from the bandstand and off we go with that swell song of the day ... "Hi Neighbor".

("HI NEIGHBOR".....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

arc

WOOD: Now here's Basil Ruysdael with a batch of telegrams in his hand.

RUYSDAEL: Yes, Barry, they're reports from tobacco markets down South, where the 1941 auctions are now in full swing. Let's see what's happening ... Here's a wire reporting that at Clarksville, Virginia during the first two weeks of auctions, The American Tobacco Company paid 24 percent more than the average market price for tobacco. For the same period at Lawrenceville, Virginia, according to this wire, American paid 33 percent more. And this one says that at Madison, N. C., we paid 46 percent more. And so it goes in report after report from all over the South. This year as every year, we're consistently paying the price to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes into Luckies. Smokers, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. That's why, with independent experts - with men who know tobacco best, it's Luckies 2 to 1. So why don't you buy like the experts? Next time ask for Lucky Strike and prove to yourself that better tobacco makes a better cigarette.

10/1/41

(PANFARE NUMBER THREE)

BARUCH: Here they are .... the three leading songs in the nation - - with Barry Wood giving the survey reports.

WOOD: Right, Andre ... and we're kicking off with the number three song. This ballad is celebrating its second week on the Parade by breaking into the winners' circle as one of America's top flight favorites. Louise King sings the third ranking song in the land ... "I Don't Want To Set The World On Fire".

("I DON'T WANT TO SET THE WORLD ON FIRE".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

ATX01 0027556

(FANFARE NUMBER TWO)

WOOD:           The Number Two Song .... the runner-up banner  
                  goes to the Latin hit that's been cruising  
                  around on the Parade for eleven weeks. I'd  
                  like to sing your second place song of them  
                  all ... "Yours".

("YOURS".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

10/4/41

(FANFARE NUMBER ONE)

WOOD:           Number One! It's a four time victory for this  
                  tune as it stays out in front and finishes the  
                  week still at the top. The Hit Paraders sing  
                  the number one song from Harvard to U. S. C. ...  
                  "You and I"

("YOU AND I" .....HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

10/4/41

(1st show)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for awhile.

(LUCY STRIKE TIME . . . )

(APPLAUSE)

mc

ATX01 0027559

10/4/41

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

(Face theme 20 seconds)

WABC NEW YORK

rdf

ATX01 0027560

COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

YOUR HIT PARADE - #335  
THE AMERICAN TOBACCO COMPANY

10/11/41

SATURDAY, OCTOBER 11, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 10/12/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

(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 ..... "TIME WAS."

(APPLAUSE)

("TIME WAS".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

rdf (APPLAUSE)

ATX01 0027561



10/11/41

("I GUESS I'LL HAVE TO DREAM THE REST".....KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! It's a big step forward for this ballad hit as it moves up to the fifth ranking position on the parade. Louise King sings...

"I GUESS I'LL HAVE TO DREAM THE REST".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

23

10/11/41

("IDA".....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike extra....here's a bright and sunny ditty that holds a stellar spot on your parade of all time favorites. The Hit Paraders and I get together and sound off with that swell tune... "Ida."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

arc

ATX01 0027563

10/11/41

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

WOOD: Now, friends, here's a report by wire from a big  
Southern tobacco market.

BARUCH: Kinston, North Carolina. Market here active.  
Competition among buyers for better grades of tobacco  
very lively. So far this season, The American Tobacco  
Company has paid 26 percent above the average market  
price to get finer, milder leaf. (BEGIN CROSS-FADE OF  
VOICE AND CROWD AND CHANT) Warehouses crowded with  
farmers and visitors....

(CROWD AND CHANT UP - SOLD AMERICAN)

WHSMAN: At 26! (CHANT)

BARBER: This is Red Barber, ladies and gentlemen, reenacting one  
of the tobacco auctions now going on in Kinston, North  
Carolina. Believe me, folks, what's happening in this  
big tobacco warehouse is as exciting as those World  
Series games I broadcast. A dozen or more buyers are  
signalling their bids to the auctioneer as they pass  
down the rows of baskets. Each basket of fragrant  
tobacco, you know, is sold individually - sold to the  
highest bidder. And listen ... here comes a sale now.  
(SOLD TO MOORE)

WHSMAN: Fine, mild leaf, boys - start 'er at 27!

arc

ATX01 0027564

BARBER:

That was the warehouseman calling out the opening bid of 27 - 27 dollars a hundred pounds for this next basket. But already three buyers have signalled their bids - one on top of another - so the price is up to 30 - 30. Now Lucky Strike bids 31 - a leaf company 32 - another cigarette company 33. Will anybody top that? Yes - yes - that export company bids 34 - a leaf company 35 and I think ... yes ... Lucky Strike bids again. 36 - 36 chants the auctioneer ... but no one tops Luckies' bid of 36, so this basket's going ... going to Lucky Strike.

(SOLD AMERICAN)

eds

10/11/41

RUYSDAEL:

Smokers, this year as every year, at market after market, Lucky Strike is consistently paying the price to get the finer, the lighter, the naturally milder tobacco. For example, as that telegram from Kinston stated, so far this season, The American Tobacco Company paid 26 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 26 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. Smokers, that's why Lucky Strike means fine tobacco. And, if you're looking for a milder, better-tasting smoke, fine tobacco's what you want - because in a cigarette it's the tobacco that counts. So, next time you buy cigarettes, ask for Lucky Strike and prove to yourself that better tobacco makes a better cigarette.

eds

ATX01 0027566

10/11/41

("GREEN EYES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! After a two week's vacation, this Latin  
tune comes back to fill the number nine position.  
Mark Warnow leads the Orchestra in "GREEN EYES."

(MUSIC SWELLS AND FINISHES)

segue to

arc

10/11/41

("DO YOU CARE".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SEVEN! The vocal comes my way for the  
tune that takes the Lucky Seven spot this week....

"Do You Care."

(MUSIC SWELLS AND FINISHES)

segue to

eds

ATX01 0027568

10/11/41

-11-

("TONIGHT WE LOVE".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! This newcomer on the Parade is based on a melody from Tchaikowsky's "Concerto In B flat," and it's the fourth popular song hit in two years to come from the works of this great composer. I'd like to sing the tenth ranking song of them all....

"TONIGHT WE LOVE."

(MUSIC SWELLS AND FINISHES)

segue to

eds

ATK01 0027569



10/11/41

-12-

("JIM".....KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! It's a hop, skip, and a jump  
for this tune as it keeps climbing up and  
up towards the top. Louise King sings your  
fourth place song....."JIM."

(MUSIC SWELLS AND FINISHES)

eds

ATX01 0027570

10/11/41

-13-

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

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

( eds

ATX01 0027571

10/11/41

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

WOOD: Okay, Andre.....It's time for our South American  
extra, so Mark Warnow and the Orchestra take up  
the beat of that favorite Latin rhythm -  
"LA CONGA".

("LA CONGA".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

eds

ATX01 0027572

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - October 11, 1941

10/11/41

WOOD: Now Basil Ruysdael gives us one very easy "rule of thumb" to ~~remember~~ <sup>apply</sup> in buying cigarettes.

RUYSDAEL: Well, it's just this: better tobacco makes a better smoke - For the amount of enjoyment you get out of a cigarette depends on the kind of tobacco that goes into <sup>it</sup>. Yes, ladies and gentlemen, in a cigarette, it's the tobacco that counts. And Lucky Strike means fine tobacco. We bring you the proof in reports from market after market, showing that all over the South we pay the price to get the finer, the lighter, the naturally milder tobacco. For example, last season, The American Tobacco Company paid 22 percent more than the average market price at Henderson, North Carolina - 34 percent more at Hebane, North Carolina - 40 percent more at South Boston, Virginia - and the best tobacco we buy goes into Luckies. Yes, smokers, next time, buy a cigarette you know is made of fine tobacco - ask for Lucky Strike and see for yourself why - with independent experts - with men who know tobacco best, it's Luckies 2 to 1.

rdf

ATX01 0027573

(FANFARE NUMBER THREE)

BARUCH: Here they are .... the tip top tune trio  
in the country ---- and Barry Wood with the  
Survey news.

WOOD: Right, Andre.....and we're off with the number  
THREE song. This tune is coming back into the  
big money, as one of America's ballad favorites.  
The Hit Paraders sing the third ranking song in  
the nation....."TIL REVEILLE."

("TIL REVEILLE".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER TWO)

WOOD:           The Number TWO Song.....~~only~~ On the Parade *only*  
three times, this tune has been rising towards  
the top at a record breaking pace, and tonight  
cops the runner-up position. Louise King sings  
the Number Two song of them all.....

"I DON'T WANT TO SET THE WORLD ON FIRE."

("I DON'T WANT TO SET THE WORLD ON FIRE".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:           Number ONE! That song hit rings the bell  
again as it stays at the top of the list for  
the fifth consecutive time. I'd like to sing  
the Number One song from Wellesley to Washington  
State....."YOU AND I."

("YOU AND I".....WOOD & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

10/11/41

-19-

CLOSING COMMERCIAL

BARUCH:

Smokers, make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies - and see for yourself.

eds

ATK01 0027577



10/11/41

-20-

(First Show)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 and the Hit Paraders.....and for Lucky Strike, this is Barry Wood saying....so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

eds

ATX01 0027578

(Repeat Show)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 awhile.

(LUCKY STRIKE TIME .....)

(APPLAUSE)

eds

10/11/41

-22-

BARUCH:

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

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

ATX01 0027580

COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE - YOUR HIT PARADE - #336

10/18/41

SATURDAY, OCTOBER 18, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 10/19/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette it's the tobacco that counts.

BOONE: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the price  
to get the milder, better-tasting leaf. That's why  
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 SIX ..... "DO YOU CARE."  
(APPLAUSE)

("DO YOU CARE".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027581

10/18/41

( "I GUESS I'LL HAVE TO DREAM THE REST".....KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! Louise King sings the vocal refrain of the ballad that moves into the Lucky Seven spot on the parade...."I GUESS I'LL HAVE TO DREAM THE REST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

( rdf

10/18/41

("THE BAND PLAYED ON".....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time on the Parade....and that's  
a cue for a musical collaboration by yours truly and  
the Hit Paradars on one of the brightest of all time  
tune favorites. So let's strike up the band with....  
"THE BAND PLAYED ON".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0027583

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - Oct. 18, 1941  
(cont'd.)

-6-

10/18/41

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 goes into Luckies. All right - next market being  
drawn from the goldfish bowl and it's \_\_\_\_\_,

(CROWD MURMURS UP)

(ETG)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of Lucky  
Markets. Thanks very much, everyone. Now Basil Ruysdael  
asks you to remember one thing.

rdf

ATX01 0027584

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - Oct. 18, 1941  
(cont'd.)

-7-

10/18/41

RUYSDAEL: It's just this, ladies and gentlemen - the prices we pay for tobacco mean a lot to you as a smoker. For, in a cigarette, it's the tobacco that counts. And as this game clearly demonstrates, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco. Yes, 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. Smokers, Lucky Strike means fine tobacco. That's why - with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1. Why don't you make your next package Lucky Strike, and see for yourself that better tobacco makes a better cigarette.

Lucky Markets Picked

First Show  
Aberdeen, N. C. 10%  
Ashokle, N. C. 67%  
Fuquay-Varina, N. C. 52%  
Loris, S.C. 54%  
Moultrie, Ga. 45%  
Reidsville, N. C. 44%  
Warrenton, N.C. 18%

First Comm.

Second Show  
Carthage, N.C. 54%  
Clarksville, Va. 16%  
Greenville, N. C. 55%  
Mt. Airy, N. C. 43%  
Nashville, Ga. 48%  
Vidalia, Ga. 67%  
Warrenton, N.C. 18%  
Whiteville, N.C. 60%

ATX01 0027585



10/18/41

("GREEN EYES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! Your Hit Parade marches on as Mark  
Warnow leads the Orchestra in America's TENTH  
ranking song this week....."GREEN EYES."

(MUSIC SWELLS AND FINISHES)

Segue to

rdf

ATX01 0027586

10/18/41

( "TIL REVEILLE" . . . . . WOOD & ORCHESTRA )

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! The soldier ballad finishes up another  
big week and takes fifth place in national standing  
....."TIL REVEILLE."

(MUSIC SWELLS AND FINISHES)

segue to

10/18/41

("WHAT DO YOU HEAR FROM YOUR HEART" ... KING, HIT PARADERS & ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:

Time for a Lucky Strike Extra...the spotlight falls  
on our lady of song, Louise King..Louise, assisted  
by the Hit Paradars, sings that up and coming ditty..  
"WHAT DO YOU HEAR FROM YOUR HEART".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

CS

ATX01 0027588

10/18/41

("TONIGHT WE LOVE" . . . . . HIT PARADERS & ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! This Tschalkowsky melody started its popular career as the theme music of the Bette Davis picture "The Great Lie". Dance orchestras throughout the country took it up from there. Last week it came on the Parade and this week it's up a peg to NINTH place on the survey. The Hit Parader's sing...

"TONIGHT WE LOVE."

(MUSIC SWELLS AND FINISHES)

~~segue to~~ *Applause*

CS

10/18/41

("TIME WAS" . . . . . WOOD & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

WOOD:           Number EIGHT! Our Survey news bulletin shows the  
eighth place position goes to the ballad hit..  
"TIME WAS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

10/18/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEM TO FINISH)

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

CS

10/18/41

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

WOOD: Okay, Andre...it's time for our South American  
Lucky Strike Extra ... Mark Warnow and the Orchestra  
lead the conga line with that Jumping, bumping,  
Latin sensation.. "ELEN ELEN ELEN".

("ELEN ELEN ELEN" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

CS

10/18/41

-15-

WOOD: Friends, Basil Ruysdael says - some folks have better reasons than others for choosing the cigarette they smoke.

RUYSDAEL: That's right, ladies and gentlemen. For example, Mr. J. E. Cuthrell, well-known tobacco auctioneer of Kinston, North Carolina, has the very best of reasons for choosing his cigarette. Recently he said:

VOICE: At the auctions where I've sold I've seen Lucky Strike pay the price to get the better grades of tobacco - the kind of fine, mild leaf that makes the best smoke. That's the reason I've smoked Luckies for seven years.

RUYSDAEL: Yes, smokers, there's no doubt about it - better tobacco makes a better cigarette. That's why at auction after auction Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco. For example, as our Lucky Markets game showed you a few

Lucky Markets Picked		Last Comm.	
First Show		Second Show	
Warrenton, N.C.	18%	Warrenton, N.C.	18%
Moultine, Ga.	45%	Nashville, Ga.	48%

and gentlemen - in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Is it any wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Surely it's worth your while to try Luckies - and see if you don't confirm the experts' judgment.

nt

ATX01 0027593



( FANFARE NUMBER THREE)

BARUCH: Here they are....the top three tune favorites in the nation - - with Barry Wood reading the survey record.

WOOD: Right, Andre....and here's the number THREE song, a song that came on the Parade five weeks ago and climbed right up the ladder to musical fame. Tonight, finds it among the leaders as one of America's chosen hits. Louise King sings the third ranking song of them all....."JIM."

("JIM".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

(FANFARE NUMBER TWO)

WOOD:           The Number TWO song....There's no preface  
needed for this romantic ballad....because  
for the last couple of months it's been a  
consistent musical winner. The Hit Paradars  
sing the second place tune in the country....  
"YOU AND I."

("YOU AND I".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

10/18/41

(FANFARE NUMBER ONE)

WOOD:           Number ONE! In four short weeks of Hit Parade  
fortune this tune has sky-rocketed up until  
tonight it takes the title. I'd like to sing  
the number one song from Cape Cod to  
Coronado...."I DON'T WANT TO SET THE WORLD  
ON FIRE."

("I DON'T WANT TO SET THE WORLD ON FIRE"...WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 and the Hit Paraders....and for Lucky Strike, this is Barry Wood saying.....so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

nt

10/18/41

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

nt

ATX01 0027598

10/18/41

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

*Ed. Brumfield*

THE COLUMBIA BROADCASTING SYSTEM

YOUR HIT PARADE - NO. 337  
THE AMERICAN TOBACCO COMPANY

10/25/41

SATURDAY, OCTOBER 25, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 10/26/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

PIGGS: (CHANT - SOLD AMERICAN)

BARUCH: Let that chant remind you that Luckies are a milder, better-tasting cigarette, because at market after market, we pay the price to get the finer, the lighter, the naturally milder tobacco. Yes, Lucky Strike means fine tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

(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....."TIME WAS."

(APPLAUSE)

("TIME WAS".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

rdf (APPLAUSE)

ATX01 0027600

10/25/41

WOOD: Hello, everybody...this is Barry Wood....we opened the show with the tune that takes fourth place this week... "Time Was," The personnel tonight includes Louise King, The Hit Paraders, Mark Warnow and the Lucky Strike Orchestra... And we'll be bringing you ~~your~~ ten survey winners and three Lucky Strike Extras. Right now, Louise King makes her bow with the SIXTH ranking song ~~of the~~ week...."YOURS."

("YOURS".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SEGUE TO

rdf



10/25/41

("TIL REV-ILLE".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Hit Paraders fall in to sing the ballad that's in eighth place on the list..."TIL REVELLE."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

10/25/41

("SHORT'NIN' BREAD".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time.....<sup>l</sup>Mark Warnow and the  
Orchestra serve up a healthy platter of rhythm as they  
deliver that great American tune favorite .....  
"Short'nin' Bread."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0027603

10/25/41

(TICKER)

WOOD: Friends, here's a report from an important Southern tobacco market.

VOICE: Smithfield, North Carolina. Tobacco auctions here attracting big crowds. Bidding active. Competition among buyers lively for better tobacco. So far this season, The American Tobacco Company has paid 31 percent above the average market price to get the finer, milder tobacco (CROSS FADE VOICE WITH CROWD NOISES AND CHANT)  
Total sales to date over ten million pounds ...

(CROWD NOISES AND CHANT UP - SOLD AMERICAN)

rdf

ATX01 0027604

WHSMAN: At 26! (CHANT)

WARNER: This is your Washington correspondent, Albert Warner, ~~ladies and gentlemen~~ reenacting one of the tobacco auctions now going on in Smithfield, North Carolina. This huge tobacco warehouse is crowded with farmers and visitors. There's plenty of excitement as a dozen or more buyers make their bids. Thousands of baskets of fragrant tobacco are here to be sold. The auctioneer is selling each basket individually - to the highest bidder. The buyers are tense ... here comes a sale! (SOLD TO FLEMING)

WHSMAN: Fine, mild leaf - start 'er at 28!

WARNER: 28 - 28 dollars a hundred pounds - that's the warehouseman's opening bid on this next basket. But a quick signal from Lucky Strike and it's 29 now - 29. Now another cigarette company bids 30 - a leaf buyer 31 - an export buyer 32. 32 - 32 chants the auctioneer but three other buyers signal their bids - one right after the other. It's up to 35 - 35. Now that leaf buyer makes it 36 ... and I think ... yes ... Lucky Strike bids 37. The auctioneer is eyeing the buyers as he chants 37 - 37 ... Any more bids? No ... this basket's going ... going to Lucky Strike at 37!

(SOLD AMERICAN)

rdf

Oct. 25, 1941

-7-

RUYSDAEL:

Smokers, if you're looking for a milder, better-tasting cigarette fine tobacco is what you want. For make no mistake - in a cigarette, it's the tobacco that counts. That's why it's important for you to know that this year as every year, Lucky Strike is consistently paying the price to get the milder, better-tasting tobaccos. For example, as the report you heard a few minutes ago stated, so far this season at auctions in Smithfield, North Carolina, The American Tobacco Company has paid 31 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 31 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So it goes at market after market. And the result is ... Lucky Strike means fine tobacco. Next time you buy cigarettes, ask for Luckies and prove this to yourself.

nt

10/25/41

("HI NEIGHBOR".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

*Tonight*

WOOD:

Number TEN: A new tune rises from the ranks  
~~and~~ <sup>it</sup> becomes a regular member of the Parade.

*It's a vocal for me & no 10 for you*  
~~It's slated for a chorus of the tenth ranking  
song in the country....~~ "HI NEIGHBOR."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

nt

("TONIGHT WE LOVE".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE! Our survey report tells us that the ninth position on the parade is filled again this week by the beautiful song based on Tchaikowsky's Piano Concerto .....

"TONIGHT WE LOVE."

(MUSIC SWELLS AND FINISHES)

~~easy to~~  
appause

nt

10/25/41

("CIELITO LINDO".....KING, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra...we're heading down Mexico way for one of the most popular Latin favorites. Louise King and the Hit Paradars take a tuneful ride with that swell Lucky Strike Extra....."Cielito Lindo."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

nt



10/25/41

("DO YOU CARE".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! The middle rung on your musical  
                  ladder goes to that popular ballad.....

"DO YOU CARE."

(MUSIC SWELLS AND FINISHES)

segue to

nt

10/25/41

("I GUESS I'LL HAVE TO DREAM THE REST".....KING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SEVEN! Louise King takes a vocal turn  
with the Lucky Seven song of the week.....

"I GUESS I'LL HAVE TO DREAM THE REST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

ATX01 0027611

10/25/41

BARUCH:

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

(SNEAK THEME TO FINISH)

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

eds

ATX01 0027612

10/25/41

WOOD: Now Basil Ruysdael has a theory about cigarettes.

RUYSDAEL: It's more than a theory, Barry. It's just plain fact. The amount of enjoyment you get out of a cigarette depends on the kind of tobacco that goes into it. Yes, smokers, there's no mistaking that, in a cigarette it's the tobacco that counts. That's why it means so much to you that the makers of Luckies consistently pay the price to get the milder, better-tasting leaf. For example, last season at auctions in Bowling Green, Kentucky, The American Tobacco Company paid 27 percent more than the average market price - and at Abingdon, Virginia, 36 percent more - at Boone, North Carolina, 42 percent more. So it goes at market after market - all over the South - and the best tobacco we buy goes into Luckies. So you see, Lucky Strike means fine tobacco. Is it any wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1? Make your next package Luckies and see for yourself that better tobacco makes a better cigarette.

eds

ATX01 0027613

(PARTIAL NUMBER THREE)

BARUCH: Here they are...the top three songs in the country... with Barry Wood and the survey news.

WOOD: Okay, Andre...and here's the number THREE song..... the ballad that climbed up into the big three last week and keeps its pace as one of the America's favorites. Louise King sings the third ranking song in the nation....."JIM"

("JIM".....KING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(PARADE NUMBER TWO)

-17-

10/25/41

GOOD: The Number Two song - Meredith Wilson's popular  
balled hit tonight takes the rating of Crown  
Prince.....of musicdom. The Hit Paraders and  
your second placer - "YOU AND I."

("YOU AND I".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0027615

10/25/41

(PAMFARE NUMBER ONE!)

WOOD:           Number ONE! The sceptre this week goes to the  
tune that was introduced by orchestra leader  
TOMMY TUCKER. His record became a best seller,  
and from there it was just a quick hop to music  
fame and Your Hit Parade. Tonight marks the  
tune's second consecutive week <sup>Met the</sup> ~~as the leader~~  
~~of the list~~..... "I DON'T WANT TO SET THE WORLD  
ON FIRE."

("I DON'T WANT TO SET THE WORLD ON FIRE"...WOOD, HIT PARADES & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(PANFARE NUMBER TWO)

WOOD: The Number TWO song....the musical contender this week is Meredith Willson's popular ballad hit. The Hit Paraders sing the second place song of them all...."YOU AND I."

("YOU AND I".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the  
songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 and the Hit Paraders....and for  
Lucky Strike, this is Barry Wood saying....  
so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

at

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

RE

BARUCH:

The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (SPEED) Riggs of Goldsboro, North Carolina and Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

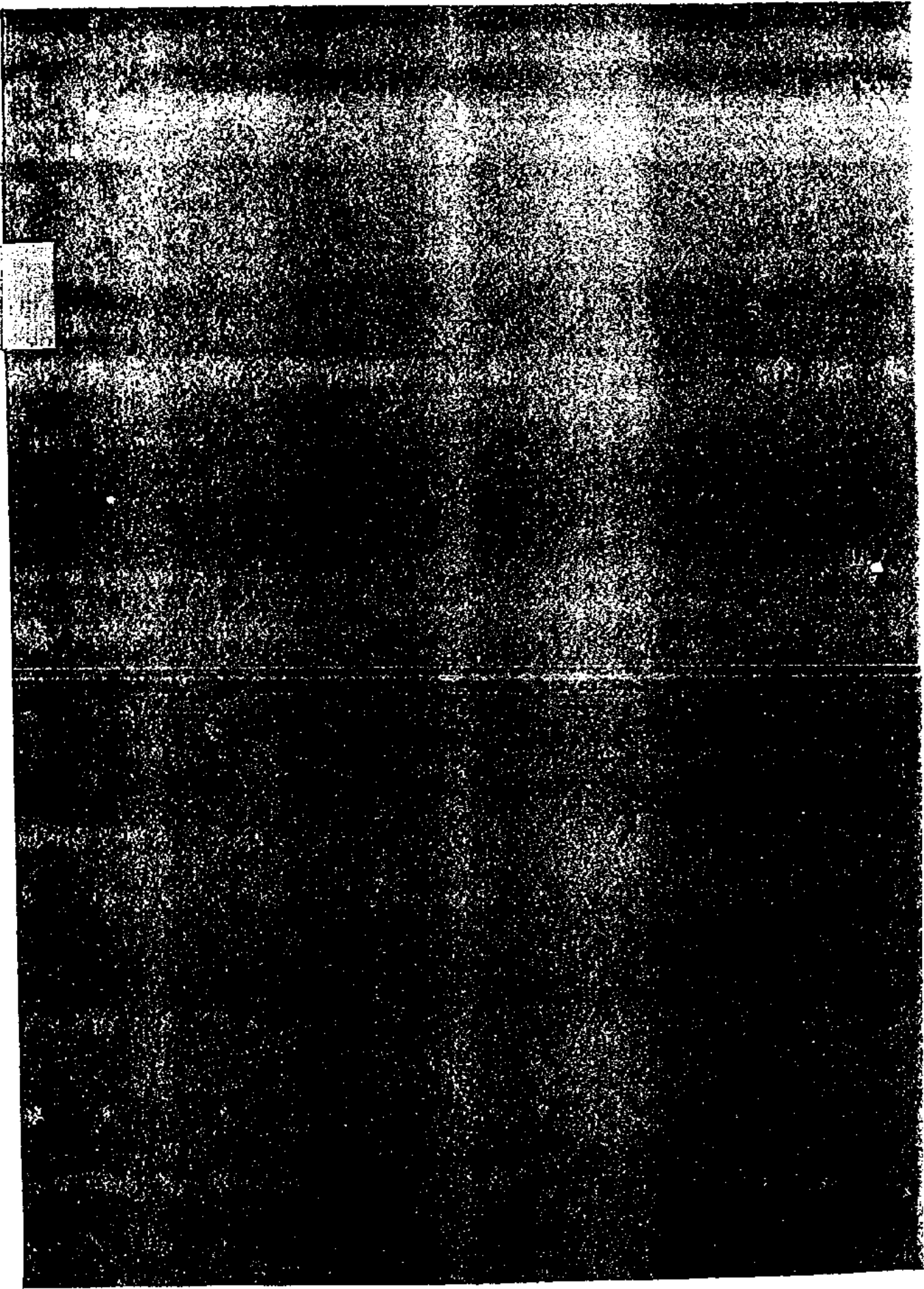
This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

nt

NOVEMBER



*As Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO CO. YOUR HIT PARADE

SATURDAY NOVEMBER 1, 1941  
9:00 - 9:45 PM

11/1/41

REPEAT BROADCAST SUNDAY  
11/2/41 - 12:00-12:45 A.M.

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

BARUCH: In a cigarette it's the tobacco that counts.

BOONE: (CHANT ENDING "SOLD AMERICAN")

BARUCH: Let that chant remind you that LuckyStrike means  
fine tobacco. At market after market we pay the price to  
get the milder, better-tasting leaf. That's why, 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 of the week - with your singing  
master of ceremonies, Barry Wood, Margaret Whiting,  
the Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
number FIVE ... "DO YOU CARE."

("DO YOU CARE" ..... WOOD & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

11/1/41

WOOD: Hello, everybody ... this is Barry Wood ... the tune that raised the curtain was your fifth ranking song of the week ... "DO YOU CARE." During the past seven days, Your Hit Parade Survey has been busy as usual, checking up on the songs most played on the air and in the automatic coin machines, the requests made to band leaders, and the best sellers in sheet music and phonograph records. The results were <sup>then</sup> tallied and tabulated giving an accurate, authentic record of America's taste in popular music ... Your Hit Parade. Coming up now is one of your ballad favorites, and on deck to sing it for you is Margaret Whiting, a newcomer to the radio world who's going to be adding some swell vocal refrains to the show this evening. So let's go Margaret Whiting with the number EIGHT song of the week.. "TIME WAS".

("TIME WAS" .....WHITING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

CS

11/1/41

("TONIGHT WE LOVE".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! It's a triple point jump for this haunting melody as it climbs up and up the musical ladder. The Hit Paradars sing the sixth ranking song of them all ....

"TONIGHT WE LOVE".

(MUSIC SWELLS AND FINISHES)

segue to

CS

ATX01 0027624

11/1/41

("GREAT DAY".....WOOD, HIT PARADERS & ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: It's time out for a Lucky Strike Extra ... a really great  
 tune that first saw lights of Broadway as part of Vincent  
 Youmans' score for the musical comedy "Great Day", <sup>The title</sup> and  
~~song~~ *was the hit of the year a still resurpice*  
 occupies a very important post on your all-time  
 Hit Parade. So here's that swell Lucky Extra ...

"GREAT DAY".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

CS



(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, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf, the kind that gives 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 last season bought 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 last season for tobacco ... and then (SOUND: CASH REGISTER) see what happens. All right, Miss \_\_\_\_\_, will you draw the first name please? Thank you - it's \_\_\_\_\_, \_\_\_\_\_.

nt

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 goes into Luckies. All right -  
next market being drawn from the goldfish bowl and  
it's \_\_\_\_\_, \_\_\_\_\_.

(CROWD MURNURS UP)

(ETC.)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of  
Lucky Markets. Thanks very much, everyone. Now Basil  
Ruysdael reminds you that this game has a point ...

nt

11/1/41

RUXSDAEL:

Well, ladies and gentlemen, you all know that in a cigarette it's the tobacco that counts - and this game of ours proves that at market after market all over the South, The American Tobacco Company consistently pays well above the average market price to get the milder, better-tasting tobacco.... and the best we buy goes into Luckies. Smokers, that's why Lucky Strike means fine tobacco. Make your next package Luckies and prove to yourself that better tobacco makes a better cigarette.

Lucky Market Percentages Picked

First Show		Second Show	
Exley, Ga.	59%	Brookneal, Va.	34%
Columbia, Tenn.	24%	Danville, Ky.	17%
Kenbridge, Va.	27%	Kenbridge, Va.	27%
Lexington, Ky.	13%	Mt. Sterling, Ky.	25%
Paris, Ky.	20%	Nashville, Ga.	43%
Sanford, N.C.	4%	South Boston, Va.	40%
South Hill, Va.	45%	Statesboro, Ga.	54%
Washington, N.C.	52%		

11/1/41

( "YOURS" .....WHITING & ORCHESTRA )

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! Margaret Whiting step up to the mike to sing the Lucky Seven song of the week ... "YOURS".

(MUSIC SWELLS AND FINISHES)

segue to

cs

ATX01 0027629

11/1/41

-9-

HIT PARADE

SEE A MILLION PEOPLE" .....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

0:

Number Ten! The Klieg lights shine down on a  
newcomer that's having its Hit Parade premiere tonight.  
I'd like to introduce the song that's starting off in  
TENTH place....."I SEE A MILLION PEOPLE."

(MUSIC SWELLS AND FINISHES

segue to

ct

ATX01 0027630

11/1/41

("I GUESS I'LL HAVE TO DREAM THE REST".....WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR: Our schedule calls for Margaret Whiting  
to sing the vocal of the song that's in fourth place  
this week...."I GUESS I'LL HAVE TO DREAM THE REST."

(MUSIC SWELLS AND FINISHES)

segue to

ct

RTX01 0027631

11/1/41

fr  
("TIL REVEILLE".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE! Here's the <sup>ballad of the barracks</sup> ~~soldier~~ song that you  
voted your ninth favorite on the Parade....

"TIL REVEILLE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: It's time for another Lucky Strike Extra. So get  
set for some musical thrills because Mark Warnow  
and the Lucky Strike Orchestra are taking a tuneful  
jaunt with that smash song..."FINE AND DANDY."

("FINE AND DANDY" .....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2

11/1/41

WOOD: Now here's Basil Ruysdael ...

RUYSDAEL: A friend of mine asked me recently: "Basil, why do you folks put so much emphasis on the fact that tobacco experts smoke Luckies 2 to 1?" ... "Well," I told him, "simply because we believe it's one of the most important facts for smokers to know. And, ladies and gentlemen, this preference for Luckies among independent tobacco auctioneers, warehousemen, and buyers is not just a coincidence. At markets all over the South, they see us pay the price to get the finer, milder tobacco. For example, as our Lucky Markets game showed you a few minutes ago, The American Tobacco Company last season paid \_\_\_\_\_ per cent more than the average market price at \_\_\_\_\_, \_\_\_\_\_ - \_\_\_\_\_ per cent more at \_\_\_\_\_, \_\_\_\_\_. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco - and the experts know, as you do if you <sup>st</sup>op to think of it, that in a cigarette it's the tobacco that counts. That's why they prefer Luckies. So smokers, these are the facts behind our well-known phrase: "With men who know tobacco best, it's Luckies 2 to 1." Make your next package Luckies and see if you don't confirm the experts'

Judgment.

*1st Show*  
Columbia, Tenn - 24%  
South Hill, Va. - 45%

*2nd Show*  
Mt. Sterling, Ky - 25%  
Nashville, Ga. - 48%

11/1/41

( FANFARE NUMBER THREE )

BARUCH:

Here they are... *the win. place & show tunes of*  
~~the top top trio of tune winners of~~  
the week...with Barry Wood reading the survey  
headlines.

WOOD:

*Ohay*  
~~Right!~~ Andre....and here's the number THREE song....  
it's the ballad that arrived at the pay off window  
three weeks ago, and it's still up there as one of  
America's favorites. Margaret Whiting sings the  
third place song in the nation....."JIM".

("JIM".....WHITING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

(FANFARE NUMBER TWO)

WOOD:           The number TWO song.....This romantic tune keeps  
                  traveling in the fast company of the winners and  
                  winds up the week in the runner-up position. The  
                  Hit Paraders sing....."YOU AND I."

("YOU AND I".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

11/1/41

(FANFARE NUMBER ONE)

WOOD:           Number ONE! Chalk up another victory for the smash  
hit that's staying on top for the third consecutive  
week. I'd like to sing the first ranking song in  
America....."I DON'T WANT TO SET THE WORLD ON FIRE."

("I DON'T WANT TO SET THE WORLD ON FIRE"....WOOD, HIT PARADERS &  
ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

ATX01 002763B

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs  
for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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  
Margaret Whiting, Mark Warnow and the Hit Paraders  
.....and for Lucky Strike, this is Barry Wood saying  
.....so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

arc

11/1/41

-19-A

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Margaret Whiting, Mark Warnow and the Hit Paraders.....and for Lucky Strike this is Barry Wood saying.....so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

arc

ATX01 0027640

11/1/41

BARUCH: The famous tobacco acutloneers 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

arc



COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

THE AMERICAN TOBACCO COMPANY  
YOUR HIT PARADE - #339

11/8/41

SATURDAY, NOVEMBER 8, 1941  
9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY 11/9/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE - "SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a milder,  
better-tasting cigarette, because at market after market,  
we pay the price to get the finer, the lighter, the  
naturally milder tobacco. Yes, Lucky Strike means fine  
tobacco. That's why, with men who know tobacco best,  
it's Luckies 2 to 1.

(LUCKY STRIKE TIME.....)

BARUCH: Lucky Strike presents Your Hit Parade...the nation's  
ten favorite songs of the week - with your singing  
master of ceremonies, Barry Wood, Margaret Whiting, the  
Hit Paraders and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
number FOUR .... "YOU AND I."

(APPLAUSE)

("YOU AND I".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027642

11/8/41

WOOD: Hello, everybody...this is Barry Wood...Our opening tune was "You and I"...the Number FOUR song on this week's list of musical winners. Now, to get that list, Your Hit Parade Survey was on the job, checking the tunes most requested of band leaders, the best sellers in sheet music and phonograph records, and the songs most played on the air and in the thousands of automatic coin machines that dot the highways and byways of the forty-eight states. The results were carefully counted and filed...giving the accurate, authentic record of America's taste in popular music..."Your Hit Parade." And that's how we know that the ranking of the next song on the agenda is Number NINE. The Hit Paraders sing "YOURS".

("YOURS".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

~~(APPLAUSE)~~

rdf

11/8/41

("I GUESS I'LL HAVE TO DREAM THE REST".....WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! And here's Margaret Whiting for her first song this evening. She takes her bow with the tune that ranks sixth..... "I GUESS I'LL HAVE TO DREAM THE REST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

ATX01 0027644

11/8/41

("BLOW GABRIEL BLOW".....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out time for a Lucky Strike Extra...and we're turning back the Broadway clock to the fall of 1934 when theatre goers hailed a new musical comedy hit - "Anything Goes". The star-studded cast included such big time names as Ethel Merman, Billy Gaxton and Victor Moore. The Hit Paradars and I are bringing back one of the feature numbers for <sup>a showing</sup> ~~an airing~~ tonight... that swell Lucky Strike Extra... "Blow, Gabriel Blow."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0027645

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1

11/8/41

WOOD: Now friends, here's a report from another important  
tobacco market down South ...

(ESTABLISH CHANT - FADE)

VOICE: Reidsville, North Carolina. Market active, competition  
keen for better tobaccos. So far this season, The  
American Tobacco Company has paid 34 percent above the  
average market price to get the finer, milder tobacco.

(CHANT UP - ENDING BETWEEN 36 AND 40 INCLUSIVE.

"SOLD AMERICAN")

(CHANT)

edy

ATX01 0027646

COMMERCIAL #1 - NOVEMBER 8, 1941

11/8/41

(CONT'D)

RUYSDAEL: Ladies and gentlemen, what fact stands out from all the excitement at a tobacco auction? ... Well, isn't it the way the finer tobacco is bid up and up in price? Now, the proof that Lucky Strike consistently pays the price to get this finer tobacco is contained in reports such as you heard a few minutes ago. You'll recall that, so far this season at auctions in Reidsville, North Carolina, The American Tobacco Company has paid  $3\frac{1}{4}$  percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes,  $3\frac{1}{4}$  percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So it goes at market after market, this year and every year. And the result is... Lucky Strike means fine tobacco. Smokers, you know if you stop to think of it that, in a cigarette, it's the tobacco that counts. So surely it's worth your while to try Luckies and prove to yourself that better tobacco makes a better cigarette.

fc

ATX01 0027647

11/8/41

("DO YOU CARE".....WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! The Parade rolls on....as Margaret  
Whiting sings the fifth ranking song in all-America  
this week...."DO YOU CARE."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0027648

11/8/41

("THE SHEPHERD SERENADE".....WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! Tonight we're welcoming a newcomer that's made its way to songwriters' heaven. I'd like to introduce the tune that occupies the Lucky Seven position on the list..."THE SHEPHERD SERENADE."

(MUSIC SWELLS AND FINISHES)

segue to

rdf



11/8/41

(THIS CAN'T BE LOVE!.....WHITING, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time again...and here's a gay  
tune from the show "The Boys From Syracuse" that rang  
up a ten-week record on Your Hit Parade. That rates  
it a return engagement as a Lucky Strike Extra.....  
so Margaret Whiting and the Hit Paradars give out  
with "This Can't Be Love."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

ATX01 0027650

11/8/41

2.2  
("TIL REVEILLE".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! The Hit Paradars sing the bugle  
ballad that's in tenth place all around the  
country...."TIL REVEILLE."

(MUSIC SWELLS AND FINISHES)

segue to

nt

11/8/41

("TIME WAS".....WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: . Number EIGHT! The voting of the week shows that your  
choice for the eighth ranking song is the ballad  
hit...."TIME WAS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nt

11/8/41

BARUCH: (ON CUE) We pause for station identification...  
This is the COLUMBIA....BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

nt

11/8/41

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

WOOD: And here we go with our Latin Lucky Strike Extra ...  
Mark Warnow has combined two famous congas into an  
arrangement that's really on the beam. So let's hit  
the dance floor and form a line for "~~The~~ Happy Congo  
Conga."

("THE HAPPY CONGO CONGA") .....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

cs

ATX01 0027654

LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #2.

11/8/41

WOOD: Now Basil Ruysdael says some old-time expressions just can't be improved ~~on~~ upon

RUYSDAEL: Well, there's one saying that started right down in the tobacco country and I think most everybody recognizes its truth today. It's just this: in a cigarette, it's the tobacco that counts. Yes, the better the tobacco, the better the cigarette. And, smokers, that's why it means so much to you that Lucky Strike consistently pays the price to get the milder, better-tasting tobacco. For example, last season at auctions in Kenbridge, Virginia, The American Tobacco Company paid 27 percent more than the average market price - and at Knoxville, Tennessee, 35 percent more - at Danville, Virginia, 44 percent more. So it goes at market after market - all over the South - and the best tobacco we buy goes into Luckies. So you see, Lucky Strike means fine tobacco. Is it any wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1? Make your next package Luckies and see if you don't agree with the experts.

fc

ATX01 0027655

FANFARE NUMBER THREE)

BARUCH: Here they are ... the one, two, three tunes of the week...  
and Barry Wood with the survey news.

WOOD: Right, Andre...and it's number three coming up ... this  
tune has been a consistent musical winner and tonight  
finishes again high in the rankings. Margaret  
Whiting sing's America's third favorite of them all ...

"JIM"

("JIM . . . . . WHITING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

(FANFARE NUMBER TWO)

WOOD: The Number TWO song..The melodic hit based on  
Tchaikowsky's piano Concerto went on a popular  
sleigh ride during the week and shot up four places on  
the Parade. The Hit Paraders sing the second ranking  
song in the country ...."TONIGHT WE LOVE."

("TONIGHT WE LOVE" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cs



11/8/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! Here it is ... your ace tune of the week...  
and again the title goes to the ballad that's  
celebrating four consecutive times at the top. I'd  
like to sing the number one song in the nation...  
"I DON'T WANT TO SET THE WORLD ON FIRE"

("I DON'T WANT TO SET THE WORLD ON FIRE" . . WOOD, HIT PARADERS &  
ORCHESTRA

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

cs

ATX01 0027658

11/8/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! Here it is ... your ace tune of the week...  
and again the title goes to the ballad that's  
celebrating four consecutive times at the top. I'd  
like to sing the number one song in the nation...  
"I DONT WANT TO SET THE WORLD ON FIRE"

("I DON'T WANT TO SET THE WORLD ON FIRE" . . WOOD, HIT PARADERS &  
ORCHESTRA

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

cs

11/8/41

BARUCH: Smokers, make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: That at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies - and see for yourself.

CS

ATX01 0027660

11/8/41

(FIRST SHOW)

WOOD: (SINGS) So long for awhile, that's all the Songs for  
awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Margaret Whiting,  
Mark Warnow and the Hit Paraders ... and for Lucky  
Strike, this is Barry Wood saying ... so long for awhile.

(LUCKY STRIKE TIME . . . . .)

cs

ATX01 0027661

WOOD: (REPEAT SHOW)  
 (SINGS) So long for awhile; that's all the Songs for  
 awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
 And the tunes that you picked to be played.

WOOD: 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  
 Margaret Whiting, Mark Warnow and the Hit Paraders ...  
 and for Lucky Strike this is Barry Wood saying..  
 so long for awhile.

(LUCKY STRIKE TIME . . . . . )

(APPLAUSE)

cs

11/8/41

BARUCH: The famous tobacco auctioneers heard on  
tonight's program were Mr. L. A. (SPEED) Riggs of  
Goldsboro, North Carolina and Mr. F. E. Boone, of  
Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC .. NEW YORK

CB

ATX01 0027663

COLUMBIA BROADCASTING SYSTEM

*A Broadcast*

THE AMERICAN TOBACCO COMPANY  
YOUR HIT PARADE -- #340

11/15/41

SATURDAY, NOVEMBER 15, 1941  
9:00 to 9:45 P.M.

REBROADCAST SUNDAY 11/16/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - "SOLD  
AMERICAN.")

BARUCH: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the price  
to get the milder, better-tasting leaf. That's why  
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 of the week - - with your singing  
master of ceremonies, Barry Wood, Margaret Whiting,  
the Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
Number SEVEN ..... "DO YOU CARE."

(APPLAUSE)

("DO YOU CARE".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027664

11/15/41

WOOD: Hello, everybody....this is Barry Wood,...In the lead-off spot tonight was the tune that ranks seventh.... "Do You Care." Throughout the week Your Hit Parade Survey has been making the rounds, listing the songs most played on the air and in automatic coin machines, checking the best sellers in sheet music and phonograph records, and counting the requests made to band leaders on dance floors all over America. The results were tabulated and filed to give you <sup>an</sup> ~~the~~ accurate, authentic record of America's taste in popular music..."Your Hit Parade." A look at the musical ledger tells me that the next song is Number NINE .....and here is Margaret Whiting to sing it for you..."I GUESS I'LL HAVE TO DREAM THE REST."

("I GUESS I'LL HAVE TO DREAM THE REST".....WHITING & ORCHESTRA)  
(MUSIC SWELLS AND FINISHES)  
(APPLAUSE)  
SEGUE TO

rdf

ATX01 0027665



11/15/41

( "YOURS" ..... HIT PARADERS & ORCHESTRA )

(FADE FOR ANNOUNCEMENT)

WOOD:        Number EIGHT!    Fortune nods again to the swell Latin  
                 number that continues its sustained run on the Parade.  
                 The Hit Paradars are on deck to sing the eighth ranking  
                 song on the list.... "YOURS."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(  
rdf  
n

11/15/41

(CHANT ESTABLISH AND FADE)

WOOD: All right, Andre Baruch, let's get out the goldfish bowl!  
'Cause here we go with another exciting session of  
"Lucky Markets!"

(CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE - SOLD  
AMERICAN)

BARUCH: Folks, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market The American  
Tobacco Company consistently pays the price to get the  
finer, the lighter, the naturally milder leaf, the kind  
that gives 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 last season bought 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 last season for  
tobacco ... and then (SOUND: CASH REGISTER) All right,  
Miss \_\_\_\_\_, will you draw the  
first name please? Thank you - it's \_\_\_\_\_

rdf

ATX01 0027667

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  
for tobacco - yes \_\_\_\_\_ percent above the  
average market price paid for all the various types and  
grades of tobacco sold there, and the best we bought  
goes into 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 Basil  
Ruysdael points out that this game of ours could go  
on and on ....

rdf

RUYSDAEL: That's right, ladies and gentlemen. If we had the time, we could draw the names of every one of those one hundred and nineteen tobacco markets - and at every one of them you'd find that The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco - and the best we buy goes into Luckies. That's why Lucky Strike means fine tobacco. And smokers, your own good sense will tell you that in a cigarette, it's the tobacco that counts. So surely it's worth your while to try Luckies. Make your next package Lucky Strike and see for yourself that better tobacco makes a better cigarette.

## Lucky Market Percentages Picked

First Show		Second Show	
Darlington, S.C.	80%	Boone, N.C.	42%
Fair Bluff, N.C.	43%	Gallatin, Tenn.	32%
Farrrodsburg, Ky.	11%	Goldsboro, N.C.	49%
Knoxville, Tenn.	35%	Lake City, S.C.	81%
Louisville(7th St.),Ky.	17%	Louisville(Camp Taylor) Ky.	13%
Richmond, Ky.	27%	Weston, Mo.	41%
Wilson, N.C.	53%	Wilson, N.C.	53%

rdf

11/15/41

("TIME WAS"..... WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number FIVE! A handshake to the tune that improved  
its standing and came up three points in the survey this  
week. Margaret Whiting sings the song that checked in  
fifth across the nation.... "TIME WAS."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

rdf

ATK01 0027670

11/15/41

("LU LAI" . . . PHILIPPINE SONG . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Once more, Lucky Strike Extra time! Ladies and gentlemen, just six years ago today our good friends in the far Pacific, the Filipino people, inaugurated the Philippine Commonwealth. We want to pay tribute to them this evening and honor the occasion with a Lucky Strike extra of one of their own best loved songs. We know every American adds his good wishes to those of the Hit Parade as we send congratulations winging westward to the strains of "Lu Lai"!

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

cs

ATX01 0027671

11/15/41

("JIM" . . . . . WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Here's Margaret Whiting to sing that haunting ballad you've rated in fourth place this week...."JIM."

(MUSIC SWELLS AND FINISHES)

segue to

CS

11/15/41

BARUCH: (ON CUE) We pause for station identification ...  
This is the COLUMBIA ... BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

CS

ATX01 0027673



11/15/41

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

WOOD: Thanks, Andre .. and it's time for another Lucky Strike  
extra. Margaret Whiting and the Hit Paraders reach in the  
top drawer for a song sensation of a few seasons ago  
that has lost none of its luster. Sit back and listen  
or stand up and dance as they give out with.. "She's A  
Latin From Manhattan"!

("SHE'S A LATIN FROM MANHATTAN" ... WHITING, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

CS

ATX01 0027674

11/15/41

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2

WOOD: Now Basil Ruysdael tells us about one place where there's no guesswork about cigarettes.

RUYSDAEL: Well, it's in any important tobacco center, ladies and gentlemen. The independent tobacco experts - auctioneers, buyers, and warehousemen really have no need to guess about the merits of different brands. For they know that in a cigarette it's the tobacco that counts - and at the auctions they see who buys what tobacco - and the prices paid. So they just make their choice on the basis of what they see, and know. Well, sworn records show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. And our "Lucky Markets" game a few minutes ago gave you the reason ... at markets all over the South, The American Tobacco Company pays the price to get the milder, better-tasting leaf.

Lucky Market Percentages Picked

First Show		Second Show	
Richmond, Ky	27%	Callatin, Tenn.	32%
Fairbluff, N.C.	43%	Weston, Mo.	41%

\_\_\_\_\_ and so on - and the best tobacco we buy goes into Luckies. The result is .. Lucky Strike means fine tobacco. That's reason enough for the independent tobacco experts to smoke Luckies. In fact, with men who know tobacco best, it's Luckies 2 to 1 ... Why not make your next package Lucky Strike - and see if you don't agree with the experts.

11/15/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the blue chip songs of the country..  
and Barry Wood with the survey news.

WOOD: Okay, Andre ... and here's the number THREE song ..  
a ballad that breaks back into the charmed circle after  
running right on the heels of the winners. I'm singing  
the song that wears the laurel as America's third  
favorite of them all ... "YOU AND I".

("YOU AND I" . . . . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

11/15/41

(FANFARE NUMBER TWO)

WOOD: The Number TWO song ... it's the romantic tune that came up with a rush and paced the Parade for four consecutive weeks. Still a universal favorite, tonight it romps in as runner-up. Margaret Whiting and the Hit Paraders sing America's choice for the Number Two song .. "I DON'T WANT TO SET THE WORLD ON FIRE."

("I DON'T WANT TO SET THE WORLD ON FIRE" ... WHITING, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISEES)

(APPLAUSE)

CS

ATX01 0027677

11/15/41

(FANFARE NUMBER ONE)

WOOD: Number ONE! Yes, here is the melody from Tschalkowsky's Piano Concerto which drew such a blanket of votes from the nation it routed all competition. It is also known as Concerto for Two, Lilacs and Love, and a few other titles, but it first appeared on our survey as "Tonight We Love" and that version still leads all the rest. Here are the Hit Paraders with the song that's America's first choice this week - "TONIGHT WE LOVE".

("TONIGHT WE LOVE" .....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

ATX01 0027678

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the Songs for  
awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Margaret Whiting,  
Mark Warnow and the Hit Paraders .. and for Lucky Strike,  
this is Barry Wood saying...so long for awhile.

(LUCKY STRIKE TIME. . . . .)

(APPLAUSE)

cs

11/15/41

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the Songs for  
awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Margaret  
Whiting, Mark Warnow and the Hit Paraders ... and for  
Lucky Strike this is Barry Wood saying..so long for awhile.

(LUCKY STRIKE TIME.....)

(APPLAUSE)

11/15/41

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



COLUMBIA BROADCASTING SYSTEM

*Boggrans As Broadcast*  
11/22/41

THE AMERICAN TOBACCO COMPANY  
YOUR HIT PARADE --- No. 341

SATURDAY, NOVEMBER 22, 1941  
9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY 11/23/41  
12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - "SOLD  
AMERICAN.")

BARUCH: Let that chant remind you that Luckies are a milder, better-  
tasting cigarette, because at market after market, we pay  
the price to get the finer, the lighter, the naturally  
milder tobacco. Yes, Lucky Strike means fine tobacco.  
That's why, with men who know tobacco best, it's Luckies  
2 to 1.

(HAPPY DAYS.....)

BARUCH: Lucky Strike presents Your Hit Parade...the nation's ten  
favorite songs of the week - with your singing master of  
ceremonies, Barry Wood, Margaret Whiting, the Hit Paraders,  
Mark Warnow and the Lucky Strike Orchestra, and tonight,  
some special guests from Latin America from whom you'll  
be hearing more later in the program. Right now, here's  
Barry Wood, with the song that's number SIX ... "DO YOU CARE.  
(APPLAUSE)

("DO YOU CARE".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027682

11/22/41

WOOD: Hello, everybody....this is Barry Wood...The curtain went up with your sixth ranking song of the week..."Do You Care." Since last Saturday, Your Hit Parade Survey has been canvassing the music lanes of America- checking on the songs most requested of the band leaders, your best sellers in sheet music and phonograph records, and the songs most played on the automatic coin machines and over the radio .... The results were tallied and tabulated.... giving an accurate, authentic record of America's taste in popular music - Your Hit Parade. Coming up now is a tune that's punching the survey clock for the first time... a newcomer that's starting in fifth place on the list. Margaret Whiting sings the Number FIVER ..... "Elmer's Tune."

("ELMER'S TUNE",.....WHITING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

rdf

11/22/41

("SHEPHERD SERENADE".....WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! This pastoral ditty grazes in a greener spot this week as it moves up to the edge of the big three. It's yours truly and the orchestra and the fourth place song in the country.... "THE SHEPHERD SERENADE."

(MUSIC SWELLS AND FINISHES)

Segue to

*girls - in on solo*

rdf

4.

11/22/41

("PARAM PAN PIN".....D'ARTEGA & AMIGOS PAN - AMERICANOS)

(FADE FOR ANNOUNCEMENT)

WOOD: It's Lucky Strike Extra time...Tonight, for a special Latin-American flavor, D'Artega and Los Amigos Pan-Americanos are adding maracas, tinbales, bongo-bongo, and their blood-tingling rhythm to our Lucky Strike Orchestra for some real rhumba. So vamos, D'Artega, with the great Latin song..."Param Pan Pin."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

Pah-rahn Pahn P-en

rdf

RTX01 0027685

(NEWS TICKER)

VOICE: South Boston, Virginia. At tobacco auctions here competition continues very lively for better leaf. So far this season, The American Tobacco Company has paid 31 percent above the average market price to get finer, milder tobacco (FADING) (TICKER UP AND FADE BEHIND  
CHANT - CROWD NOISE - CHANT UP - ENDING BETWEEN 36 and  
40 INCLUSIVE - SOLD AMERICAN)

WHSMAN: At 29!

(CHANT)

WELLS: Good evening, ladies and gentlemen. This is Linton Wells, reenacting one of the tobacco auctions now going on in South Boston, Virginia. We're in a big tobacco warehouse, where auctions have been held for years and years. There's old-time glamour as well as modern efficiency here. Listen to the auctioneer chant those bids - 32 - 33 - 34 - Each basket of tobacco is sold individually to the highest bidder - and here comes the sale!

(SOLD TO WRIGHT - AT 36)

rdf

11/22/41

WESMAN: Fine leaf, boys ... At 31!

(CHANT)

WELLS: The warehouseman as you just heard, sets the opening price on each basket. And just while I've been talking, the buyers have bid this tobacco up to 33 - 33 dollars a hundred pounds. And now Lucky Strike bids 34 - a leaf company buyer makes it 35 - Lucky Strike 36 - an export company 37 - 37. Another cigarette company 38 - but Lucky Strike comes right back with 39. 39 - 39 chants the auctioneer, looking all around at the buyers but he gets no more bids. So this basket's going, going to Lucky Strike at 39!

(SOLD AMERICAN)

ndf

ATX01 0027687

11/22/41

*repeat only*

RUYSDAEL: Smokers, if you <sup>were to</sup> visited a tobacco auction such as you just heard reenacted - then afterwards stopped at a cigarette counter - the chances are mighty good that you'd do as most independent tobacco experts do and ask for Luckies. For you know, as well as they do that in a cigarette, it's the tobacco that counts - and at auction after auction Lucky Strike pays the price to get the milder, better-tasting tobacco. For example, as the report you heard a few minutes ago stated, so far this season, at auctions in South Boston, Virginia, The American Tobacco Company has paid 31 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 31 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. The result is ... Lucky Strike means fine tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike and prove to yourself that better tobacco makes a better cigarette.

rdf

ATK01 0027688

11/22/41

("THIS LOVE OF MINE".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! Another newcomer enters the kingdom of musical favorites for the first time tonight. The lyric was written by Tommy Dorsey's vocalist, Frank Sinatra, and tonight, it's a real Hit Parader holding down tenth place in the ratings. I'd like to sing..."THIS LOVE OF MINE,"

(MUSIC SWELLS AND FINISHES)

segue to

rdf

ATX01 0027689



11/22/41

("YOU AND I".....HIT PARADERS & ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! Here's the ballad that's continuing its long run on the Parade and tonight shows up in the Lucky position. The Hit Paradars collaborate on the number seven song of them all..."YOU AND I".

(MUSIC SWELLS AND FINISHES)

Segue to

rdf

ATX01 0027690

11/22/41

- 11 -

("I GUESS I'LL HAVE TO DREAM THE REST".....WHITING & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE: Margaret Whiting takes the spotlight  
to sing your ninth ranking song of the week ... "I  
GUESS I'LL HAVE TO DREAM THE REST."

(MUSIC SWELLS AND FINISHES)

segue to

mc

ATX01 0027691

11/22/41

- 12 -

("CHATTANOOGA CHOO CHOO".....WHITING, WOOD, HIT PARADERS  
& ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! Here's the third newcomer on the  
Parade this week....a rhythm tune that America first  
heard in the latest Sonja Henie motion picture "Sun  
Valley Serenade." ~~This week~~ it officially becomes  
a member of Your Hit Parade as Margaret Whiting, the  
Hit Paradars and I give a send off to your number  
eight song..."CHATTANOOGA CHOO CHOO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mc

ATX01 0027692

11/22/41

- 13 -

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

(SNEAK THEME TO FINISH)

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

mc

ATX01 0027693

11/22/41

- 14 -

BARUCH: On with Your Hit Parade.....and here's another Lucky Strike Extra.

("ME GUSTA LA CONGA" .....D'ARTEGA & AMIGOS PAN-AMERICANOS)

(HIT AND FADE)

WOOD: Yes, it's time out again for a Lucky Strike Extra the D'artega way... Los Amigos Pan-Americanos are back for a sizzling encore - this time, for one of the most popular South American congas...D'Artega strikes it up and away we go with..."Me Gusta La Conga" .....  
"I Love a Conga"

("ME GUSTA LA CONGA" .....D'ARTEGA & PAN-AMERICANOS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

me

ATX01 0027694

11/22/41

WOOD: Now Basil Ruysdael wonders if you're getting the most enjoyment out of smoking.

RUYSDAEL: Well, ladies and gentlemen, I'm sure you'll agree that, in a cigarette, it's the tobacco that counts. So it follows that the surest way to get mildness, better taste, more smoking enjoyment all around, is simply to choose a cigarette you know is made of fine tobacco. Yes, smokers, just think it over and you'll see how important are the reports we bring you from tobacco markets all over the South. For they contain actual proof that ~~the~~ <sup>it</sup> <sup>show</sup> Lucky Strike consistently pays the price to get the finer, milder, better-tasting leaf. For example, last season, The American Tobacco Company paid 25 percent more than the market average at Mt. Sterling, Kentucky - 34 percent more at Asheville, North Carolina - 41 percent more at Weston, Missouri - and the best tobacco we buy goes into Luckies. The result is ... Lucky Strike means fine tobacco. So surely it's worth your while to make your next package Luckies ... and prove this to yourself.

rdf

RTX01 0027695

(FANFARE NUMBER THREE)

BARUCH: Here they are...your ace musical trio of the week...  
with Barry Wood reading the survey score card.

WOOD: Right, Andre .... and we're off with the Number THREE  
song. This musical torch bearer collected a trunk  
full of your votes during the week and moved right  
back into the song stratosphere. Margaret Whiting  
sings the third place melody in the country...."JIM."

("JIM .....WHITING & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mo

## (FANFARE NUMBER ONE)

WOOD: Number ONE.....Last week's winner maintained its lead in the song derby and breaks the tape again tonight. The melody is Tschaikowsky's Piano Concerto No. 1 in B Flat Minor. There are quite a few different versions making the rounds, but according to our survey records the most popular is still "Tonight We Love," with "Concerto For Two" taking next honors. So, here is America's top tune, with the Hit Paradars to sing your choice of lyrics....

"TONIGHT WE LOVE."

("TONIGHT WE LOVE".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy



11/22/41

-19-

BARUCH: Smokers, make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: That at market after market, Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. Make your next package Luckies and see for yourself.

edy

ATX01 0027698

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the  
songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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  
Margaret Whiting, Mark Warnow and the Hit Paraders...  
and for Lucky Strike, this is Barry Wood saying...  
so long for awhile.

(HAPPY DAYS.....)

(APPLAUSE)

edy

BA *pu*

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Margaret Whiting, Mark Warnow and the Hit Paraders...and for Lucky Strike this is Barry Wood saying....so long for awhile.

(HAPPY DAYS.....)

(APPLAUSE)

edy

COLUMBIA BROADCASTING SYSTEM  
THE AMERICAN TOBACCO COMPANY  
Your Hit Parade - #342

*A Broadcast*

SATURDAY, NOVEMBER 29, 1941  
9:00 to 9:45 P.M.

11/29/41

REPEAT BROADCAST SUNDAY 11/30/41  
12:00-12:45 A.M.

CUE: {COLUMBIA BROADCASTING SYSTEM}  
.....30 seconds.....}

BARUCH: In a cigarette it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE - "SOLD  
AMERICAN)

BARUCH: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the price  
to get the milder, better-tasting leaf. That's why  
with men who know tobacco best, it's Luckies two to  
one.

(HAPPY DAYS.....)

BARUCH: Lucky Strike presents Your Hit Parade ... the nation's  
ten favorite songs of the week - with your singing  
master of ceremonies, Barry Wood, Joan Edwards, the  
Hit Paraders, Mark Warnow and the Lucky Strike  
Orchestra, and Los Amigos Pan-Americanos. Now, here's  
Barry Wood with the song that's number FIVE ...  
"YOU AND I."

(APPLAUSE)

("YOU AND I".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RDF

ATX01 0027701

11/29/41

"MADELAINÉ" .....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number EIGHT!   A newcomer steps up to take its  
                  place in the line-up of hit songs of the week.  
                  The Hit Paradars do the launching of the tune  
                  that's starting off in eighth place ... "MADELAINÉ."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

11/29/41

("VIENE LA CONGA".....LOS AMIGOS PAN-AMERICANOS)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time for a Lucky Strike Extra ... with us again tonight is that swell group of South American Artists, D'Artega and Los Amigos Pan-Americanos. That means that the air will be filled with sparkling music in real Latin-American fashion. The drums are pounding in conga tempo, and D'Artega takes off with that favorite from Cape Horn to Cape Cod ... "Viene La Conga."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMERCIAL #1

(Repeat show: from Valparaiso to Vancouver)

rdf

ATX01 0027703

11/29/41

(CHANT ESTABLISH AND FADE)

WOOD: All right, Andre Baruch, let's get out the goldfish bowl!  
'Cause here we go with another exciting session of "Lucky  
Markets!"

(CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE - SOLD AMERICAN)

BARUCH: Folks, in a cigarette it's the tobacco that counts. The  
better the tobacco, the better the cigarette. Well, this  
game of ours proves that Lucky Strike means fine tobacco.  
For it shows you that at market after market The American  
Tobacco Company consistently pays the price to get the  
finer, the lighter, the naturally milder leaf, the kind  
that gives 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  
last season bought 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 last season for tobacco....and then  
(SOUND: CASH REGISTER) All right, Miss \_\_\_\_\_  
will you draw the first name please? Thank you - it's  
\_\_\_\_\_.

rdf

ATX01 0027704

11/29/41

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 for tobacco - yes \_\_\_\_\_ percent above  
the average market price paid for all the various types  
and grades of tobacco sold there, and the best we bought  
goes into 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 Basil Ruysdael  
says, remember "Lucky Markets" next time you buy cigarettes.

rdf



Commercial #1 November 29, 1941  
(cont'd.)

RUYSDAEL: Yes, ladies and gentlemen. Just bear in mind that, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco - and the best we buy goes into Luckies. That's why Lucky Strike means fine tobacco and that's well worth remembering when you buy cigarettes. For make no mistake - in a cigarette it's the tobacco that counts. So, make your next package Luckies and see for yourself that better tobacco makes a better cigarette.

Lucky Market Percentages Picked

First Show		Second Show	
Adek, Ga.	37%	Carrollton, Ky.	26%
Louisville (7th St.)	17%	Carthage, Tenn.	23%
Madison, N.C.	43%	Chadbourne, N.C.	55%
Statesboro, Ga.	54%	Knoxville, Tenn.	35%
Timmons ville, S.C.	82%	Rocky Mount, N.C.	49%
Whiteville, N.C.	60%	Timmons ville S.C.	82%

Lucky Market Percentages Picked

11/29/41

("THE BELLS OF SAN RAQUEL.....WOOD, ~~ORCHESTRA~~ ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! Another new tune rides the tide of  
national favor and makes its way to Your Hit  
Parade for a first performance. Here's the  
ballad that you elected ~~to~~ tenth place ...

"THE BELLS OF SAN RAQUEL."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

ATX01 0027707

("JIM".....EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! Joan Edwards sings the vocal refrain of the ~~best~~ ~~filled~~ tune that ranks sixth in the country ... "JIM."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

11/29/41

( "OF THEE I SING" .....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out again for a Lucky Strike Extra, and we're harkening back to a hit musical of 1931. The cast was headed by Victor Moore and Billy Gaxton and the knock-out score added new laurels to the fame of George Gershwin. Tonight, the Hit Paraders and I are taking for our extra the title song of the show ... "Of Thee I Sing."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ER.

ATX01 0027709

11/29/41

("I DON'T WANT TO SET THE WORLD ON FIRE"...EDWARDS, HIT PARADERS &  
ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! Joan Edwards and the Hit Paradars go  
into cahoots to bring you the song that rates  
fourth on the survey this week ... "I DON'T WANT  
TO SET THE WORLD ON FIRE."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

ATX01 0027710

( "TWO IN LOVE" .....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number NINE! After a one week lay-off, this  
romantic ballad returns to the fold to capture  
the ninth ranking position in the ratings. The  
vocal comes my way and here is ... "TWO IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

11/29/41

BARUCH:

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

... STATION BREAK ...

ER.

11/29/41

BARUCH: On with Your Hit Parade ... and here's another  
Lucky Strike Extra.

("PARA VEGO ME VOY" .....LOS AMIGOS PAN-AMERICANOS)

(HIT AND FADE)

WOOD: Yes, it's D'Artega with another Latin Extra ...  
Los Amigos Pan-Americanos pull a rhumba favorite  
out of the sombrero and treat us to some four star  
South American rhythm ... so let's shake away  
with ... "Para Vego Me Voy."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ER.



11/29/41

WOOD: All right, Basil Ruysdael...tell 'em about those men with the amazing memories.

RUYSDAEL: Well, ladies and gentlemen, they're the independent tobacco experts. And the way they remember what happens at tobacco auctions is really amazing. They can tell you who bought what tobacco - and even the prices paid. After all, it's part of their business to be fully informed about tobacco sales. So when it comes to smoking, you can bet they choose a cigarette they know is made of milder, better-tasting tobacco. Well, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And our "Lucky Markets" game a few minutes ago showed you the reason...For example

Lucky Market Percentages Picked

First Show		Second Show	
Adel, Ga.	37%	Carrollton, Ky.	26%
Madison, N.C.	43%	Knoxville, Tenn.	38%

...and the best tobacco we buy goes into Luckies. The result is.... Lucky Strike means fine tobacco. And tobacco experts know - as you do if you stop to think of it - that, in a cigarette it's the tobacco that counts. That's why, with these independent experts, with men who know tobacco best, it's Luckies 2 to 1 .... Why not make your next package Lucky Strike - and see if you don't agree with the experts.

ER.

ATK01 0027714

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the top three songs in the country this week ... with Barry Wood reading the survey headlines.

WOOD: Right, Andre ... and leading off is the Number THREE song ... This is the tune that orchestra leader Dick Jurgens had a hand in writing ... Last week it climbed on the national band wagon and this week it moved right up among the top favorites. Joan Edwards sings the third ranking song of them all ...

"ELMER'S TUNE."

("ELMER'S TUNE".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANFARE NUMBER TWO)

WOOD:           The Number TWO song ... you can chalk up a mighty  
big gain for this one as it continues on its way up.  
I'd like to sing America's second place tune of the  
week ... "THE SHEPHERD SERENADE."

("THE SHEPHERD SERENADE" .....WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

( FANFARE NUMBER ONE)

WOOD:           Number ONE! ... First honors in the nation again go to the tune based on Tschalkowsky's Piano Concerto in B Flat Minor. Of all lyric versions, the survey reports show that "Tonight We Love" still leads the list, with "Concerto For Two" coming second. So here are Mark Warnow, the Hit Paraders and Orchestra with ~~your~~<sup>the</sup> number one song in all the land ...

"TONIGHT WE LOVE."

("TONIGHT WE LOVE" .....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(CLOSING COMMERCIAL)

aa

11/29/41

(Closing Commercial)

BARUCH:           Smokers - make no mistake - in a cigarette, it's the tobacco that counts. So remember these two important facts: that at market after market, Lucky Strike consistently pays the price to get the milder, better-tasting tobacco, - and that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. . . By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest, - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

aa

ATX01 0027718

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs  
for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Joan Edwards, Mark Warnow and the  
Hit Paraders ... and for Lucky Strike, this is  
Barry Wood saying ... so long for awhile.

(HAPPY DAYS.....)

APPLAUSE)

aa

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs  
for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Joan Edwards, Mark Warnow  
and the Hit Paraders ... and for Lucky Strike this  
is Barry Wood saying ... so long for awhile.

(HAPPY DAYS.....)

(APPLAUSE)

aa

11/29/41

BARUCH: The famous tobacco autioneer 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

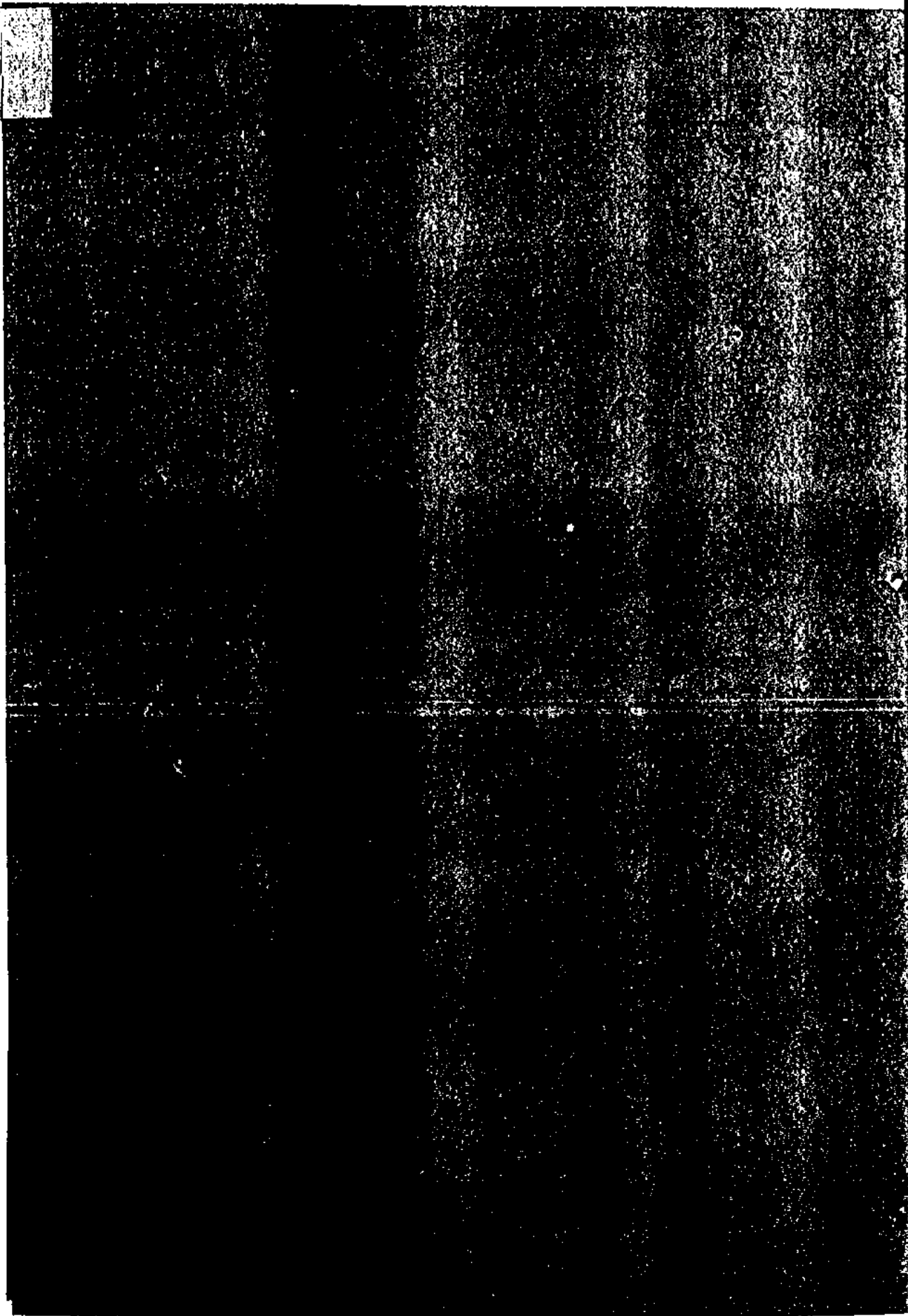
WABC.....New York

aa

ATX01 0027721



DECEMBER



COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY  
Your Hit Parade - #343

*As Broadcast  
- Mr. Boggiano*

12/6/41

SATURDAY, DECEMBER 6, 1941  
9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY 12/7/41  
12:30-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - SOLD  
AMERICAN)

BARUCH: Let that chant remind you that Luckies are a milder,  
better-tasting cigarette, because at market after  
market, we pay the price to get the finer, the lighter  
the naturally milder tobacco. Yes, Lucky Strike means  
fine tobacco. That's why, with men who know tobacco  
best, it's Luckies 2 to 1.

(LUCKY STRIKE TIME.....)

BARUCH: Lucky Strike presents Your Hit Parade - the nation's  
ten favorite songs of the week.....with your singing  
master of ceremonies, Barry Wood, Joan Edwards, the  
Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
Number SEVEN ..... "YOU AND I."

(APPLAUSE)

("YOU AND I" .. .....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

RTX01 0027723

12/6/41

WOOD:

Hello, everybody...this is Barry Wood.....Our overture  
 this evening was your Lucky Seven song on the list...  
 "You and I." This week, Your Hit Parade Survey was  
 busy as ever checking the top sellers in sheet music  
 and phonograph records, the songs most played over the  
 air and in the automatic coin machines and the tunes the  
 band leaders report that you asked for most often...The  
 results were counted and filed....giving an accurate,  
 authentic record of America's taste in popular music....  
 Your Hit Parade. <sup>And Right</sup> Now here's a song that showed a gain  
 during the week and moved up one spot in the ratings.  
 Joan Edwards takes her bow with the Number SIX tune...  
"THIS LOVE OF MINE."

("THIS LOVE OF MINE".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

rdf

12/6/41

("SINNER KISSED AN ANGEL".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! This newcomer to the Parade has for its inspiration the recent Charles Boyer movie "Hold Back The Dawn"....Tonight it steps into the hit class and takes Ninth place in national favor. The Hit Paradars sing...."A SINNER KISSED AN ANGEL".

(MUSIC SWELLS AND FINISHES)

Segue to

rdf

ATX01 0027725

12/6/41

("LULLABY OF BROADWAY".....EDWARDS, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Here's a Lucky Strike Extra....It was April 20, 1935 that Your Hit Parade went on the air for the very first time...and on that important first show was a song that proceeded to stay on the Parade for nine weeks - - a nice record in any league. Tonight, Joan Edwards and the Hit Paradars are bringing it back as their Lucky Strike Extra...."The Lullaby of Broadway."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

rdf

ATX01 0027726

12/6/41

- 5 -

(BEGIN CHANT - CROWD NOISE - END CHANT BETWEEN  
36 & 40 INCLUSIVE - "SOLD AMERICAN")

WESMAN: At 29!

(CHANT)

FISHELL: Good evening, ladies and gentlemen. This is  
Dick Fishell, reenacting a tobacco auction in  
Whiteville, North Carolina. And you should see  
the bidding among these buyers! There are over  
a dozen of them representing cigarette, leaf  
and export companies. And believe me, they're  
busy! Every basket of tobacco in this big  
warehouse is sold individually, you know -  
sold to the highest bidder. Just listen to  
that auctioneer ...

(CHANT UP - 35 - 35 - 36 - 36 - SOLD TO FLEMING)

12/6/41

RUYSDAEL: Ladies and gentlemen, we've given you a glimpse of what the independent tobacco experts see, day after day, at the auctions. Now these experts - auctioneers, buyers and warehousemen - smoke Luckies by an overwhelming majority - because they see us pay the price to get the milder, better-tasting leaf, at market after market all over the South. For example, at auctions this season at Whiteville, North Carolina, The American Tobacco Company paid 43 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 43 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. The result is ... Lucky Strike means fine tobacco. And tobacco experts know - as you do if you stop to think of it - that, in a cigarette, it's the tobacco that counts. That's why with these independent experts - with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike - and prove to yourself that better tobacco makes a better cigarette.

ATX01 002772B

12/6/41

("SHEPHERD SERENADE"..... .WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! It's a shady spot in green pastures for this ballad as it keeps its position up near the top of the hill. I'd like to sing the fourth ranking song in the country...."SHEPHERD SERENADE."

(MUSIC SWELLS AND FINISHES)

segue to

rdf

RTX01 0027729



12/6/41

("JIM".....EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:       Number EIGHT!   Joan Edwards adds the vocal refrain  
              of the torch tune that occupies eighth place in  
              the rankings...."JIM".

(MUSIC SWELLS AND FINISHES)

Segue to

rdf

ATX01 0027730

12/6/41

("I KNOW THAT YOU KNOW".....WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's time out again for a Lucky Strike Extra ... The  
Hit Paradars and I join in on an all-time favorite  
written by that master song creator, Vincent Youmans ...  
"I Know That You Know."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

rdf

ATK01 0027731

("EVERYTHING I LOVE" .....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! Here's our second newcomer of the evening.....A big hit in the current Cole Porter musical comedy, "Let's Face it"...its popularity has spread from Broadway to Hollywood Boulevard... I'd like to sing the tenth-ranking song on the Parade.....

"EVERYTHING I LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

12/6/41

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

This is the COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

ER.

ATX01 0027733

12/6/41

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

WOOD: It's time for Mark Warnow's Lucky Strike Extra....  
Mark and the Orchestra take a swingtime ditty,  
wrap it up, pin on the trimmings, and deliver the  
rockin' rollin' rhythm of "That's A Plenty."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ER.

RTX01 0027734

12/6/41

- 15 -

WOOD: Now Basil Ruysdael points out that qualities we're apt to take for granted assume a special importance at the tobacco auctions.

RUYSDAEL: Well, I mean qualities like "mildness" ... "better taste" ... Because we all want those qualities in a cigarette, the tobacco that is actually milder and better-tasting, is bid up and up in price. Just to give you a few examples - in order to get this finer tobacco at auctions in Mullins, South Carolina this season - The American Tobacco Company paid 34 percent more than the average market price published by the United States Department of Agriculture. At Adel, Georgia we paid 46 percent more - so it goes at market after market, and the best tobacco we buy goes into Luckies. Yes, ladies and gentlemen, if a milder, better-tasting cigarette is what you're looking for, just remember that in a cigarette, it's the tobacco that counts. And the reports from tobacco markets amply prove that Lucky Strike means fine tobacco. Next time ask for Luckies and see for yourself.

ATX01 0027735

(FANFARE NUMBER THREE)

BARUCH: Here they are...the top tune trio of the week....  
Barry, let's have the survey honor roll.

WOOD: Right, Andre.....and the number THREE song provides  
us with one of the real upsets of the year. This  
song:comes back to the Parade after a one week  
vacation and shoots up all the way to the high  
circle of the big three....and that's travelling.  
The Hit Paraders and I sing the third ranking song  
in America ... "CHATTANOOGA CHOO CHOO."

("CHATTANOOGA CHOO CHOO".....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

(FANFARE NUMBER TWO)

WOOD:           The Number TWO song....In three appearances on the  
Parade this jingle went right up the line, and  
tonight it takes second place honors in the land.  
Joan Edwards sings the runner-up song..."ELMER'S TUNE"

("ELMER'S TUNE".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.



(FANFARE NUMBER ONE)

WOOD:           Number ONE! The grand prize again goes to the haunting tune based on the Tchaikowsky piano concerto No. 1. Of all the different lyrics that have been written for this melody, "TONIGHT WE LOVE" still holds the lead, with "Concerto For Two" coming in second. Mark Warnow, and the Hit Paraders present the nation's top song of the week..."TONIGHT WE LOVE."

("TONIGHT WE LOVE".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

12/6/41

BARUCH:

Smokers, remember - in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike Gift Chest? Five hundred Luckies in Flat Fifties and Twenties, packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it at your favorite cigarette counter.

ER.

ATX01 0027739

(FIRST SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs  
for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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, good  
night for Joan Edwards, Mark Warnow and the Hit  
Paraders....and for Lucky Strike, this is Barry  
Wood saying....so long for awhile.

(HAPPY DAYS.....)

ER.

(REPEAT SHOW)

WOOD: (SINGS) So long for awhile; that's all the songs  
for awhile.

CHORUS: (SINGS) So long to YOUR HIT PARADE  
And the tunes that you picked to be played.

WOOD: 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 Joan Edwards, Mark Warnow and  
the Hit Paraders...and for Lucky Strike, this is  
Barry Wood saying.....so long for awhile.

(HAPPY DAYS.....)

(APPLAUSE)

ER.

12/6/41

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

ER.

ATK01 0027742

*A Broadcast*

12/13/41

COLUMBIA BROADCASTING SYSTEM

REPEAT BROADCAST SUNDAY 12/14/41  
12:00-12:45 A.M.

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE HIT PARADE - NO. 344

SATURDAY, DECEMBER 13, 1941

9:00 - 9:45 P.M.

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

BARACH: In a cigarette it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE -  
"SOLD AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means  
fine tobacco. At market after market we pay the  
price to get the milder, better-tasting leaf. That's  
why with men who know tobacco best, it's Luckies  
two to one.

(HAPPY DAYS. . . . .)

BARUCH: Lucky Strike presents Your Hit Parade - the nation's  
ten favorite songs of the week ... with your singing  
master of ceremonies, Barry Wood, Joan Edwards, the  
Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
number SIX...."This Love Of Mine."

*Applause*  
("THIS LOVE OF MINE". . . . .WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy

WOOD: Hello, everybody ... this is Barry Wood ... The first tune on the calendar was your sixth ranking favorite ... "This Love of Mine." This week, as always, Your Hit Parade Survey supplied us with all the musical facts ... facts obtained by checking the requests made to band leaders, the sales in sheet music and phonograph records, and the songs most played on the air and in those thousands of automatic coin machines. The results were tallied and filed, giving an accurate, authentic record of America's taste in popular music - and that's Your Hit Parade. Now here comes a song that rates as one of the big ballad hits of the season, and tonight it turns up in EIGHTH place. Joan Edwards sings ... "You and I."

("YOU AND I" . . . . . EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

12/13/41

("THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER" . . .  
WOOD, HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Here's a newcomer that's joining the ranks of the musical leaders for the first time. I'd like to introduce the tune that's coming on in ninth place ... "There'll Be Blue Birds Over the White Cliffs of Dover."

(MUSIC SWELLS AND FINISHES)

segue to



("BEGIN THE BEGUINE" ; . . . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: A Lucky Strike Extra falls in step with the Parade as the Hit Paradars show us how it's done the Cole Porter way. Here's one of that top-flight tunesmith's most exciting creations in the beat of a new rhythm that made Manhattan go Latin ... Okay Mark Warnow -- "Begin the Beguine!"

(MUSIC UP TO FINISH)

(APPLAUSE)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - December 13, 1941

12/13/41

(CHANT ESTABLISH AND FADE)

WOOD: All right, Andre Baruch, let's get out the goldfish bowl! 'Cause here we go with another exciting session of "Lucky Markets!"

(CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE - SOLD AMERICAN)

BARUCH: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf, the kind that gives 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 last season bought 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 last season for tobacco ... and then (SOUND: CASH REGISTER). All right, Miss \_\_\_\_\_ will you draw the first name please? Thank you - it's

ATX01 0027747

LUCKY STRIKE "YOUR HIT PARADE" -6-  
Commercial #1 - December 13, 1941 (Cont'd)

12/13/41

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 for tobacco - yes \_\_\_\_\_ percent above  
the average market price paid for all the various types  
and grades of tobacco sold there, and the best we bought  
goes into Luckies. All right - next market being drawn  
from the goldfish bowl and it's \_\_\_\_\_,  
\_\_\_\_\_.

(CROWD MURNURS UP)

(ETC.)

(BELL)

BARUCH: Oh - oh - there's the bell, ending this session of  
Lucky Markets. Thanks very much, everyone .... Now  
Basil Ruysdael says this game of ours is well worth  
remembering, when you buy cigarettes.

ebm

ATX01 0027748

12/31/41

RUYSDAEL: Lucky Markets is important, ladies and gentlemen, because it proves to you that Lucky Strike means fine tobacco. Just recall that, at every one of those tobacco markets drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco - and the best we buy goes into Luckies. Yes, Lucky Strike means fine tobacco and make no mistake - in a cigarette, it's the tobacco that counts. Why not make your next package Luckies and see for yourself that better tobacco makes a better cigarette.

Lucky Market Percentages Picked

First Show		Second Show	
Marretton, Ky.	26%	Lake City, Fla.	46%
Cartage, Tenn.	23%	Lawrenceville, Va.	32%
Chadbourne, N.C.	65%	Mt. Pleasant, Tenn.	21%
Darlington, S.C.	80%	Stoneville, N.C.	40%
Hartsville, Tenn.	20%	Upper Marlboro, Md.	36%
Moultrie, Ga.	45%	Wallace, N.C.	67%
Roxboro, N.C.	23%		

ebm

"CHATTANOOGA CHOO CHOO" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Dixieland Special is highballing along in fine fashion this week and covering a lot of ground in popular favor. The Hit Paradars and I climb aboard with your fourth ranking song . . . .

"Chattanooga Choo Choo."

(MUSIC SWELLS AND FINISHES)

~~segue to~~

*Applause*

edy

9

12/13/41

"JIM" . . . . . EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number TEN! Joan Edwards turns in a smooth vocal  
of the ballad that rates tenth on the Parade . . . .  
"Jim".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

edy

ATX01 0027751

("I WON'T DANCE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: It's a Lucky Strike Extra the Mark Warnow way ...  
and tonight the maestro goes back to one of the  
pictures that made the names of Fred Astaire and  
Ginger Rogers the <sup>"Anno & Andy"</sup> ~~"Tom and Jerry"~~ combination of  
movie musicals. <sup>It was</sup> ~~Remember~~ 1935 when the country  
picked this swell Irving Berlin tune for dancetime  
fancy ... "I Won't Dance."

(MUSIC UP TO FINISH)

(APPLAUSE)

11  
~~11~~  
12/13/41

("I DON'T WANT TO SET THE WORLD ON FIRE".....HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! The Hit Paradars assemble for the  
                  lyrics to the FIFTH ranking song in all-America  
                  this week ...

"I Don't Want to Set the World on Fire."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

edy

ATX01 0027753



("ORANGE BLOSSOM LANE" . . . . . EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           The Lucky Seven spot on the Parade this week  
                  goes to another newcomer. Joan Edwards has  
                  the vocal refrain of the seventh ranking song ...  
                  "Orange Blossom Lane."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

WOOD: Okay, Andre -- and it's Lucky Strike Extra time.. The Hit Paraders and I sound our A's with the title song of one of the early Janet Gaynor-Charles Farrell motion pictures. I'm sure you all remember that great tune ... "Keep Your Sunny Side Up."

("SUNNY SIDE UP" . . . . . WOOD, HIT PARADERS, ORCH)

(APPLAUSE)

COMMERCIAL #2

15  
~~14~~  
LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - December 13, 1941

12/13/41

WOOD: Now friends, here's an invitation for you from Mr. G. E. Smith, tobacco warehouseman of Reidsville, North Carolina. He said recently:

MAN: You ought to come down here when the auctions are open and see for yourself who buys what tobacco. You'd find out that Luckies pay the price to get the finer, milder leaf. That's why I've smoked Luckies for 13 years.

RUYSDAEL: Yes, ladies and gentlemen, and a summary of what you'd actually see if you attended the tobacco auctions, is contained in reports we bring you from tobacco markets all over the South. These reports show that The American Tobacco Company consistently pays the price to get the milder, better-tasting leaf ... for example this season at Timmons ville, South Carolina, we paid 36 percent more than the average market price published by the United States Department of Agriculture - 45 percent more at Valdosta, Georgia. So it goes at market after market - and the best tobacco we buy goes into Luckies. The result is ... Lucky Strike means fine tobacco. And smokers, you know as well as tobacco experts like Mr. Smith that, in a cigarette it's the tobacco that counts. That's why, with these independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Why not make your next package Lucky Strike - and see if you don't agree with the experts.

ALTERNATE MARKETS

Lumberton, N.C. - 31%  
Darlington, S.C. - 40%

ebm

ATX01 0027756

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top tunes of the week ... with Barry Wood and the story of the finalists.

WOOD: Right, Andre ... here's the number THREE song. The melody from Tschaiikowsky's Piano Concerto is holding its own and ~~still~~ <sup>again</sup> rates a position among the big three ... and the lyric version of this song that you like best is ~~still~~ "Tonight We Love." <sup>by</sup> The Hit Paradars honor the third place tune of the week ... "Tonight We Love."

("TONIGHT WE LOVE" . . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song ... America counted a lot of sheep this week and set the flock a-grazing right near the top of the hill. Yes, the second highest post on the Parade goes to the ballad hit ....

"Shepherd's Serenade."

("SHEPHERD'S SERENADE" . . . . . WOOD, GIRLS, ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

(PANFARE NUMBER ONE)

WOOD: Number ONE! First place goes to the catchy jingle that's been a regular member of the Parade for four weeks. During the past seven days, it gathered momentum and tonight comes in with the official title of king of them all. Joan Edwards sings your number one song ... "Elmer's Tune."

("ELMER'S TUNE" . . . . . EDWARDS, ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(NOTE: ~~TAKE APPLAUSE OUT COMPLETELY BEFORE MAKING THE FOLLOWING ANNOUNCEMENT.~~)

me

BARUCH: Smokers, remember - in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike Gift Chest? Five hundred Luckies in Flat Fifties and Twenties, packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it at your favorite cigarette counter.

(FIRST SHOW)

WOOD: (SINGS) So long for a while; that's all the songs for a while.

CHORUS: (SINGS) So long to Your Hit Parade and the tunes that you picked to be played.

WOOD: 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 Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike, this is Barry Wood saying ... so long for a while.

(HAPPY DAYS . . . . .)

(APPLAUSE)



(REPEAT SHOW)

WOOD: (SINGS) So long for a while; That's all the songs  
for a while.

CHORUS: (SINGS) So long to Your Hit Parade and the tunes  
that you picked to be played.

WOOD: 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 Joan Edwards, Mark Warnow  
and the Hit Paraders ... and for Lucky Strike this  
is Barry Wood saying ... so long for a while.

(HAPPY DAYS . . . . .)

(APPLAUSE)

REVISED

- 21 -

12/13/41

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

ATX01 0027763

*As Broadcast*

12/20/41

*Mr. Roggiano*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #345

SATURDAY, DECEMBER 20, 1941

REPEAT BROADCAST SUNDAY 12/21/41  
12:00-12:45 A.M.

9:00 - 9:45 P.M.

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

BARUCH: In a cigarette it's the tobacco that counts.

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - "SOLD  
AMERICAN")

BARUCH: Let that chant remind you that Lucky Strike means fine  
tobacco. At market after market we pay the price to get  
the milder, better-tasting leaf. That's why 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 of the week ... with your singing  
master of ceremonies, Barry Wood, Joan Edwards, the Hit  
Paraders, and Mark Warnow and the Lucky Strike Orchestra.  
Now, here's Barry Wood with the song that's number NINE  
... "You and I."

("YOU AND I" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

RTX01 0027764

WOOD:

Hello, everybody ... this is Barry Wood. The lead-off tune tonight was your ninth ranking song on the Parade ... "You and I." Since last Saturday night, Your Hit Parade Survey has carefully tabulated the songs that rate highest in your fancy. The sales in sheet music and phonograph records were checked - added to that was a list of the songs most played on the air and in the automatic coin machines, and the tune most requested of the band leaders ... ~~and~~ When all the mathematical compilations were completed, we had an accurate, authentic record of America's taste in popular music ... Your Hit Parade. Now, here's a ballad that turns up again after a two week vacation. Joan Edwards stands by to sing your number EIGHT song of them all ... "Two In Love."

("TWO IN LOVE" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

12/20/41

Your Hit Parade

("I DON'T WANT TO SET THE WORLD ON FIRE" . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number SIX! The Hit Paradars supply vocal harmony to  
your sixth ranking tune ... "I Don't Want to Set the  
World on Fire."

(MUSIC SWELLS AND FINISHES)

segue to

arc

12/20/41

1X2  
Your Hit Parade

("WHO" . . . . . EDWARDS, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time out time for a Lucky Strike Extra ... and from the bagfull of hits by that master song creator - Jerome Kern, we've chosen a tune that's has been a national favorite ever since the day Marilyn Miller introduced it in "Sunny." Joan Edwards and the Hit Paradars deliver a swell holiday package as they sing ... "Who."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

arc

12/20/41

(CHANT ESTABLISH AND FADE)

WOOD: All right, Andre Baruch, let's get out the goldfish bowl! 'Cause here we go with another exciting session of "Lucky Markets!"

(CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE - SOLD AMERICAN)

BARUCH: Folks, in a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. Well, this game of ours proves that Lucky Strike means fine tobacco. For it shows you that at market after market The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf, the kind that gives 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 last season bought 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 last season for tobacco.....and then (SOUND: CASH REGISTER) let's see what happens.....All right, Miss \_\_\_\_\_ will you draw the first name please? Thank you - it's \_\_\_\_\_.

are

ATX01 002776B

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 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 goes into 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.....Here's Basil Ruysdael who suggests that you take an instant now, to decide what your next package of cigarettes will be.

arc



12/20/41

-7-

YOUR HIT PARADE - COM.#1.  
12/20/41 (CONT'D)

RUYSDAEL: Yes, ladies and gentlemen, while this game of ours is still fresh in your memory, let's just see what it's real meaning is for you....You'll recall that, at every one of those tobacco markets, drawn completely at random, The American Tobacco Company paid well above the average market price to get the milder, better-tasting tobacco - and the best we buy goes into Luckies. So this game's the proof that Lucky Strike means fine tobacco - and make no mistake - in a cigarette it's the tobacco that counts. Surely that's reason enough to make your next packing Luckies and see for yourself that better tobacco makes a better cigarette.

Lucky Market Percentages Picked

First Show		Second Show	
Wallace, N.C.	67%	Conway, S.C.	52%
Burlington, N.C.	42%	Knoxville, Tenn.	35%
Pelham, Ga.	38%	Hughesville, Md.	28%
Carrollton, Ky.	28%	Carrollton, Ky.	26%
Owensboro, Ky.	12%	Shelbyville, Ky.	13%
Stoneville, N.C.	40%	Baxley, Ga.	52%

ATX01 0027770

17  
Your Hit Parade

("SHEPHERD SERENADE" . . . . . WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FOUR! We're off to the hills for the rustic  
                  rhythm of the fourth place song on the Parade ...

"Shepherd Serenade."

(MUSIC SWELLS AND FINISHES)

segue to

L.  
arc

12/20/41

Your Hit Parade

("JIM" . . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! Here's the ballad hit that's been cruising  
around on the Parade ~~making many, many hits~~ *basking in the limelight of popular favor*

*Jean* Edwards adds a vocal to your tenth ranking tune ...

"Jim."

(MUSIC SWELLS AND FINISHES)

segue to

arc

("THE CONTINENTAL" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           It's time out again for a Lucky Strike Extra ...  
Here's a four star tune that Ginger Rogers and Fred  
Astaire danced to in the motion picture "The Gay  
Divorce." <sup>Well</sup> Tonight Mark Warnow and the Orchestra bring  
it back with a special Warnow finish ... "The  
Continental."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

(MADELAINE" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SEVEN! After two weeks in hiding,  
this ballad returns to the Parade to fill  
the Lucky Seven spot. I'd like to sing ~~the~~  
~~song~~ . . .  
"Madelaine."

(MUSIC SWELLS AND FINISHES)

segue to

ems

Your Hit Parade

12/20/41

("THIS LOVE OF MINE" . . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:           Number FIVE! The middle position on the  
Parade goes to the tune written by Tommy  
Dorsey's vocalist, Frank Sinatra. Joan  
Edwards sings the fifth ranking song ...  
"This Love of Mine."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

Your Hit Parade

12/20/41

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ...

ems

ATX01 0027776

Your Hit Parade

12/20/41

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

WOOD: *de Audre* The Parade swings on with a Lucky Strike Extra ... Back in the winter of 1938 ~~and 1939~~, a Cole Porter tune hit the survey jackpot and rang up a thirteen week record in the big time. That gives it an honor-roll rating and a special return engagement on the Parade tonight. The Hit Paraders and I sing ... "Rosalie."

("ROSALIE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ems

ATK01 0027777



LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #2 - December 20, 1941

12/20/41

First Show

WOOD: ~~Now~~ Basil Ruysdael says you don't need to try cigarette after cigarette to find one that's milder and better-tasting.

RUYSDAEL: No, indeed, ladies and gentlemen, it's much easier than that. Just choose a cigarette you know is made of fine tobacco, because- make no mistake - in a cigarette it's the tobacco that counts. That's why the overwhelming preference for Luckies among independent tobacco experts means so much. These auctioneers, buyers and warehousemen see Lucky Strike pay the price to get the milder, better-tasting tobacco at markets all over the South. For example, at ~~Wadley, North Carolina~~ *Live Oak, Florida*, this season, The American Tobacco Company paid 37 percent more than the average market price published by the United States Department of Agriculture. And at Loris, South Carolina, we paid 45 percent more. So it goes at market after market and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. That's why with independent experts - with men who know tobacco best, it's Luckes 2 to 1. Make your next package Lucky Strike and see if you don't agree with the experts.

ALTERNATE MARKETS:  
Live Oak, Florida - 41%  
Tifton, Georgia - 52%

ems

ATX01 0027778

Your Hit Parade

12/20/41

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three top songs in the country this week ... Tell us the story, Barry Wood.

WOOD: Right, Andre ... here's the biography of the number THREE song. The melody is Tchaikowsky's Piano Concerto in B flat minor. <sup>now</sup> Many lyric versions were published, but the public took to one in particular and has kept it on the Parade for eleven weeks. The Hit Paraders sing the third place song in the nation ... "Tonight We Love."

("TONIGHT WE LOVE" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0027779

Your Hit Parade

12/20/41

(FANFARE NUMBER TWO)

WOOD:           The Number TWO song ... America's votes show  
that ~~the~~ second ranking ~~song~~ goes  
to the bouncing ditty composed by band leader  
Dick Jurgens. Joan Edwards sings the second  
favorite in the land ... "Elmer's Tune."

("ELMER'S TUNE" ... . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATK01 0027780

Your Hit Parade

12/20/41

(FANFARE NUMBER ONE)

WOOD:           Number ONE! It's a major jump in the survey ratings for the title tune this week ... all the way from fourth place to first. The Hit Paraders and I sing the number one song in the country ... "Chattanooga Choo Choo."

("CHATTANOOGA CHOO CHOO" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0027781

Your Hit Parade

12/20/41

BARUCH: Smokers, remember - in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike Gift Chest? Five hundred Luckies in Flat Fifties and Twenties, packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it at your favorite cigarette counter.

ems

ATX01 0027782

Your Hit Parade

12/20/41

(FIRST SHOW)

WOOD: (SINGS) So long for a while; that's all the songs for a while.

CHORUS: (SINGS) So long to Your Hit Parade and the tunes that you picked to be played.

WOOD: 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, ~~Merry Christmas and good night~~ for Joan Edwards, Mark Warnow ~~and~~ the Hit Paraders ... and ~~the~~ Lucky Strike, this is Barry Wood saying ...

~~so long for a while~~ *merry Christmas to you all*

(HAPPY DAYS . . . . .)

(APPLAUSE)

ems

Your Hit Parade

12/20/41

(REPEAT SHOW)

WOOD: (SINGS) So long for a while; that's all the songs for a while.

CHORUS: (SINGS) So long to Your Hit Parade and the tunes that you picked to be played.

WOOD: 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, ~~Happy Christmas~~ <sup>then</sup> ~~and~~ Goodnight for Joan Edwards, Mark Warnow ~~and~~ the Hit Paraders ... and ~~for~~ Lucky Strike this is Barry Wood saying ...

~~so long~~ Merry Christmas to you all

(HAPPY DAYS . . . . .)

(APPLAUSE)

ems

Your Hit Parade

12/20/41

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

ems

ATX01 0027785



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE - #346

*As Broadcast,*

12/27/41

SATURDAY, DECEMBER 27, 1941  
9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY  
12/28/41 - 12:00-12:45 A.M.

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

BARUCH: In a cigarette, it's the tobacco that counts.

RIGGS: (CHANT -- ENDING BETWEEN 36 and 40 INCLUSIVE -  
"SOLD AMERICAN")

BARUCH: Let that chant remind you that Luckies are a milder,  
better-tasting cigarette, because at market after  
market, we pay the price to get the finer, the lighter  
the naturally milder tobacco. Yes, Lucky Strike means  
fine tobacco. That's why, 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 of the week -- with your singing  
master of ceremonies, Barry Wood, Joan Edwards, the  
Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. Now, here's Barry Wood with the song that's  
number FIVE ... "Shepherd Serenade."

(APPLAUSE)

(SHEPHERD SERENADE. . . . .WOOD, GIRLS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

rdf

ATX01 0027786

12/27/41

WOOD:

Hello, everybody ... this is Barry Wood ... and that was "Shepherd Serenade" - the tune you voted into fifth place on the Parade this week. During the past seven days, Your Hit Parade Survey has been alive and alert tracking down the songs most played over the radio, the tunes that received most of your nickels in the automatic coin machines, the best sellers in sheet music and phonograph records, and the songs you requested most often when you were out <sup>holiday</sup> dancing. The results were added together and ranked in order ... giving an accurate, authentic record of America's taste in popular music ... in short, Your Hit Parade. Next on the agenda for tonight is a newcomer that's starting its Parade career in ninth place. ~~It~~

*Joan Edwards song*  
~~number NINE song~~ ... "This is No Laughing Matter."

("THIS IS NO LAUGHING MATTER". . . . . EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

aa

12/27/41

10  
("I DON'T WANT TO SET THE WORLD ON FIRE" .... HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Hit Paradars gather in choral  
formation for your eighth ranking song of the week  
... "I Don't Want to Set the World on Fire."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

ATX01 0027788

("SIBONEY". . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra ... Mark Warnow and the Orchestra take one from the portfolio of the popular South American composer, Ernesto Lecuona.

Mark gives the cue, and we ~~thumps on down~~ ... *ride to the rhythm of the* *Orchestra*

"Siboney."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 1

BB

12/27/41

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - December 27, 1941

(CHANT - CROWD NOISE - ENDING BETWEEN 36 & 40  
INCLUSIVE - "SOLD AMERICAN")

WHSMAN: At 28 (CHANT)

WARNER: Good evening, ladies and gentlemen. This is Albert Warner, reenacting a tobacco auction at Lake City, South Carolina. We're right in the center of a big tobacco warehouse - with tobacco to the left of us, tobacco to the right of us - and a whole crowd of tobacco farmers watching excitedly as the auctioneer chants the bids. 35 - 35 - 36 - 36 - and here comes the sale ...

(CHANT UP - SOLD TO BELVIN)

WHSMAN: Mild tobacco, boys ... at 30!

WARNER: 30 - 30 dollars a hundred pounds is the warehouseman's opening bid on this next basket. You know, that's the way tobacco is sold - basket by basket - sold to the highest bidder. And just while I've been talking, the bid's gone up to 33 on this basket - 33 dollars bid by Lucky Strike. And now a leaf company buyer makes it 34 - another cigarette company bids 35 - and Lucky Strike 36 - 36 - That export company shoots in a bid of 37 but right away Lucky Strike raises it to 38 and - yes - yes - there's another basket of fine tobacco headed for Luckies! Listen!

aa

(SOLD AMERICAN)

ATX01 0027790

12/27/41

Commercial #1 (Cont.)

RUYSDAEL: Ladies and gentlemen, here are the final figures on Lucky Strike purchases at auctions in Lake City, South Carolina, this season... The American Tobacco Company paid 40 percent more for the tobacco it bought there for its cigarettes and other tobacco products. Yes, 40 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. So it goes at market after market. The result is Lucky Strike means fine tobacco - and smokers, you can easily see how important this is, for you know that in a cigarette it's the tobacco that counts. Why not make your next package Lucky Strike - and prove to yourself that better tobacco makes a better cigarette.

("THIS LOVE OF MINE".....EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! The Parade rolls on, as Joan Edwards  
contributes the vocal refrain of your sixth ranking  
song ... "This Love of Mine."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

12/27/41

("EVERYTHING I LOVE".....WOOD, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! ~~The ballad hit from the Broadway show~~  
~~"Let's Face It" comes back to the big time and takes~~  
~~tenth place in the ratings ... "Everything I Love."~~

(MUSIC SWELLS AND FINISHES)

segue to

✓ Back to the parade comes the  
Hit tune from Cole Porter's  
current contribution to the  
B'way season. Tenth place in  
the ratings goes to "Everything  
I Love"

ER.



12/27/41

("I'M SHOOTING HIGH".....EDWARDS, HIT PARADERS, ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD:

Here's a Lucky Strike Extra ... a tune that <sup>Hit</sup> made  
~~a name for itself~~ <sup>Paraded for 9 weeks</sup> back in 1936 by being on the  
~~Parade nine weeks.~~ A record like that rates ~~it~~  
a page in the blue book, ~~and that's why Joan Edwards~~  
~~and the Hit Paraders are doing for their Extra~~  
tonight ~~with "I'm Shooting High"~~

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to



And a return engagement  
on the "Hit Parade" as Joan  
Edwards & the Hit Paraders  
bring it back tonight -  
"I'm Shooting High"

ER.

12/27/41

2  
10

H.P.

("THE BELLS OF SAN RAQUEL". . . . . ~~WOOD~~, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:        Number SEVEN! After three weeks in limbo, this  
ballad returns to the Parade to fill the Lucky  
Seven Spot. I'd like to sing ... "The Bells of  
San Raquel."

(MUSIC SWELLS AND FINISHES)

segue to

88

ATX01 0027795

("TONIGHT WE LOVE" .....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Your favorite lyric version of the melody  
~~of~~ *from* Tchaikowsky's Piano Concerto finishes the week still  
high. Mark Warnow ~~leads the orchestra in~~ *+ the Red Parade piece* your number four  
song ... "Tonight We Love."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

12/27/41

BARUCH:

(ON CUE) We pause for station identification.

This is the COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK...

ER.

ATX01 0027797

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

WOOD: Here we go with a Lucky Strike Extra ... Yours truly and the Hit Parade's collaborate vocally on one of Vincent Youmans' all time hits ... "Great Day."

("GREAT DAY" . . . . . WOOD, HIT PARADERS, ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

Wood: Well André it's time for me & the Hit Parade to go to bat on a lucky strike extra - so here is a musical memory of 1930 when the lights along B' way spelled out the title of that swell Vincent Youmans' hit - Great Day

emcm

12-27-41

WOOD: Now friends, Basil Ruysdael says ... never put off till next year what you can do this year!

RUYSDAEL: That's right, ladies and gentlemen, this year 1941 will soon be over. And lots of you who've been meaning to try Luckies but still haven't done so, may be missing out on a lot of real smoking enjoyment ... For look at the facts from your own viewpoint. You know that, in a cigarette, it's the tobacco that counts and on this program you hear reports from tobacco markets all over the South - reports which prove that Lucky Strike consistently pays the price to get the milder, better-tasting tobacco. For example, at auctions in Wallace, North Carolina this season, The American Tobacco Company paid 37 percent more than the average market price published by the United States Department of Agriculture. And at Valdosta, Georgia, we paid 45 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. That's a fact well known to independent tobacco experts ... who are impartial judges of tobacco. And so with these experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike and see if you don't agree with the experts.

ATX01 0027799

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the winning song trio of the week ... with Barry Wood giving us the survey facts.

WOOD: Right, Andre ... and the number THREE position provides a real upset in the ratings. This tune is coming back to the Parade after ~~one~~<sup>a</sup> week off, <sup>and</sup> coming back with a bang by moving right into the circle of winners. The Hit Paraders sing the third ranking song in the nation ... "There'll Be Blue Birds Over The White Cliffs Of Dover."

("THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER" . . . . .  
. . . . . HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... That Dixieland tune keeps chuggin' along and winds up the week America's second favorite song of them all. The Hit Paraders and I sing ... "Chattanooga Choo Choo."

("CHATTANOOGA CHOO CHOO" . . . . . WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

emcm

ATX01 0027801



(FANFARE NUMBER ONE)

WOOD:           Number ONE!   First prize goes to the swingy ditty  
                  that's holding the honor spot for the second time.  
                  Joan Edwards sings the number one song all around  
                  the country ... "Elmer's Tune."

("ELMER'S TUNE".....EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

12/27/41

*Ladies & Gentlemen*

WD OD:

(AFTER APPLAUSE IS OUT ENTIRELY) For more than six years we have brought you each week Your Hit Parade of popular songs ~~in America~~. It's a changing Parade - a musical record of shifting champions. Songs ~~come up~~ <sup>spring</sup> ~~and~~ hold briefly in the national spotlight, then ~~fall~~ <sup>disappear</sup> as other songs rise for their share of glory. But through all the years ~~to come~~ and all the years to come, there ~~is~~ <sup>is</sup> one song that ~~always~~ has been - is - and always will be the number one song in the hearts of all Americans. "*The Star Spangled Banner*"

("THE STAR SPANGLED BANNER".....ENSEMBLE)

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds.

ER.